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## TERMS OF REFERENCE

### Consultancy – Brazil Youth and Ecopreneurship

Consultancy reference number: CCD/25/C/21

#### Background

Desertification, along with climate change and the loss of biodiversity, were identified as the greatest challenges to sustainable development during the 1992 Rio Earth Summit.

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 Convention seeks to support countries in addressing Desertification, Land Degradation, and Drought (DLDD). ([www.unccd.int](http://www.unccd.int))

The G20 (or Group of Twenty) is the annual international forum for the governments of 19 industrialized countries and the European Union (EU). The G20 Leaders' Declaration, issued on Sunday, 22 November 2020, launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats". Building on existing initiatives and on a voluntary basis, the G20 countries share the ambition to achieve a 50 percent reduction in the amount of degraded land by 2040.

#### Objective of consultancy

1. Mapping of Brazil's Startup Ecosystem – A detailed assessment of national structures supporting land restoration and agritech startups, including accelerator programs, incubators, funding sources, and regulations.
2. Strategic Engagement Plan – Development of a strategy to strengthen partnerships with key stakeholders and increase the number of ecopreneurs supported in Brazil.
3. Connections with Potential Partners – Engaging with private sector actors, investors, and governmental agencies to explore collaboration opportunities.
4. Increased Visibility of G20 GLI's Work in Brazil – Supporting participation in relevant forums and startup events to strengthen the initiative's engagement in the country.
5. Increased number of ecopreneurs the G20 GLI supports, adding to our target of 10,000 ecopreneurs supported by 2040.
6. Successful delivery of regional training and capacity building in partnership with Instituto Terra, including DD Celebrations.

#### Duties and responsibilities

##### Research & Ecosystem Mapping

- Conduct a comprehensive analysis of Brazil's startup ecosystem with a focus on land restoration, agritech, and sustainability-focused startups.
- Identify and compile information on national schemes and government policies that support ecopreneurs.
- Analyze regulations, financial incentives, and barriers affecting land restoration startups in Brazil.
- Provide a detailed report on the number of startups working in this sector and their key challenges.

##### Stakeholder Engagement & Partnerships

- Identify key Business Support Organizations (BSOs), including accelerators, incubators, and investors that align with G20 GLI's mission.



- Establish connections with relevant corporate, NGO, and government stakeholders to explore potential partnerships.
- Organize and participate in meetings, networking events, and outreach efforts to increase engagement with ecopreneurs.
- Draft a strategy of engagement for Brazil's startup ecosystem, recommending actionable steps for G20 GLI's involvement.

### **Event & Conference Support**

- Assist in organizing G20 GLI led training and capacity building event in June, including the celebration of DD Day to enhance G20 GLI's mission, work and visibility. Liaise with Instituto Terra, and other partners to build the teaching curriculum, activities, promotional materials, after action report and ensure high quality videos and photos are arranged and taken. Blogpost drafting promoting the event and after the event blogpost drafting.
- Support G20 GLI's participation in key startup and sustainability events in Brazil.
- Provide technical inputs, draft reports, and prepare necessary documentation for relevant events.

### **Deliverables**

1. A comprehensive mapping of Brazil's startup landscape, accelerators, investors, detailing support structures, regulations, and funding opportunities for land restoration startups.
2. Established connections and partnerships with key stakeholders
3. Documentation of key events, conferences, forums, including strategic recommendations for future engagement.

### **Contractual terms**

The service of the selected consultant is estimated for 51 days between 23 April and 31 July 2025. The consultancy is home based. If missions are organized outside of the duty station, travel will be paid and organized separately. The consultant will be paid in accordance to the days worked following submission of timesheet. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

### **Requirements**

- A Master's degree in international relations, political science, law, sustainable development, business administration, project management, communication, or a closely related field is required.
- Proficiency in research is required.
- Minimum of 3 years of experience, focusing on international affairs, liaising with different stakeholders, working in accelerator programmes or start up related environments are required.
- Previous experience in planning and organising events, conferences and meetings is required and preparing briefing notes and reports is required.
- Experience in conducting market research and analyzing business landscapes is highly desirable.
- Prior experience working with impact investors, or innovation hubs is highly desirable.
- Experience working with governmental agencies, NGOs, international organizations, or private sector partners is desirable.
- An understanding of environmental challenges, land restoration and sustainable practices is desirable.
- Previous experience in working in or with international organizations or multi-country projects is desirable.
- Fluency in English and Portuguese language is required, both oral and written.



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### 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](mailto:staffing@unccd.int) as **one document**: UNCCD Personal History Form<sup>1</sup> /CV and cover letter, specifying the following in the email subject line: **CCD/25/C/21**.

The deadline for applications is **01 April 2025**. 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 or Global Mechanism. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance : 11 March 2025

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<sup>1</sup>UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/convention/opportunities/vacancies/guidelines>