

TERMS OF REFERENCE**BIODIVERSITY FINANCE INITIATIVE (BIOFIN)****CONSULTANCY ANNOUNCEMENT**

POSITION TITLE	Development of the Biodiversity Stewardship value proposition, and associated communication materials and advocacy plan.
CATEGORY	Energy and Environment
ORGANIZATION	United Nations Development Programme
TYPE OF CONTRACT	Individual Contract (IC)
REGIONAL OFFICE	Pretoria, South Africa
DUTY STATION	Home-based with meetings on site as needed
APPLICATION DEADLINE	23 July 2021
STARTING DATE	Immediately
DURATION OF ASSIGNMENT	80 working days
LANGUAGE REQUIRED	English

1. Background Summary:

The Biodiversity Finance Initiative (BIOFIN) is implemented by the United Nations Development Programme, with financial support from the European Commission and the Governments of Germany, Switzerland, Norway and Flanders. This global initiative is envisioned to transform the way in which biodiversity finance is mobilized allowing for greater resources to be enacted as required within the Aichi Targets defined in the CBD's Strategic Plan (2011 – 2020). Over the past nine years, the UNDP Global BIOFIN team together with 39 countries have been involved in developing and piloting the BIOFIN methodology which is continuously refined through national, regional and global learning.

In South Africa, the BIOFIN programme is implemented at a national level by the UNDP in partnership with the Department of Forestry, Fisheries and Environment (DFFE). South Africa initiated its BIOFIN programme in 2015 and has met several envisioned goals including the undertaking of a Policy and Institutional Review (PIR), Financial Needs Assessment (FNA), Biodiversity Expenditure Review (BER) and Biodiversity Financial Plan (BFP). Within the Biodiversity Finance Plan, 16 financial solutions were identified as being instruments that could be developed or refined to increase financial flows earmarked for biodiversity protection. As part of Phase II implementation, eight priority finance solutions have been identified for implementation.

Biodiversity stewardship is an approach to securing land in biodiversity priority areas through entering into agreements with private and communal landowners. Often, these agreements are to establish protected areas. Biodiversity stewardship is a mechanism that facilitates the protection of certain critical ecosystems in the country, greatly contributes



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to the National Protected Areas Expansion Strategy targets and secures ecological infrastructure that provides a host of ecosystem services like water provision. Biodiversity Stewardship can be used to meet several other environmental goals which includes ecosystem restoration and climate change adaptation. In addition, biodiversity stewardship can also support the implementation of national development initiatives like the biodiversity economy and contributes to rural development by stimulating rural economies linked to protected areas under biodiversity stewardship.

Biodiversity stewardship has been identified as integral to the implementation of several biodiversity finance solutions identified in phase one of the BIOFIN Finance Plan.

Key in meeting the National Biodiversity Strategy and Action Plan (NBSAP) goals is the adequate resourcing and financing of biodiversity and conservation, protection and management efforts.

To support meeting BIOFIN and South African biodiversity finance outcomes, a finance mechanism is in the process of being developed. It is focused on enhancing, consolidating and adequately financing provincial biodiversity stewardship programs, so the full benefit of the biodiversity stewardship programs can be felt through contributing to protected area expansion targets, ecosystem restoration and sustainable use of biodiversity across the country.

To support the implementation of this finance mechanism, an advocacy plan and value proposition is required for biodiversity stewardship. This value proposition must highlight how the stewardship approach supports key government policies, including the National Biodiversity Economy Strategy; the Ecosystem-based Adaptation Strategy for Climate Resilience; Ecological infrastructure including Strategic Water Source Areas and specifically the National Development Plan. This project will support a study being undertaken by BIOFIN which will scope existing grants and develop a sustainable financing model or framework to support the development of sustainable resourcing for state agency biodiversity stewardship programs.

2. Objectives of the work:

This TOR is designed for a professional consultant who will work with the BIOFIN core team and the BIOFIN Stewardship finance solution task team to develop a value proposition and advocacy plan that adequately captures the expanded role of the biodiversity stewardship approach in the biodiversity conservation sector. The value proposition should demonstrate how stewardship benefits and supports protected areas, ecosystem restoration and sustainable utilization of biological diversity.

To this aim, the consultant should achieve these three following objectives:

- 2.1 Develop a value proposition and narrative of the stewardship programme in South Africa.
- 2.2 Develop an advocacy plan around the value proposition for stewardship and facilitate its implementation.
- 2.3 Develop three biodiversity stewardship value proposition communication tools.

3. Methodology and scope of work:

In undertaking the work, it is critical that stakeholders must be engaged including National Treasury, DFFE, protected area Management Authorities, SANBI, relevant management bodies at stewardship sites, other institutions and organizations which may be identified at the project inception stage.

It is required that an analysis on the value proposition of stewardship be undertaken. This analysis should include a review of existing literature in consultation with relevant organizations and institutions, as well as collecting additional data to fill data gaps in the existing information. The consultant will be required to clearly show the extent to which investment in stewardship can benefit communities, the national fiscus, and meet national and provincial goals and targets.

