

# Terms of reference



Empowered lives.  
Resilient nations.

## GENERAL INFORMATION

**Title:** Senior Specialist on Crowdfunding for Biodiversity Financing (Indonesian National)

**Project Name :** Environment Unit/ Biodiversity Finance Initiative (BIOFIN)

**Reports to:** UNDP Project Manager

**Duty Station:** Ministry of Finance, Fiscal Agency Office

**Expected Places of Travel (if applicable):** N/A

**Duration of Assignment:** 35 working days within 4 months

## REQUIRED DOCUMENT FROM HIRING UNIT

<input checked="" type="checkbox"/>	TERMS OF REFERENCE
4	<b>CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select :</b> (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor <b>CATEGORY OF INTERNATIONAL CONSULTANT, please select :</b> (6) Junior Specialist (7) Specialist (8) Senior Specialist
<input checked="" type="checkbox"/>	APPROVED e-requisition

## REQUIRED DOCUMENTATION FROM CONSULTANT

<input checked="" type="checkbox"/>	CV / P11
<input checked="" type="checkbox"/>	Copy of education certificate
<input checked="" type="checkbox"/>	Completed financial proposal
<input checked="" type="checkbox"/>	Completed technical proposal

### Need for presence of IC consultant in office:

☐ partial (explain)

☒ intermittent consultant need to build strong relations with policy makers in fiscal policy office and other government counterpart whose their availability are unpredictable

☐ full time/office based (needs justification from the Requesting Unit)

### Provision of Support Services:

Office space: ☒ Yes ☐ No at Ministry of Finance office

Equipment (laptop etc): ☐ Yes ☒ No

Secretarial Services ☐ Yes ☒ No

If yes has been checked, indicate here who will be responsible for providing the support services: < Enter name >

Signature of Budget Owner

Bayuni Shantiko

NPM

## I. BACKGROUND

National governments have demonstrated their clear commitment to fulfilling their biodiversity conservation mandates in ways that promote national socio-economic development goals. Given the many pressing development priorities that governments face, this requires finding innovative sources of funding for biodiversity & ecosystem management that can be sustained over the long term. Countries need to drastically scale up their efforts in securing resources if they are to achieve the 20 Aichi Targets defined in the Convention for Biological Diversity's Strategic Plan for 2011-2020. There is a growing understanding that detailed national-level finance assessments are required to provide more robust information on the biodiversity finance gap. In this context, the European Union & the Federal Ministry of Environment of Germany are providing resources for a global project called 'Building Transformative Policy & Financing Frameworks to Increase Investment in Biodiversity Management' (BIOFIN) that provides countries with a methodology for:

- Component 1: Integrating biodiversity & ecosystem services in sectoral & development policy, planning & budgeting:
- Component 2: Assessing the financing & governance needs for the management & conservation of biodiversity & ecosystem services:
- Component 3: Identify, access, combine & sequence different sources of funds to meet biodiversity-financing needs:
- Component 4: Initiate implementation of the resource mobilization strategy at national level.

Through implementation of the BIOFIN project, countries seek to transform national biodiversity finance by mobilizing innovative finance mechanisms that will allow countries to implement their NBSAP & achieve the Aichi Targets. Specifically, the BIOFIN project components will feed directly into national NBSAP projects, while the NBSAP projects in turn will provide the platforms through which the initiative's results (on mainstreaming, national finance needs assessments & national resource mobilization plans) are integrated into decision-making processes.

Biodiversity finance plan reported about 74 financial solution for biodiversity financing identified for Indonesia and one of them is crowdfunding. The rise of digital age and internet 4.0, crowdfunding has emerged as new fundraising method for many purposes e.g., business, social cause, sport etc. It is defined as "the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet". Crowdfunding, thus enables ordinary citizens support an idea/ideal and contribute to its realization. Crowdfunding has been used as an alternative means to finance sustainability-oriented ventures and clean production technologies (e.g. Park, 2012; Harte, 2013; Thorpe, 2014), therefore overcoming the lack of funding which is the central obstacle to sustainable development (Ortas et al., 2013). Likewise, crowdfunding has also potential to mobilize funding for conservation and biodiversity related projects.

Realizing the opportunity and potential of crowdfunding for biodiversity conservation, it will link with virtual sport platform where people committed to do sport and get reward when they complete the challenge. This is benefited from the increasing number of people especially in urban area who are fond to engage with sport and healthy lifestyle.

To test the potency and effectiveness of biodiversity financing through crowdfunding platform, it is planned to identify existing crowdfunding platform and seek its suitability with biodiversity financing to inform campaign strategy. Upon developed campaign strategy, several campaign for biodiversity financing through selected crowdfunding platform are expected to be conducted and reviewed for its effectiveness.

