

Request for Proposals

Web-based Data Visualization for the Wyss Academy for Nature's Hub Southeast Asia

Deadline: 30 October 2026

1. Background

The Wyss Academy for Nature's Hub Southeast Asia works to advance systems transformation that supports both nature conservation and human well-being. Acting as a trusted convener, the Hub brings together diverse stakeholders, including government agencies, academia, civil society, local communities, and the private sector, to co-create practical and evidence-based responses to complex social-ecological challenges. A distinctive strength of the Wyss Academy for Nature is its ability to bridge different forms of knowledge, integrating academic research, policy expertise, and local and Indigenous knowledge to inform action and decision-making.

As the Hub's portfolio and partnerships continue to expand, there is a growing need to communicate its vision, approaches, evidence, and lessons learned in ways that are accessible and relevant to different audiences. Effective communication is important not only for increasing the visibility of the Hub's work, but also for strengthening stakeholder engagement, fostering partnerships, supporting resource mobilization, and demonstrating the value of transdisciplinary and collaborative approaches to sustainability.

In Nan Province, a significant body of existing data, research, and studies provides insights into community forests, forest-fire hotspots, and the wider environmental and social dynamics surrounding forest landscapes. However, much of this information remains fragmented across datasets, studies, reports, and maps, making it difficult for non-specialist audiences to see the connections between them.

The challenge, therefore, is not simply to communicate individual datasets, but to make the wider system visible. Community forest management, fire and hotspots, environmental impacts, local livelihoods, public well-being, and decisions about policies, budgets, and resources are interconnected. Yet these relationships can remain invisible when information is presented separately or primarily through technical formats.

To address this challenge, the Wyss Academy for Nature's Hub Southeast Asia is seeking an experienced data visualization and digital storytelling agency to transform existing data and evidence into an engaging, web-based data storytelling experience.

The objective is not to create a conventional dashboard or simply visualize individual datasets, but to build a compelling narrative that helps audiences explore evidence, understand connections, and see the broader system behind the data.

The data story will primarily engage three groups:

1. Decision-makers: politicians, policymakers, government agencies responsible for forests, environment and budgets, local authorities, and private-sector actors interested in supporting community forests.
2. Public audiences: people in Bangkok and other urban areas, people affected by PM2.5 air pollution, younger generations, and the broader public.
3. Communities and forest stewardship networks: community forest groups, forest-fire volunteers, local youth, and civil society networks.

Through clear, accessible, and visually compelling storytelling, the final product should help different audiences understand why community forests matter, how different parts of the system are connected, and where policy, resources, partnerships, and collective action can make a difference. Ultimately, the assignment aims to turn complex evidence into a story that makes invisible systems visible and supports greater understanding, engagement, and informed decision-making.

2. Scope of Work

The selected agency will work closely with the Wyss Academy for Nature's Hub Southeast Asia to transform existing research and datasets into a coherent, evidence-based, and engaging digital data story. The scope of work will include, but not necessarily be limited to, the following:

1. Data-driven narrative development

- Review existing datasets, studies, reports, maps, and other relevant materials provided by the Wyss Academy.
- Develop a clear and compelling narrative based on the available evidence, identifying the key messages, connections, and insights that should form the backbone of the data story.
- Structure the narrative to make complex relationships understandable and relevant to the identified target audiences.
- Translate technical and scientific information into accessible storytelling without oversimplifying or compromising accuracy.

2. Data review, validation, and gap analysis

- Review the data and evidence underpinning the proposed narrative to ensure that the story is logical, credible, and sufficiently supported by evidence.
- Advise whether the available data can appropriately support the intended messages and visualizations.
- Identify inconsistencies, limitations, or gaps in the available information that may affect the narrative.
- Recommend additional data or evidence needed to strengthen or complete the story.

3. Supplementary research and data sourcing

- Conduct desk research to identify credible and relevant secondary data, studies, and other sources that can address identified gaps in the narrative.
- Assess the relevance and suitability of supplementary information before integrating it into the data story.
- Ensure that external data and evidence are appropriately referenced and traceable to their original sources.

4. Web-based data visualization and infographic development

- Design and develop an engaging web-based data storytelling experience that integrates narrative, data visualization, maps, graphics, and other appropriate interactive elements.
- Develop visualizations that reveal patterns, relationships, and connections that may not be immediately apparent from the underlying datasets.
- Ensure that the digital experience is intuitive and accessible to both technical and non-technical audiences, on both laptop and mobile devices.
- Develop a set of standalone infographics and visual assets derived from the web-based data story for use across communication channels, including social media, presentations, publications, and other outreach materials.
- Develop the web-based data storytelling product and associated infographics in Thai and English, with both language versions maintaining consistent content, data, and visual presentation, and in line with the Wyss Academy for Nature's visual branding.
- Develop the product in a way that allows the Wyss Academy for Nature or its designated partners to operate, maintain, update, and further develop the product after completion of the assignment.