Additionally, the consultant will be required to produce an advocacy plan which will enable engagement with prospective stewardship site owners, prospective funders and investors on the value of establishing and supporting a finance mechanism for biodiversity stewardship. The consultant is also required to work with UNDP, DFFE and SANBI to facilitate engagements with decision makers to facilitate interest in financing biodiversity stewardship.

At a minimum, in addition to the BIOFIN team, the appointed consultant will be required to report to the relevant project task team, Working Group 1 and MINTECH at required intervals- this will be arranged by the DFFE. The consultant will be provided with relevant national and provincial documentation that are available to date, by DFFE and SANBI.

The appointed consultant will undertake the following:

Area	Activity
Participate in an inception meeting and produce an inception report	Participate in an inception meeting with the project team and prepare an inception report on how the work will be undertaken.
Development of Content – Draft 1 of Value proposition	Develop a first draft of a value proposition document demonstrating benefits with regard to protected areas, ecosystem restoration and sustainable utilization. The draft document will be reviewed by the project team
Draft 2 of value proposition	Develop a second draft and present it to project team and Working Group I
Final draft of Value proposition	Develop a final draft of the value proposition document.
Development and Implementation of Advocacy Plan	<p>Develop an advocacy plan to publicise the value proposition, story of stewardship and stewardship finance mechanism with key government decision makers and stakeholders.</p> <ul style="list-style-type: none"> - This includes a written report on how to best engage government and the private sector on implementing the finance mechanism currently being developed, mainstreaming the value proposition of stewardship and communicating the story of biodiversity stewardship. - The target audience for this advocacy work is key government decision makers, including National Treasury and those on the MINTECH and MINMEC platforms as well as private sector funders. - The consultant will be required to work with UNDP, DFFE and SANBI to facilitate the advocacy process through identifying crucial decision makers, stakeholders, meetings, conferences, and appropriate information to share to achieve the end goal of a financing mechanism for stewardship. - Develop a specific advocacy plan geared towards engaging with National Treasury
Development of communication materials	Develop three communication tools as agreed at inception stage with UNDP, DFFE and SANBI
Implementation progress	Administer and coordinate all consultancy related meetings and prepare monthly progress plans and reports and present in project meetings.
Hand over meeting	Conduct a handover meeting with the project team.

4. Deliverables:

The total duration of the consultancy will be approximately six (6) months starting from the date of contracting, with three (3) payment terms that are aligned to deliverables described in the table below. The tentative timeframe is as follows:

Deliverables	Duration	Payment
1. Participate in an inception meeting with the BIOFIN National Project Manager, BIOFIN Project Management Specialist, Project Task Team and relevant partners prior commencing.	Within 1 week of contract commencement	10% of the total contract value
2. Provide an inception report including a high-level work plan.	Within 3 weeks of contract commencement	
3. Develop Draft 1 of Stewardship Value proposition document	3 months after contract commencement	40% of the total contract value
4. Develop Draft 2 of Value proposition document and present to Working Group 1	4 months after contract commencement	
5. Develop final document and present to Project Team	5 months after contract commencement	
6. Develop an advocacy plan to publicize the value proposition with key government decision makers and stakeholders. Identify at least 10 key decision makers and facilitation of advocacy efforts. Facilitate advocacy efforts with National Treasury.	5 months after project commencement	40% of the total contract value
7. Develop communication materials: Develop 3 types of communications tools: <i>Any envisaged printing costs will be integrated as part of the application submission documents.</i>	5 months after project commencement	
8. Close out meeting and presentation of all materials, reports and documents developed.	6 months after project commencement	10% of the total contract value

EVALUATION CRITERIA/EXPERTISE SOUGHT (REQUIRED EDUCATIONAL BACKGROUND, YEARS OF RELEVANT WORK EXPERIENCE REQUIRED):

The response to the Terms of Reference should indicate the extent to which the consultant fulfils the required skills and competencies.

Academic qualifications:

Candidate must be in possession of Post Graduate degree in either Sustainable Development, Development Studies, Conservation, Political Studies or any other relevant post graduate degree combined with relevant work experience in content development, public relations or any other related experience with a significant written communication component.

Experience

- Minimum 8 years of professional experience, in one of the following areas: biodiversity conservation; public relations; sustainable development; communications.
- Minimum 5 years of professional experience in developing advocacy plans and implementing advocacy plans.
- Documented experience in written content development.
- Strong creativity, communication and writing ability skills.
- Experience and understanding of environmental issues or biodiversity, with a focus on conservation related topics. An understanding of South Africa's protected area expansion and management frameworks is vital.
- Demonstrable experience in proposal or content writing for conservation or environment related programs and a knowledge of industry related jargon and current important global environmental goals.
- Documented experience and competency in editing, layout, design, publishing and printing.
- Excellent ability to communicate in English.
- Prior experience with UNDP projects is an asset.

Additional functional competencies of the consultant will also be advantageous.

- Ability to work as part of a team.
- Ability and willingness to take initiative and remain flexible.
- Very good communication, report writing and presentation skills.
- Socio-cultural competence.
- Good conflict management skills.
- Efficient, partner- and client-focused working methods.
- Excellent communication skills both orally and in writing.
- Excellent interpersonal skills.
- Marketing/Advocacy skills - (social media; digital marketing; working knowledge of above the line and below the line marketing).
- Ability to prioritise and plan effectively.
- Awareness of different media agendas.
- Creativity.

