



Terms of Reference

To develop an advocacy strategy for the Peace Forest Initiative

Consultancy reference number: CCD/20/ERPA/61

Background

Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The mandate of the Convention and its 197 Parties is to support “a future that avoids, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels – and to achieve a land degradation-neutral world consistent with the 2030 Agenda for Sustainable Development.”

Conflicts over natural resources are among key peace and security challenges of the twenty-first century. With the right approach, cooperation in the management of natural resources can offer countries recovering from fragility and conflict an opportunity to achieve stability and trust while re-building livelihoods and economies. To meet this need, the new Peace Forest Initiative (PFI) is designed to promote cooperation between countries to rehabilitate degraded ecosystem including land and forest in fragile and post-conflict locations while promoting peace and confidence.

The PFI was launched at a high-level event on 10 September 2019 during the 14th session of the Conference of Parties (COP 14) of the UNCCD held in New Delhi, India. The Initiative was welcomed by the Conference of Parties for its potential contribution to increasing cooperation on LDN among participating countries. The COP requested the UNCCD secretariat to continue to develop partnerships to support the implementation of the Convention and Land Degradation Neutrality (LDN) targets derived from SDG target 15.3.

The PFI is meant to serve as a partnership framework to facilitate exchanges and joint action on ecosystem restoration including LDN implementation in fragile and post-conflict areas through transboundary environmental cooperation. The PFI aims to help improve the basic living conditions of populations affected by land degradation and contribute to achieving the SDGs (1, 2, 6, 12, 13, 15, 16). LDN and SDG 16 (peace, justice, and strong institutions) can also be effectively linked through the PFI.

The UNCCD secretariat seeks an experienced and highly motivated communications strategist to develop an advocacy strategy with comprehensive action plans for the PFI, supporting outreach to the right audience through global campaigns, and communicating strong and compelling narratives on the linkages between ecosystem restoration, including sustainable land and forest management, and peace and security, with a view to the UN Decade on Ecosystem Restoration, where the PFI could be a flagship activity in demonstrating these linkages.



Specific Tasks

The objective of this consultancy is to support the UNCCD secretariat to conceptualise and develop targeted and strategic advocacy for the PFI in order to mobilize and coalesce stakeholders in land rehabilitation and restoration in fragile and conflict affected situations while promoting peace and confidence. The incumbent will also develop an overall plan to spread reinforced messages, inspire people to act, increase visibility, attract diverse actors including donors, local civil society and private sector stakeholders, and elevate the profile of the UNCCD and the PFI.

Under the overall supervision of the Chief of External Relations, Policy and Advocacy (ERPA) unit and in consultation with the substantive officer in the UNCCD secretariat, the consultant will develop a comprehensive advocacy plan for the PFI that gives guidance on specific pathways for message dissemination and amplification. Specific areas of focus should include, but not limited to the following:

- Identify and profile the most effective target audiences to achieve the goals of the PFI, including from high-level audiences, global leaders, governments, political influencers, private sector, and individuals, as well as women and youth, in different geographies across the world;
- Inventory of the most relevant data and evidence on the potential of the PFI;
- Define a workable, cohesive, positive storyline, narratives and key messages, targeted to the identified audiences, ensuring consistent messaging across all platforms and services for UNCCD external relations and outreach for multiple advocacy means including campaigns;
- Identify the appropriate communication channels and partners/influencers who could amplify the outreach efforts;
- Identify the types of materials and activities that need to be produced for effective advocacy works;
- Develop the brand and visual identity;
- Develop an advocacy strategy and comprehensive implementation roadmap which includes timelines, tasks and who should carry out these tasks;
- Design and develop a budget for the roll-out/implementation of the advocacy plan.

Deliverables

- Work plan/Inception report;
- Advocacy strategy and action plans for the PFI, including:
 - Key messages;
 - Differentiated narrative, topline messaging and engaging storylines;
 - Identified and profiled target audiences;
 - Product and content recommendations;
 - Roadmap for implementations;
 - Overview of required resources for implementation;
 - Design and budget for the roll-out/implementation of the advocacy plan.
- Presentation of the plan to the UNCCD secretariat.



Contractual Terms

The consultancy will be full time, home-based and virtual for one month starting as soon as possible; The consultant will prepare an overall work plan for the entire contract period at the beginning of the assignment, which will be discussed and agreed with the UNCCD team supporting this work; The consultant is requested to provide a cost estimate on the basis of the deliverables in this work plan; The fees will be defined on the basis of the qualifications of the incumbent and may be delivered in instalments, upon timely delivery of the expected outputs; A few revisions of the proposed strategies should be expected before the final presentation.

Qualifications

- Master's degree in public relations or other fields relevant for the consultancy;
- A minimum of 5 years of work experience in the field of public relations or media;
- Demonstrated experience in developing international advocacy strategies and campaigns;
- Strategic ability to see opportunities, design innovative approaches backed by strong analysis and planning;
- Have a strong sense for messaging, themes and techniques that resonate with the media in general;
- Demonstrated ability to work with diverse teams, including virtually;
- Ability to communicate effectively in English with demonstrated writing skills;
- A commitment to environmental issues linked to the planet and humanity;
- The ideal candidate will have worked with the distillation of large amounts of information for diverse audiences, and the synthesis and translation of scientific information, concepts and language into clear, compelling content on multiple platforms for non-technical audiences. This includes being at ease with working in a global UN environment and with scientists and researchers.

Submission of Application

Applications should be submitted by e-mail to staffing@unccd.int together with a UN Personal History Form and CV, specifying the position **CCD/20/ERPA/61** in the subject line. Please also submit a cover letter including your expectations for remuneration.

The deadline for applications is **15 December 2020**. Only applications submitted by the deadline will be considered.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

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