5. Final Handover and Documentation Package

A complete handover package enabling the Wyss Academy for Nature or its designated partners to independently operate, maintain, update, and further develop the web-based product. The package should include, as applicable:

- Complete source code;
- Editable design, graphic, and visualization files;
- Final datasets and data files used in the product;
- Complete source references and documentation;
- Build, deployment, hosting, and update instructions;
- A list of software dependencies, third-party tools, libraries, and licenses used, including any associated costs or restrictions; and
- A concise administrator guide covering routine content and data updates.

3. Summary of Deliverables

No.	Deliverable	Description
1	Data Story Narrative and Storyboard	A clear, evidence-based narrative and storyboard defining the overall storyline, key messages, audience journey, and proposed use of data and visual elements.
2	Data Review and Gap Analysis	Review of available data and evidence, including identification of key data gaps, limitations, inconsistencies, and recommendations for additional information needed to support the narrative.
3	Supplementary Research and Data Package	Relevant secondary data, studies, and evidence sourced to address identified narrative gaps, with complete references and source documentation.
4	Web-based Data Storytelling Product	A fully developed, visually engaging web-based data storytelling experience integrating narrative, data visualizations, maps, graphics, and interactive elements as appropriate.

5	Standalone Infographics and Visual Assets	A set of communication-ready infographics and visual assets derived from the data story for use on social media, presentations, publications, and other communication channels.
6	Final Handover and Documentation Package	Final datasets, source references, editable visual/graphic files, and relevant documentation required for future use and updating of the data story.

4. Duration of Assignment

The assignment will commence in November 2026 and conclude no later than 15 March 2027.

A detailed work plan, schedule, deliverables, and milestones will be agreed upon at the start of the contract. The agency is expected to provide sufficient personnel and resources to ensure timely delivery of all agreed outputs.

5. Intellectual Property and Usage Rights

All communication products, photographs, videos, designs, source files, and related materials produced under this assignment shall become the property of the Wyss Academy for Nature upon final payment.

The selected agency shall provide all editable source files and grant the Wyss Academy for Nature unlimited rights to reproduce, adapt, publish, distribute, and reuse the materials for non-commercial purposes across print, digital, exhibition, fundraising, educational, and stakeholder engagement channels.

The final handover shall be sufficiently complete to enable the Wyss Academy for Nature or a designated third-party partner to operate, maintain, update, modify, and further develop the web-based product without dependency on the selected agency. Any proprietary software, third-party services, licenses, subscriptions, or technical dependencies required for continued operation shall be clearly identified and documented, including any ongoing costs or usage restrictions.

6. Revisions and Quality Assurance

Unless otherwise agreed, all deliverables shall include up to three rounds of revisions.

The agency shall conduct quality assurance checks prior to submission to ensure that all materials meet agreed technical specifications, branding requirements, and accessibility standards.

7. Qualifications and Experience

Essential

The agency must demonstrate:

- Proven experience in data visualization, data storytelling, information design, and digital storytelling, supported by a portfolio of relevant work.
- Demonstrated ability to translate complex datasets, research, and technical information into clear, compelling, and accessible narratives for non-specialist audiences.
- Experience in developing web-based and interactive data storytelling products, integrating data visualizations, narrative, graphics, maps, and other interactive elements as appropriate.
- Strong data analysis and interpretation capabilities, including the ability to review data, identify gaps and inconsistencies, and assess whether available evidence supports the proposed narrative.
- Demonstrated experience in desk research and secondary data sourcing, including assessing the credibility and relevance of sources.
- Strong graphic and information design capabilities, including the development of standalone infographics and communication assets.
- A multidisciplinary team with appropriate expertise across data analysis/research, narrative development, data visualization, UX/UI design, and web development.
- Demonstrated ability to work collaboratively with clients and technical experts, incorporate feedback, and maintain the accuracy and integrity of data and evidence throughout the storytelling process.

Desirable

The following qualifications and experience will be considered an advantage:

- Experience working with data and research related to forests, environment, climate change, air pollution, natural resource management, biodiversity, sustainability, or social-ecological systems.
- Experience developing data stories or visualizations intended to inform policy, planning, advocacy, or decision-making.
- Experience communicating complex environmental or scientific issues to multiple audience groups, including policymakers, communities, and the general public.
- Familiarity with the Thai context, particularly environmental, forest, community forest, or PM2.5 issues.
- Experience working with government agencies, research institutions, civil society organizations, or local communities.
- Experience designing digital products in Thai and English.

