

## **Section IV: Schedule of Requirements**

### **Terms of Reference**

#### **PROVISION OF SERVICES FOR BRANDING AND STRATEGIC COMMUNICATION FOR THE LAUNCH OF THE MINAMATA CONVENTION ON MERCURY**

##### **Background**

The interim Secretariat of the Minamata Convention, based in Geneva, Switzerland, hosted by the United Nations Environment Programme, requires professional services on Branding and Communication to mark the celebration of the coming into force of this new environmental convention, and specifically to utilise the First meeting of its Conference of Parties in September 2017 as a key celebration, outreach and awareness raising event.

Below is a description of the services required that also serves as a terms of reference:

##### **A: Introduction and Objective**

The Minamata Convention on Mercury is a global treaty to protect human health and the environment from the adverse effects of mercury. Please see Notes section at the end of this document for various links to the convention and other related materials as background information.

Based on a mandate given in 2009 by the Governing Council of the United Nations Environment Programme, an Intergovernmental Negotiating Committee was established that met between 2010 and 2013 in Stockholm (INC1), Chiba (INC2), Nairobi (INC3), Punta del Este (INC4), and Geneva (INC5) to agree on the text of the Minamata Convention on Mercury. The Convention was adopted in October 2013 at a Diplomatic Conference in Kumamoto, Japan, a city not too far away from the Bay of Minamata where the releases of methylmercury from industrial wastewater inflicted grave neurological poisoning on local communities, as diagnosed from the 1950s onwards.

The Convention will enter into force 90 days after the 50<sup>th</sup> instrument of ratification has been deposited. To date 42 countries have done so, and indications are that the momentum of ratifications is to peak in May 2017 to bring the Convention's entry into force closer.

The day the 50<sup>th</sup> ratification is deposited, the subsequent date of the Convention's Entry into Force, and the first meeting of the Conference of the Parties to the Minamata Convention (Minamata Convention COP1) will be historic milestones for global action on a toxic element, for multilateralism, for sustainability, and for the critical intersection between environment and health.

The first meeting of the Conference of the Parties to the Minamata Convention is expected to be held from 24 to 29 September 2017 at the Centre International de Conférences Genève (CICG), Switzerland. This meeting will be hosted at the highest level of the Swiss Government and aims to bring high-level dignitaries together under the banner "Making Mercury History".

To bring maximum awareness to the Minamata Convention, the COP1 meeting and the preparatory weeks ahead of the meeting, provide critical communication opportunities for the Convention both for immediate awareness impact, and more importantly to solidify long-term dedication to achieve universal ratification, and deep support to implement its important provisions.

By closing primary mercury mining, and phasing down or phasing out products where mercury is used, and processes where mercury and mercury compounds are emitted and released, the Mercury Convention will have far-reaching benefits for the health of current and future generations, and for sustainability, the global commons, and our environment.

To utilise the preparation time until COP1 and the COP1 meeting itself as pivotal communication moments that reach audiences at all levels, the interim Secretariat requires professional services on Branding and Communication, to:

1. Develop a visual brand identity for COP1 as an event.
2. Develop communication campaign materials to create a buzz in the build-up to COP1 (the UN Environment Programme Communication Division leads overall communication).
3. Develop a dedicated branded website on [www.mercuryconvention.org](http://www.mercuryconvention.org) for COP1, for all information exchange on the meeting, and which may further include social media components.
4. Conceptualise COP1 event space elements, design decorative event materials and customise the Centre International de Conférences Genève (CICG) in line with the brand identity, the key themes selected for COP1, and key audiences and stakeholders identified.
5. Develop and produce select print and multi-media materials to bring visual (and possibly experiential) attention to the Minamata Convention.

