



TERMS OF REFERENCE

Senior Consultant: Private Sector Engagement to develop the Business for Land Initiative (B4L)

Consultancy reference number: CCD/23/C/74

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.

Half of the world's GDP depends on terrestrial ecosystems staying healthy and productive.¹ Yet we still lose every year approximately 24 billion tons of fertile soils in our agricultural systems globally.² By 2050, global crop yields are estimated to decrease by 10% due to land degradation and climate change, with some regions suffering up to a 50% reduction.³ As a result, world food prices are expected to increase by an estimated 30%.⁴ This increase does not include the increasing energy prices and costs over the next decades as fossil fuel reserves diminish and the accompanying costs of logistics (trade), agricultural input and equipment increase. These calculations also don't include the need to feed an increasing population with changing diets, resulting in a projected increase of food demand by roughly 70% by 2050.⁵ Land is also key in removing carbon, however while terrestrial and oceanic sinks have removed over half of the carbon emissions generated from human activities, the rate of sequestration is now declining. If land degradation continues unabated, this could potentially trigger a reversal from land being a net sink to being a net source of greenhouse gas emissions.⁶

The Business for Land (B4L) Initiative is designed to unite all UNCCD's private sector related work under one overarching initiative. It aims to facilitate private sector engagement in the implementation of the Convention and LDN, through strategic partnerships and networking among interested stakeholders including local communities working on the ground. The Initiative will provide opportunities for peer learning and information exchange on innovative and sustainable solutions for combating DLDD, as well as sustainable business models for enterprises contributing to achieving LDN.

Objective of consultancy

- B4L launched at COP16 with companies' pledge to join the B4L.

Duties and Responsibilities

Under the overall supervision of the Managing Director of the Global Mechanism and the direct supervision of the assigned Programme Management Officer, the consultant will perform the following tasks:

1. Identify and engage with relevant financial disclosures processes/frameworks, such as the Taskforce on Nature-related Financial Disclosures, the IFRS/ISSB's global sustainability disclosure standards.

¹ <https://www.unccd.int/news-stories/stories/poor-land-use-costs-countries-9-percent-equivalent-their-gdp>

² UNCCD (2017), GLO I

³ https://www.ipbes.net/sites/default/files/2018_ldr_full_report_book_v4_pages.pdf

⁴ https://www.eld-initiative.org/fileadmin/pdf/ELD-pm-report_08_web_72dpi.pdf

⁵ FAO (2019), Global agriculture towards 2050.

⁶ UNCCD (2022), GLO II



- Conduct relevant research and analysis and assist in providing input to the development of new frameworks and standards that are relevant to LDN and/or sustainable land management.
- Explore and conceptualize a global corporate target-oriented initiative bringing together relevant businesses committed to LDN, within the context of B4L.
- 2. Assist in organizing B4L outreach/launch events and relevant meetings including concept notes, programs, presentations, info notes and briefings.
- Develop a branding and marketing campaign targeting specific country's market (at least three countries and/or region), jointly with relevant state agencies, as well as the Chamber of Commerce. Develop and conduct information sessions for members of the Chamber of Commerce of defined countries, as well as other relevant associations and entities, including the development of partnership deck and value proposition.
- Provide substantial assistance and input, in collaboration with partners and stakeholders, in organizing key B4L events in defined countries as well as major global fora such as the Davos Forum and UNCCD COP16 Business Forum.
- Liaise with other UNCCD units/teams and the WEFs 1T campaign corporate team to integrate their work and companies into the B4L.
- 3. Any other duties pertaining to this consultancy may be determined by the supervising officer.

Deliverables

The expected deliverables from the consultant include:

- A roadmap for stakeholder engagement for B4L;
- A concept note on a global target-oriented corporate initiative supporting LDN;
- Two key B4L events are organized (Davos Forum, COP 16) including a branding and marketing campaign.

Contractual terms

The service of the selected consultant is estimated to be for a period of 60 days within 14 months. The consultant will be paid upon the submission of timesheets and based on the deliverables. The consultancy is home based. Where travel is deemed relevant and necessary, it will be organized and funded separately by the UNCCD.

All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- ✓ University degree in a relevant social science;
- ✓ Minimum of 6 years of relevant professional experience with evidence of achievements in the area of private sector engagement;
- ✓ Proven track record working on sustainable issues especially for company ESG and/or sustainability measures of at least 5 years;
- ✓ Demonstrated experience in attracting private sector to sustainability issues of at least 5 years;
- ✓ Demonstrated experience in value chains and/or food systems of at least 4 years;
- ✓ Demonstrated network with global multi-nationals is considered an asset;
- ✓ Knowledge of the UNCCD and related intergovernmental processes as an asset.
- ✓ Excellent writing, presentation, and analytical skills;



- ✓ Fluency in English is required.

Special notice

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

Submission of application

The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form⁷ /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/74**.

The deadline for applications is **11 September 2023**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

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.

Date of issuance: 21 August 2023

⁷ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd>