

Request for Proposal (RFP): Turtle Conservation Centre Merchandise Strategy and Development

Background

The Two Oceans Aquarium Foundation (TOAF) is the non-profit public benefit arm of the Two Oceans Aquarium in Cape Town, South Africa. With over 30 years of experience in marine education, conservation, and public engagement, the Foundation is committed to inspiring a continent-wide shift in how people connect with and care for the ocean.

One of TOAF's flagship initiatives is the Turtle Conservation Centre (TCC), a specialised programme focused on the rescue, rehabilitation, and release of stranded sea turtles. The TCC also contributes to research, education, and community-based conservation efforts. Each turtle admitted into the programme provides an opportunity to collect valuable data that supports improved conservation outcomes and contributes to global knowledge of endangered sea turtle species.

Project Overview

TOAF is seeking partners to support the development and implementation of a merchandise strategy for the Turtle Conservation Centre. The goal of this initiative is to create merchandise that raises awareness, builds a strong and engaged conservation community, and generates sustainable funding to support the TCC's work.

Merchandise Strategy Principles

The merchandise range should align with the following guiding principles:

- Ethically produced and environmentally responsible products
- Use of organic, upcycled, or low-impact materials where possible
- Collaboration with local artists, small businesses, and community partners
- Promotion of job creation and social impact
- Products that are meaningful, reusable, and accessible
- Strong storytelling and calls to action that connect supporters to turtle conservation

Scope of Work

TOAF is seeking partners who can support one or more of the following areas:

- Development of a brand and merchandise strategy

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- Design of merchandise products
- Support with manufacturing and identification of retail channels
- Ongoing monitoring, evaluation, and renewal of the merchandise range

Proposal Requirements

Interested organisations or individuals are requested to submit the following information:

- Name of organisation or individual
- Overview of relevant skills and experience
- High-level brand and merchandise strategy proposal
- High-level operational and commercial plan

Submission Details

Please submit proposals by 25 February 2026 to talitha@aquariumfoundation.org.za