The objective of these dedicated professional services is to:

1. Communicate to those attending the COP, those involved in mercury-related sectors, and the general public that the first COP of the Minamata Convention is a historic milestone for global action on mercury, and for the global community efforts to safeguard human health and the environment.
2. Celebrate the coming into force of the Minamata Convention and COP1 as an outstanding achievement of the international community, including governments, non-governmental organisations, scientists, the private sector, civil society activists, and affected communities, bringing together people at all levels.
3. During the COP bring specific, creative, memorable attention to the multiple facets of the overall Minamata Convention work as relevant to, literally, everyone on Earth.
4. Link into the broader Geneva City and community, especially families and children, but also other specific stakeholders, as host city to this important meeting and the long-term aims of the convention as relevant to everyone.

The target audience for this branding and communication intervention are: the negotiators and government officials dignitaries involved in the negotiations and attending COP1; the community and high-level officials and professionals involved in Minamata implementation, including the range of partners in United Nations system, the non-governmental sector, civil society, and the private sector; the current and potential funders and in-kind supporters of mercury-related implementation work; mercury researchers and scientists, as well as universities and other think-tanks to further develop policy and approaches to mercury; forerunners and advocates of best practices to reduce and eliminate mercury in various sectors, as well as key thought-leaders, community leaders, celebrities, individuals, and also the host city of Geneva and its residents, to understand, value and support the intention of the Minamata Convention.

## **B: Outputs and Deliverables**

The interim Minamata Secretariat will work closely with the service provider in the overall development of all output items selected. The suite of communication and branding items required by the interim Secretariat for COP1 to create a memorable setting for COP1 celebrations and

negotiations, as well as to utilise COP1 for general awareness raising led by UN Environment Programme with the interim Secretariat, includes the following outputs:

### **Output 1: Brand Identity for COP1**

Objective: Develop a brand design that provides the COP1 meeting with a unique, recognizable visual identity, elevates the importance of the global community's achievement of this convention, communicates its importance to health and environment, and transmits that this is a pragmatic, achievable convention that aims to achieve universal ratification.

Deliverables:

1. COP1 logo and possible additional tag lines for "Making Mercury History"
2. Colour palette and typography
3. Images and other templates/supporting materials
4. Minamata Convention COP1 style guide

Note 1: The logo for COP1 will need to be used in conjunction with the current interim Minamata Convention logo and visual identity as used currently in our website. The COP1 logo will also be used in conjunction with the UNEP logo, as UNEP hosts the Convention. A visual identity kit for UNEP is available on the UNEP website for further information.

### **Output 2: Communication Campaign Materials**

Objective: Develop targeted communication elements that form part of a communication campaign led by UN Environment Programme with the interim Minamata Secretariat in the run-up to, during, and after the COP1 meeting. The goal of the campaign is to: utilize the brand identity to bring attention to the Minamata Convention, celebrate the ratifications as they happen as contributing to the entry into force of the convention, increase the prominence of the work of the Minamata Convention and the efforts at national levels in the early implementation to mobilise further support among key stakeholders, and for future work, and bring attention to some of the interesting "did you know" elements of mercury and the Mercury Convention.

Deliverables:

1. Key messages and visualisations on mercury and the convention communicated in easy to understand ways (eg. Infographics, animations etc).
2. A calendar of communication ideas attractive to media attention to mark the date of 50 ratifications, entry into force and the count-down to COP1.
3. Three short specific communicative events during COP1 for attending delegates to bring targeted attention to specific mercury concerns, and proposals for 3-5 events that can be held in Geneva to bring mercury concerns to the general public's attention (ideally these should be events that can be multiplied by social media for global attention (some outside the CICG venue, others can be in key Geneva venues).

### **Output 3: Branded Website**

Objective: Develop a specific website for COP1 in line with the brand identity that will be dedicated to the build up towards COP1, and will also be the main access for all information relevant to COP1 and documentation to support the negotiations at COP1. This website will be accessible independently, and also by link from the current Minamata Convention website.

Deliverable:

1. A clear, unique website for the preparations towards COP1, as main information sharing site for COP1, including all pre-session documents for COP1.

See Annex 1 for website specifications.

