

TERMS OF REFERENCE

Consultant: Development of Iwokrama App.

1. BACKGROUND

1.1. The Iwokrama International Centre for Rain Forest Conservation and Development (IIC) is a 30-year-old institution that manages the 371,000-hectare Iwokrama Forest to demonstrate that tropical forests can be conserved and sustainably used for ecological, social and economic benefits to local, national and international communities. It is managed by a core management team with oversight by an International Board of Trustees. HRH, King Charles III is the Centre's patron.

1.2. Iwokrama's long term vision is to contribute towards a proliferation of successful forest management programmes across the world replicating Iwokrama's blueprints for collaborative management and innovative business models.

1.3. Iwokrama's core activities are:

1.3.1. Research and Science

1.3.2. Community relations

1.3.3. Conservation and monitoring

1.3.4. Business Development - sustainable timber, eco-tourism, learning services and eco-system services

1.3.5. Fundraising and public relations

1.4 The Centre would like to develop an "Iwokrama App" to promote the work of the Iwokrama Centre and its businesses.

2. OBJECTIVE

In particular, the Centre is interested in developing an app:

- That provides information on Iwokrama, its work programmes and businesses
- That promotes and advertises opportunities for its businesses – ecotourism, timber and learning services etc.
- Promote the Iwokrama name



- Support the Public relations function at Iwokrama through promotion of the Iwokrama name, showcasing floral and faunal assets of the forest, annual reports, conferences and events and social media posts etc.

3. SPECIFICALLY THE CONSULTANT WILL:

- 3.1. Review any relevant literature on Iwokrama's PR function
- 3.2. Meet the requisite Iwokrama staff
- 3.3. Use the following information to design and develop an app:

- Access to Iwokrama Website- suggested direct link to access website/s
- Incident & Sighting Reports – Users could report accidents, emergencies, wildlife sightings, and tourism experiences through the app. These reports would be reviewed by an admin before being shared on Iwokrama's official social media pages if appropriate.
- Virtual Classroom & Training Hub – A dedicated space for educational engagement, outreach, and training,
- Learning materials on conservation, Indigenous knowledge, protected areas, etc.
- Online courses, quizzes, and evaluations, automatically graded in real time.
- Project Updates & Information Access – Users could stay informed about Iwokrama's ongoing projects and initiatives, vacancies, tours, etc. in a structured and accessible format.
- Gamification & Interactive Features – We also discussed integrating the Wildlife Wonders board game and other interactive educational games into the app.

Key Considerations:

- Security & App Management – Information must be provided on how security and updates will be handled
- Will the app be free to the public, and if so, how will the associated costs be covered? Annual Fees etc.
- Content Moderation & Manpower – How will reports (e.g., wildlife sightings, tourism experiences) be reviewed and verified before posting, a structured process for verification is required.
- Feature Prioritization – Given the broad scope of the app, we may need to prioritize functions to ensure effective implementation and management.
- User Accounts – Options for Tiered user accounts should be considered for researchers could log in to track learning progress, save wildlife sightings, or sign up for updates-
- Offline Capability - Certain features should be accessible without internet, especially considering persons in the field without internet access.
- Admin Push Notifications: To easily alert users about emergencies, special events, or announcements in real time. This in addition to users uploading info to the app.

4. INPUTS

- 4.1. Iwokrama will provide the Consultant with all the relevant information required including staff interviews.

5. DELIVERABLES and REPORTING

5.1. The consultant will provide a timeline for the various activities and reports including a draft app for review.

6. CHARACTERISTICS OF THE CONSULTANCY

Type of Consultancy:	Individual / Company
Duration of Consultancy:	TBC
Place of Work:	TBC but preferably Guyana

Qualifications and Experience

The Consultant must have the required expertise and experience and a proven track record in developing similar apps using the most recent technology.

7. SCHEDULE OF PAYMENTS (based on qualifications and experience)

8. EXECUTION AND SUPERVISION

The consultant will report to Iwokrama's Chief Executive Officer but will liaise with Iwokrama's staff. Anne-Marie Ford and Alliah Simon will be the point persons at Iwokrama.

The consultant will be expected to comply with IIC's principles & protocols.

Please email (only) Letter of Interest to the persons below by 4:00 pm, April 18 2025 together with:

- a CV which should include experience and qualifications
- examples and links to apps already delivered
- software being used
- details and costs of maintenance of the app
- estimate timeline to complete the project
- cost to complete the project

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