8. How to Apply

The Wyss Academy for Nature's Hub Southeast Asia welcomes proposals from data visualization agencies, digital storytelling studios, and creative agencies with relevant expertise.

Proposals must be submitted as two separate PDF documents, as follows:

a) Technical Proposal

The Technical Proposal should include:

1. Company/team profile, including organizational background, areas of expertise, and experience relevant to data visualization and digital storytelling.
2. Proposed team composition, clearly identifying key team members, their roles, qualifications, and relevant experience. The proposed team should demonstrate appropriate expertise across data analysis/research, narrative development, data visualization, UX/UI design, graphic design, and web development.
3. Portfolio of at least three relevant assignments, preferably demonstrating experience in:

- a. Web-based or interactive data storytelling;
- b. Data visualization and information design;
- c. Translating complex research or datasets into accessible narratives; and/or
- d. Environmental, climate, forest, sustainability, or other social-ecological topics.

Online links to relevant work should be provided where available.

- 4. Proposed approach and methodology, explaining how the agency/team will:
 - a. Review and interpret the existing data and studies;
 - b. Develop the overarching narrative and user journey;
 - c. Validate the narrative against the available evidence and identify data gaps;
 - d. Research and source supplementary data where required;
 - e. Translate the narrative and evidence into a web-based data storytelling experience; and
 - f. Develop standalone infographics and visual assets derived from the web-based product.
 - g. Explain the proposed technical architecture, hosting/deployment approach, and approach to future maintenance and updating of the product, including how the final product and its source materials will be handed over to the Wyss Academy for Nature or its designated partners.
- 5. Proposed work plan and timeline, indicating key phases, milestones, review points, and delivery dates.
- 6. Quality assurance approach, particularly for maintaining accuracy, integrity, consistency, and appropriate sourcing of data and evidence throughout the narrative and visualization process.
- 7. Contact details for at least three previous clients for whom relevant services have been provided, including a brief description of the assignment, period of engagement, and client contact information.

b) Financial Proposal

The Financial Proposal should include:

- 1. Total proposed cost in Thai Baht (THB), **inclusive of all applicable taxes.**
- 2. Detailed budget breakdown by major deliverable/workstream, including:

- a. Data review and analysis;
 - b. Narrative development and storyboarding;
 - c. Data validation and gap analysis;
 - d. Supplementary research and data sourcing;
 - e. UX/UI and information design;
 - f. Data visualization and interactive development;
 - g. Web development, testing, and deployment;
 - h. Development of standalone infographics and visual communication assets; and
 - i. Project management and quality assurance
3. Any third-party costs, including software, licenses, hosting, data acquisition, or other technical services required for the proposed solution, should be clearly identified.
 4. Confirmation that all costs required to complete the assignment are included in the financial proposal, with any assumptions or exclusions clearly stated.

9. Selection Process and Criteria

The Wyss Academy for Nature will review all complete proposals against the qualifications, experience, and technical requirements outlined in this Call for Proposals.

The total estimated budget is THB 700,000 – 900,000.

Proposals will be assessed based on:

1. Relevance and quality of previous work and portfolio, particularly web-based data storytelling and data visualization projects.
2. Demonstrated expertise in data analysis, data visualization, digital storytelling, information design, and web development.
3. Quality and appropriateness of the proposed approach and methodology, including the approach to narrative development, data review, gap analysis, supplementary research, and visualization.
4. Understanding of the assignment and its objectives, particularly the ability to translate complex and interconnected data into an accessible and compelling story for different audiences.
5. Qualifications, experience, and complementarity of the proposed team.

6. Technical and creative quality of the proposed approach to the web-based storytelling experience and associated visual assets.
7. Approach to data integrity, evidence, referencing, and quality assurance.
8. Feasibility of the proposed work plan and timeline.
9. Overall cost-effectiveness and value for money.

Shortlisted applicants may be invited for an online interview or presentation.

Final selection will be based on the applicant's ability to meet the requirements and standards of the Wyss Academy for Nature, as well as the overall value of the proposed services.

Only shortlisted applicants will be contacted.

For more information about the Wyss Academy for Nature, please visit wyssacademy.org. For questions regarding this request for proposals, please contact Chertalay Suwanpanich, Regional Communications and Knowledge Management Officer at chertalay.suwanpanich@wyssacademy.org.

Please submit proposals to chertalay.suwanpanich@wyssacademy.org, copying hub.sea@wyssacademy.org by 30 October 2026.

Please include "Proposal: Web-based Data Storytelling and Visualization" in the subject line.