Note. The website has to include the following tabs: logistical and registration information, meeting documents section, high level panel information, front page that will be updates on a daily basis during the COP, links to the current Minamata Website. Please see the BRS COPs 2017 website as sample: <http://www.brsmeas.org/2017COPs/Overview/tabid/5306/language/en-US/Default.aspx>

### **Output 4: Event Venue Design and Customisation**

Objective: Conceptualise the event space, design decorative event materials and customise the Centre International de Conférences Genève (CICG) and make proposals for items in key Geneva locations

(e.g. key public building, airport, key landmark) in line with the brand identity, the key themes selected for the COP1 High Level Segment, and the key audiences and stakeholders identified. The three key themes selected for the COP1 High Level Event are: Ocean, Land and Air.

Deliverables:

1. Design event venue materials to brand the CIGG for COP1, specifically the plenary, but also includes the CIGG outside entrance, inside registration area, common services area on ground floor, open exhibition area on ground floor as well as relevant walkways to plenary.
2. Design materials that transform the CIGG to bring visual cues to the areas of work of the convention as they relate to mercury in oceans, water ways, land and the air. This is specifically for the open common areas, but can also include the area outside the CIGG entrance and the open exhibition area on ground floor as well as relevant walkways to plenary.
3. Produce and install all materials at the CIGG.

Note: A limited number of partners will be invited to exhibit their work and the partnerships in a set-aside area. These exhibitions are not designed by the service provider but overall branding should include formats, guidelines, labelling of booths, and including the area in the overall floor plan design of the open space.

**Output 5: Print and Multi-Media Materials**

Objective: Develop and produce select print and multi-media materials to bring visual (and possibly experiential) attention to the Minamata Convention in the run-up to COP1 and at COP1, and as part of various outputs mentioned above.

Deliverables:

1. Curtain raiser video at COP1 (est. 5 minutes)
2. Visual teaser/animation in the run-up to COP1 to put on the website and that can be used on the screens at the CIGG
3. Infographics and other branded visual content to multiply messaging, e.g. post-it notes, brochure, postcards, posters and other such gift-like materials
4. Social media elements, e.g. small infographic clips, photos and videos relevant to this (if necessary from partners).
5. Any other materials, including custom graphic design materials, that may support the branding and strategic communication plans.

**C: Timelines**

<b>Deliverable</b>	<b>Completed by</b>
Brand Identity	20 June 2017
Communication Campaign	20 June 2017
Website and Brand roll out	26 June 2017
Deliverables for Output 4 and 5	First half of September 2017
Event Installation	23 September 2017
COP1 Event	24-29 September 2017
Post-event content	10 October 2017

# Annex 1: Website Specifications

Proposed domain name: [www.minamataconvention.org/cop1](http://www.minamataconvention.org/cop1)

## 1. OVERVIEW OF WEB SITE REQUIREMENT

Our new site will respond to increased demand for information leading up to the conference, both for negotiators and others that will attend the conference (logistical and substantive information), as well as a tool to bring general awareness to all interested person.

**The site will provide detailed information about the conference, its goals, background and on-goings of mercury related issues and responses and enable:**

- attendees obtain all necessary information for their travel to Geneva and to attend the conference,
- delegates to obtain all pre-session material required for preparations for successful negotiations at COP1,
- and for general public and all interested persons that wish to keep abreast of COP1 preparations, and to follow COP proceedings while the meeting convenes in September 2017.

## 2. SEARCH ENGINE OPTIMISATION

### 2.1 Search Engine Ranking

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation.
- The designer should propose separately a budget for link building required to make the site reasonably competitive in the target market

## 3. LIST OF PAGES

### 3.1 Home Page

The home page will give visitors an overview of the goals and objectives of the Minamata Convention and logistics and substantive information relevant to COP1.

### 3.2 Subsections of website

These pages will give an overview of specific sections for COP1 preparation and planning.

### 3.3 COP Detail Pages

These pages should include information on logistical details, registration forms, credentials, visitor guidelines, booth templates and information, meeting schedules and/or documents, side event schedules and/or documents, etc. For reference, c.f. [www.brsmeas.org](http://www.brsmeas.org) section on 2017 COPS.

3.4 Convention participation and registration forms are required, see the above mentioned [www.brsmeas.org](http://www.brsmeas.org) website for reference samples.