EVALUATION CRITERIA:

The evaluation of proposals will be conducted according to UNDP's procurement rules. A two-stage procedure is utilized in evaluating the proposals. The first step is the evaluation of the technical proposals, which must be completed prior to moving on to the next step which is the opening and comparing of the costing/budget/financial proposals. Only the

costing/budget/financial proposals for submissions that passed the minimum technical score of 70% and above of the obtainable score of 100 points in the evaluation of the technical proposal will be opened.

The technical proposal is evaluated based on its responsiveness to the Terms of Reference (TOR).

In the second stage, the costing/budget/financial proposal of all contractors, who have attained the minimum 70% score in the technical evaluation will be compared. The contract will be awarded to the lowest priced technically qualified proposal.

Foreseeable travel costs should be included in the costing/budget/financial proposal as part of the application submission documents.

Evaluation criteria	Max score
	(100)
Proposed Methodology: A clear methodology must be described, and the methodology must outline how the Scope of Work will be carried out according to each deliverable and showcase an understanding of fit-for –purpose content development and a detailed advocacy road map	15
Proposed Work Plan: Detailed work plan with milestones, timelines and resources and designated responsibilities of the consultant must be indicated in the proposal for achieving of the deliverables.	15
Documented qualifications and experience: demonstration of necessary resources and technical expertise to undertake and successfully complete the project. Documented relevant academic qualifications must be showcased, as well as experience, knowledge, proven track record and evidence of undertaking similar projects. (Max 18 points)	20
The consultant's proposal must reflect sensitivity to gender equity. This will ensure gender mainstreaming and skills development. (Max 2 extra points)	
Technical Capability/ expertise and track record and knowledge in the fields of public relations and communication and content development (environment and conservation sector experience preferable) and may also have, digital product launch; social media and digital marketing; events planning; planning/management practices, project management and finance mechanisms experience.	40
Previous experience in engaging with international and national experts and institutions as well as with community stakeholders.	10

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications

1. DUTY STATION:

The consultancy assignment will be home-based with travel for meetings in the field (where possible, and to be determined by the consultant and the BIOFIN Core Team considering probable future COVID-19 restrictions) and in



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Pretoria. Foreseeable travel costs should be included in the Financial Proposal as part of the application submission documents.

Unforeseeable travel should be agreed upon, between the BIOFIN Core Team and the consultant, prior to travel and will be covered and paid by UNDP as per the UNDP reimbursable fees structure/guidelines.

In a case where there is a need to travel, the costs including transport, lodging and terminal expenses will be covered and paid by UNDP based on UNDP rates. The fare will always be “most direct, most economical” and any difference in price with the preferred route will be paid for by the consultant. UNDP will not cover any costs associated with moving to the Duty Station (Pretoria). There is no anticipated travel outside the South Africa for this assignment.

2. IMPLEMENTATION AND ADMINISTRATION

The recruitment and appointment of the consultant will be through UNDP; however, all coordination and implementation modalities will be coordinated jointly through the UNDP Project Management Specialist, BIOFIN National Project Manager and the BIOFIN task team leader stationed at the Department of Forestry, Fisheries and Environment (DFFE). The BIOFIN core team together with the task team leader (or designate) will interact directly with the consultant and have the overall responsibility for supervising the technical quality of the deliverables, convening all meetings with the consultant, making logistical arrangements, and seeing to the overall day-to-day management of the consultancy.

UNDP is responsible for processing invoices for payments and the administration associated with the management of this contract. To this end, UNDP will authorize payments upon receipt of written approval and certification of each deliverable by the BIOFIN task team leader and BIOFIN National Project Manager. UNDP will also be responsible for technical backstopping as and when required by the BIOFIN task team leader.

It is expected that there will be a minimum of one monthly meeting with the BIOFIN Core team and BIOFIN task team, the frequency may change/fluctuate as needed during implementation. The consultant is expected to present monthly progress reports detailing:

- Progress against the project plan
- Risks/current challenges identified.
- Items needing attention and decision making.
- Any proposed deviations from the original project implementation plan shall be explained to the BIOFIN National Project Manager, BIOFIN task team leader and UNDP in writing.
- The project report (s) must be submitted in electronic format in English.

3. RESPONSE FORMAT:

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated.

Applicants are required to submit the following:

- A technical proposal outlining a methodology on the approach and implementation of the assignment.
- Personal CV of the applicant highlighting qualifications and experience in similar projects.
- Evidence and examples of similar projects that have been successfully completed.



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- Minimum of 3 contactable work references – organization for whom you have conducted/undertaken similar assignments (email addresses).
- All-inclusive financial proposal (fixed cost bid) indicating consultancy fee (South African Rand) and a breakdown of expenses (unit price together with any other expenses) related to the assignment. The proposal must incorporate all the costs including travel etc. for the consultant to achieve the required deliverables.

Proposals should be submitted no later than **Friday, July 23, 2021** to bid.pretoria@undp.org