For this purpose, the Biodiversity Finance Initiative project is looking enthusiast and passionate Individual Consultant (IC) to support the biodiversity financing implementation through crowdfunding. The consultant will be responsible to support the implementation of biodiversity financing through crowdfunding based on sport activities. She/he will identify existing crowdfunding platform, undertake gap analysis and develop strategy of mobilizing resources from the platform including other potential funding resources. He/She will

work together with National Project Manager of BIOFIN, with supervision from Fiscal Policy Agency of Ministry of Finance and Technical Adviser for Natural Resources Governance of UNDP CO.

## II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

### Scope of Work

In consultation with the BIOFIN team and the implementing agency, the Consultant for Biodiversity Financing will be required to:

1. Identify existing platform for virtual sport, analyse and recommend strategy to pilot biodiversity financing through virtual sport crowdfunding
2. Working with key ministries and other stakeholders, identify potential biodiversity project and/or activities for key species and/or area level potential for funding and identify funding requirement
3. Identify and attract other funding sources to fill the gap if the crowdfunding result less than expected
4. Implement pilot biodiversity financing through virtual sport crowdfunding and document its success and/or failures

### Expected Outputs and deliverables

Deliverables/ Outputs	Estimated number of working days	Completion deadline	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
Development of methodology/strategy, compiled data collection, result of observation and in-depth interview, list of stakeholders and minutes of FGD	10 days	12 oct 2018	UNDP, Fiscal Policy Agency of the Ministry of Finance
Crowdfunding campaign #1 implemented	10 days	26 oct 2018	UNDP, Fiscal Policy Agency of the Ministry of Finance
Crowdfunding campaign #2 implemented	10 days	15 Nov 2018	UNDP, Fiscal Policy Agency of the Ministry of Finance
Final report on lesson learn, key success and challenges	5 days	1 Dec 2018	UNDP, Fiscal Policy Agency of the Ministry of Finance

## III. WORKING ARRANGEMENTS

**Institutional Arrangement**

- The consultant will have close supervision and coordination with Fiscal Policy Agency – Ministry of Finance;
- The consultant' draft reports will be reviewed by Fiscal Policy Agency - Ministry of Finance and UNDP;
- The consultant will report to the Programme Manager, UNDP Indonesia.
- The payment will be made to the consultant at each payment schedule, upon technical clearance and approval of the satisfactory submission of results from Programme Manager, Environment Unit of UNDP.

**Duration of the Work**

The consultant is expected to work 35 days within 4 months. Final report expects full completion not later on 31 Dec 2018.

**Duty Station**

- The consultant is expected to work intermittent in Ministry of Finance Office.
- The consultant will receive a lump sum professional fees

**Travel Plan**

No intended travel is planned for this assignment.

**IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**Academic Qualifications:

Master Degree in Economics, Marketing, Natural resources and Environmental Economics, Science or Public/Regional Finance

Years of experience:

- Minimum 2 years of relevant combination experiences in crowdfunding campaign/kickstarter campaign, fundraising or digital marketing
- Experience with common issues faced by Indonesia with regard to the country's biodiversity strategy and linked with public/regional finance management, familiar working with government and philanthropy community.
- Experience and good knowledge on internet 4.0, internet of things, crowdfunding is desirable

III. Competencies and special skills requirement:

- Analytical skills, communications abilities, teamwork
  - Strong motivation & ability to work & deliver under short deadlines.
  - Focuses on impact & result for the client & responds positively to critical feedback.
  - Able to work independently with little or no supervision.
- Excellence in written and spoken of English is required
- Client and result orientation skills
- Time management
- Authoritativeness in his/her areas of responsibilities
- Communication skills

## V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodologies:

### Cumulative analysis

*When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:*

*a) responsive/compliant/acceptable, and*

*b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.*

*\* Technical Criteria weight; 70%*

*\* Financial Criteria weight; 30%*

*Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation*

<b>Criteria</b>	<b>Weight</b>	<b>Maximum Point</b>
<u>Technical</u>		100
Criteria A: qualification requirements as per TOR:	70	
1. Master Degree in Economics, Marketing, Natural Resources and Environmental Economics, Science or Public/Regional Finance	20	
2. Minimum 2 years of relevant combination experiences in crowdfunding campaign/kickstarter campaign, fundraising or digital marketing	20	
3. Experience with common issues faced by Indonesia with regard to the country's biodiversity strategy and linked with public/regional finance management, familiar working with government and philanthropy community.	15	
4. Experience and good knowledge on internet 4.0, internet of things, crowdfunding is desirable	10	
• Criteria B: Brief Description of Approach to Assignment	30	
1. understanding on the TOR		
2. clear approach and methodology		