### 3.6 Contact Us

Full contact details of the interim Minamata Secretariat including a map (can be uniform across all relevant pages (as footer, etc.)). See current Convention website.

### 3.5 Site Map

A site map should be provided showing the structure of the site and linking to every page on the site.

## 4. STYLE AND LAYOUT

### 4.1 Overall Style

The site style should incorporate brand colours and logo.

### 4.2 Navigation

A common navigation bar should be included on all pages. The navigation bar will include links to the home page, convention and COP1 event information, about us, and contact details.

## **5. ADDITIONAL REQUIREMENTS**

### **5.1 Accessibility**

This site must comply with the standards of accessibility contained in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines, as well as being responsive (accessible by phone, tablet, and other mobile devices).

### **5.2 Valid Code**

All code on the site should validate to W3C (World Wide Web Consortium) specifications.

## **Annex 2: Logo Technical Specifications for submission**

Quality High-Resolution (300 DPI) Logo file. (NOTE: Web Images are only 72 dpi\* and are not suitable) Acceptable File Types Adobe Photoshop file saved as .TIF, .EPS, or .PSD (B&W or Color, 300 dpi), Illustrator or FreeHand file saved as .EPS (B&W or Color, Fonts need to be outlined, Vector Image). Microsoft Word or Excel documents are NOT acceptable. Color, Black & White image suggested. (We can transform color images to “Grayscale”\*\*) Media Type/Platform Mac or PC Print Size Maximum of 2" x 2" File Size If image file size exceeds 2 MB, we recommend compressing the file in order to e-mail (WinZip or Stuffit). It can also be sent on CD or DVD. Electronic Artwork Only Please DO NOT send printed artwork, such as letterhead, envelopes, etc. \*Note: If a Low-Resolution image is provided, it will appear blurry or jagged and will not print clearly. \*\*Note: If a colour image is provided, during the conversion process, colours may be printed as levels of grey.

## **Annex 3: Links to various information resources on the Minamata Convention, the interim Secretariat, and other conventions secretariats that may be useful to consult**

For details on the convention: [www.mercuryconvention.org](http://www.mercuryconvention.org).

See the News section for various key items for the Convention, including ratifications by countries and aspects related to mercury, <http://www.mercuryconvention.org/News/tabid/3430/language/en-US/Default.aspx>.

For information on the history of negotiation, please see <http://www.mercuryconvention.org/Negotiations/History/tabid/3798/language/en-US/Default.aspx>

As this is the first Conference of the Parties meeting, and so we do not yet have prior logos or sample pages specific to refer to for the Minamata Convention on Mercury, we include below some links to sister conventions, which we believe were able to capture their respective messaging well, as sample to look at for the development of the COP1 visual identity.

1. Convention on Biological Diversity; see their branding for COP13 (2016) <https://www.cbd.int/conferences/2016>

2. Convention on International trade in Endangered Species of Wild Fauna and Flora, see their branding for COP17 (2016) <https://cites.org/cop17>

For information on communicating the relevance of mercury in our everyday world, as well as the scientific base underlying the Convention's work, please see:

1. Mercury Act

Now <http://www.mercuryconvention.org/Portals/11/documents/publications/MercuryActingNow.pdf>

2. The Global Mercury Assessment 2013, is a 40-paged document containing a wealth of information, <http://www.unep.org/chemicalsandwaste/what-we-do/technology-and-metals/mercury/global-mercury-assessment>

3. Mercury Time to

Act [http://cwm.unitar.org/cwmplatformscms/site/assets/files/1254/mercury\\_timetoact.pdf](http://cwm.unitar.org/cwmplatformscms/site/assets/files/1254/mercury_timetoact.pdf)

For more information on the COP meetings of our sister conventions (Basel Convention, Rotterdam Convention and Stockholm Convention, also referred to as BRS) and their joint COPS meeting in April/May 2017 please see <http://www.brsmeas.org/2017COPs/Overview/tabid/5306/language/en-US/Default.aspx>