

Call for Proposals – Consultancy to Lead the Med Sea Alliance Campaign Strategy Revision

The Med Sea Alliance is seeking an experienced facilitator, or a team with proven facilitation expertise, to guide the update of its collective campaign strategy ahead of the Alliance's milestone 2030 targets.

About the Med Sea Alliance

The [Med Sea Alliance](#) (MSA) is a coalition of 20 organisations working together to restore the health of the Mediterranean Sea. Our mission is to restore the Mediterranean Sea by driving policy change to protect critical marine habitats, end illegal, unreported, and unregulated fishing, and reduce the impact of destructive fishing practices.

Our work is guided by three strategic objectives:

1. Reduce the impact of destructive fishing practices – including ending illegal trawling in areas that are closed to trawling.
2. Increase fisheries transparency – by promoting accessible, timely, and reliable fisheries data and strong control and enforcement.
3. Expand and improve marine protected areas (MPAs) – ensuring vulnerable marine habitats have strong legal protection, adequate management, and effective enforcement.

Background

The MSA campaign strategy, developed in 2019, has provided the backbone for our collective advocacy. In the six years since, our membership has expanded, the Mediterranean policy landscape has evolved, and both opportunities and threats for marine conservation have shifted. With a major decade-defining target ahead in 2030, this is the moment to revisit and sharpen our strategy.

The updated campaign strategy will:

- Translate our strategic objectives into SMART goals.
- Define specific advocacy asks that guide our joint work.
- Develop key messages to unify our voice across the Alliance.
- Lay the groundwork for a forthcoming communications strategy, enabling MSA to produce high-quality advocacy products under our own logo and branding.
- Clarify, in line with MSA's Operating Principles and Practices, when and how the MSA logo may be used in joint products and advocacy materials.

Objectives of the Consultancy

The consultant(s) will work closely with the MSA Coordination Team, members, and a small Member Advisory Group to:

1. Review the 2019 campaign strategy, relevant internal documents, and external policy context.
2. Involve members with relevant expertise to inform the revision process.
3. Facilitate participatory discussions during the October 2025 Alliance meeting to identify strengths, gaps, and opportunities in the current strategy and organisational set-up.
4. Prepare and present a first draft of the revised campaign strategy for member discussion in an online webinar.
5. Produce a final campaign strategy ready for member approval and designed to feed directly into the communications strategy process.

Scope of Work & Process

Phase 1 – Preparation (Pre-Alliance Meeting)

- Desk review of existing strategy, policy context, and relevant documentation.
- Online interviews/consultations with the MSA Coordination Team and members with key expertise and/or online consultations (e.g. survey) to involve all Members.
- Delivery of a preliminary outline of possible strategic focus areas for discussion at the Alliance meeting by early October 2025.
- The Med Sea Alliance will organise all logistics related to the Alliance meeting (venue, travel, catering, materials, members' invitations).

Phase 2 – In-person Consultation (Alliance Meeting, 21–22 October 2025)

- Facilitate 1–1.5 days of participatory discussions during the MSA two-day members' workshop.
- Explore what is and is not working in MSA's current strategy and organisational set-up.
- Identify strengths, gaps, and opportunities.
- Test and refine advocacy goals, asks, and messages.
- Establish a small Member Advisory Group to provide support to consultants in Phase 3.

Phase 3 – Post-workshop Drafting & Consultation

- Develop the first complete draft of the revised campaign strategy, incorporating input from the Alliance meeting and ongoing input from the Member Advisory Group.
- Hold an online webinar with members (mid-January 2026) to present and discuss the draft.
- The Med Sea Alliance will organise and schedule the online webinar; the consultant(s) will lead the presentation and facilitate the discussion.

Phase 4 – Finalisation & Launch Preparation

- Integrate webinar feedback into the final draft.
- Deliver the final draft strategy by the end of January 2026.

The MSA team will request members' approval, then design, translate, and launch the revised campaign strategy.

Expected Deliverables

1. Preliminary outline of possible strategic focus areas for discussion (early October 2025).
2. Alliance Meeting facilitation materials and summary report (October 2025).
3. Draft campaign strategy document (First week of January 2025).
4. Final campaign strategy document (End of January 2025).

Timeline

- Contract start: Preferably the beginning of September
- Alliance meeting: 21–22 October 2025 (Barcelona)
- Member Advisory Group engaged throughout the process
- Webinar with members: Early January 2026
- Final strategy submitted: End January 2026
- Launch: February/March 2026

Profile of Consultant(s)

- Proven experience in strategic planning, advocacy, and/or campaigning in environmental or marine conservation.
- Strong facilitation skills with multi-stakeholder groups, ideally in an NGO coalition setting.
- Experience in designing and facilitating online webinars and effectively involving participants in strategy development processes.
- Excellent communication skills in English (additional Mediterranean language skills are an asset).
- Strong understanding of Mediterranean marine policy and political dynamics preferred.

Evaluation Criteria

Proposals will be assessed based on:

- Relevant experience and expertise (40%)
- Proposed approach and methodology (30%)
- Financial proposal (20%)
- Clarity and quality of proposal (10%)

Budget

The budget available for this assignment is between €20,000 and €30,000, inclusive of all fees and taxes.

Access to Current Strategy

The existing MSA campaign strategy (2019) will be made available upon request to interested consultants for the sole purpose of preparing a proposal and must be treated as confidential. To request the document, please email info@medseaalliance.org with the subject line “MSA Strategy Request – [Your Name/Organisation]”. By requesting the document, you agree not to distribute or share it outside your proposal team.

How to Apply

Please submit the following to info@medseaalliance.org by Wednesday, 2 September:

- A brief proposal outlining your understanding of the assignment, proposed methodology, and work plan.
- CV(s) of consultant(s).
- Examples of similar work delivered.
- Proposed budget (including daily rates and estimated days).