

## **The Lion's Share Fund**

### **Digital Storytelling App**

#### **Terms of Reference**

##### **1. Background on The Lion's Share**

Led by UNDP and founding partners Finch, Mars, Incorporated, BBDO, and Nielsen, The Lion's Share is an award-winning and groundbreaking initiative that empowers companies to join forces to tackle the crises in nature, biodiversity and climate. Through The Lion's Share, companies can make a contribution each time an animal appears in their advertisements, raising much needed funds for the biodiversity crisis, wildlife conservation, habitat restoration, and animal welfare. Participating advertisers donate 0.5% of their media spend on any campaign that features images of animals to The Lion's Share Fund. UNDP then distributes those funds across the world to save species from extinction, protect wildlife habitats and, in turn, our planet.

The Lion's Share ambition is to raise \$100 million per annum within three years. Since its launch at UN Headquarters in New York in September 2018, The Lion's Share has already financed impactful initiatives to help protect animals and their habitats, including the purchase of land in critical orangutan, tiger and elephant habitats in Sumatra, Indonesia, and the overhauling of communications system in Niassa National Reserve (NNR) in Mozambique, which helped reduce the poaching of elephants from 200 per year to zero.

The Lion's Share is continuing to support conservation efforts in Sumatra. Its Leuser Programme will have a holistic 'people and planet' impact that includes establishing the first-ever Sumatran women's ranger team, creating and diversifying local livelihoods, and launching a national campaign to stimulate stimulating systematic behavior change around illegal wildlife trade. The Lion's Share will also be working on initiatives to ensure the future of Africa's flagship species, including elephants, rhinos and lions; secure transboundary habitat corridors in support of jaguar populations and local communities in Latin America; and protect coral reefs to benefit more than 3 billion people living on our coasts.

##### **2. Objectives**

Beyond funding conservation, The Lion's Share seeks to build a global movement for nature, instilling compassion and care for animals and our planet. Leveraging the power of storytelling, The Lion's Share aims to develop a deeper connection with companies, their employees, shareholders and consumers. A mobile phone application designed to ask questions, capture, edit and publish stories to social media platforms, could provide a simple way to create and deliver stories of hope.

Big problems, such as preserving biodiversity or climate change, often feel, to the general public, impossible to solve. It's not because people don't care, it's because these issues are hard for individuals to form direct and personal empathy with. The talented and dedicated people in the

field who are directly solving these issues are great ambassadors to help people connect with those big problem at a personal level. Their passion, knowledge and dedication are infectious, and people want to hear more about their stories. Shared passion and emotion for these problems will equal shared empathy. But the people dedicating their lives to these issues, are not necessarily confident story tellers. Story telling is a skill that one needs training for, and without that training the results may vary.

The Lion's Share would like to change that and make engaging storytelling as easy and natural as talking. The structural nature of storytelling can be leveraged to create a formulaic, step-by-step process that extracts compelling vlogs, news stories and micro-documentaries from the practitioners on the ground who are directly tackling the issues. This process may be accessed and used through a mobile app, which would put this capacity into the hands of anyone – not just Lion's Share beneficiaries and practitioners. \

Additionally, as the lead development agency, UNDP would benefit greatly from the creation of this mobile story telling application, empowering UNDP personnel on the ground tackling the world's most pressing issues to create engaging content for its key audiences. Empowering the people on the ground to tell their stories in a compelling way will have great benefits for UNDP across the globe as it will help the organization generate genuine, compelling, and usable content without having to field teams and fly them around the world

Adding to the urgency is the global COVID-19 crisis, which has brought international travel as well as domestic movements to a halt. With a storytelling app, UNDP would effectively relay information from the poorest and most disadvantaged communities and countries and thus help promote UNDP work to tackle the virus and the socio-economic fallout. As the world emerges from crisis, this app will be used to tell stories of rebuilding and resilience, showcasing positive stories as people and nature find ways to adapt and cope.

### **3. Requirements & Specifications**

The digital storytelling app requires the following features:

- facilitate frequent updates that would allow the audience to feel part of the life of someone on the field
- Create a step by step easy to follow visual guide to storytelling.
- facilitate the creation of content that feels personal and honest, asking critical questions needed to form a story. At the most basic level, these would be Who, What, Where, When and How.
- capture useful footage of the days' events to later be edited into the story, and also show users how to capture beautifully framed wide, medium and tight shots to help drive the story.
- State of each story should be easy to save
- Allow semi-automatic assembly of the edit

- Provide a basic audio mix
- Compatibility with iOS 12 + Devices - content creation powerhouses already equipped with excellent cameras, quality microphones and internet capability.
- UX/UI considerations should feature heavily in the design and functionality of this product since most users are very busy and some may even be shy and self-conscious about being on camera.
- Every screen should be designed to be easy to interact with and when a task is complete, the user will feel a great sense of satisfaction.
- Developer must be able to make it available through the Apple App Store.
- Language versions in Spanish and French will follow first initial release in English

The digital app would be much more than an editing tool - a Director, a diary and a publishing tool, in one's pocket. This will give the user simple prompts that will facilitate storytelling and high level including promoting interview questions, photo capture suggestions, video capture suggestions, framing, input of captions and input of meta data.

**The digital storytelling app requires the following specifications:**

- Base navigation system setup
- Guided playback and capture system with visual prompts
- Basic Video Editing / Compression + Export
- Incremental saving
- Sharing videos to social media

**4. Other considerations**

- Description of the app's interaction mechanism, collaboration with the server, protocols, and data
- User interface (UI)
- Usability (menus, screens, view modes, etc.)
- Social media integration (a list of all social media channels that your app should interact with)
- Data caching (for offline work if required)
- Geolocation services
- Push notifications
- User management including multi-level access system
- Access to various application analytics.

**5. Deliverables**

- Initial week one scoping to establish a detailed feature set.
- Initial week two story development to establish story components.
- UX/UI high fidelity interactive wireframes of the features/screens listed in section 3.

- 1 x iOS application submitted to the Apple App Store
- Access to database for user management.
- Full documentation of application API interaction and third-party API usage.

## **6. Timeline and Schedule**

- [First week of contract]: Kick-off call
- [Second week of contract]: Content strategy and design
- [Third week of contract]: Production
- [sixth week of contract]: Testing
- [eight week of contract]: Target launch date

## **7. Duty Station**

This is a home-based assignment. There are no missions planned for this assignment.

## **8. Professional Qualifications of the Successful Contractor and its key personnel**

A design firm specializing in Virtual and Augmented Reality Proven track record working with the private sector as well as charities and/or the public sector.

A portfolio of at least 5 similar solutions for high-profile campaigns featuring visual technology, international or domestic (separate files may be shared for evaluation purposes);

The selected Service Provider shall provide a team comprised of at least:

An expert on applied technology with at least 7 years-experience;

A project manager with at least 5 years-experience;

An interactive designer with at least 3 years-experience;

The firm must have in-house capabilities for software development, graphic design, and copywriting. Translation capability may be outsourced.

## **9. Price and Schedule of Payments**

- a) The contract price is a fixed output-based price;
- b) The financial proposal shall include professional fees, and costs, exclusive of VAT.
- c) Offeror may propose a payment schedule.