

Terms of Reference

Consultant Role: **Junior Communications and Events Specialist**

Project: **Land Use Finance Programme**

- **Duty station:** Home-based (Global reach)
- **Anticipated duration:** 6 months. Ideal start March 2023
- **Fee:** USD 23,220

1. Background to the consultancy

This assignment will support the implementation of the UNEP Climate Finance Unit project known as the 'Land Use Finance Programme'. This project is being implemented by UNEP in partnership with UNEP-WCMC and consists of several initiatives, with each addressing a major barrier to scaling up public and private finance for sustainable commodity production.

This consultant will contribute to two initiatives that are a part of the Land Use Finance Programme: the Good Food Finance Network (GFFN), and the Innovative Finance for the Amazon, Cerrado and Chaco (IFACC) Initiative.

Good Food Finance Network

The [Good Food Finance Network](#) (GFFN) is a multi-stakeholder collaborative innovation platform, working to develop the critical innovations that will allow sustainable food system finance to become the mainstream standard. The Network is convened by EAT, FAIRR Initiative, Food Systems for the Future, UNEP, and the World Business Council for Sustainable Development (WBCSD).

GFFN builds on and takes forward the outcomes of the Finance Lever of the UN Food Systems Summit, through a process of collaborative multisectoral innovation. It integrates the previous Good Food Finance Initiative and Finance Network for Food Systems into a single go-to platform for finance leaders to engage in food systems transformation:

- To raise ambition and develop commitments from financial institutions, governments, and corporates to address critical challenges to mobilizing finance for food systems transformation;
- To drive action towards the SDG deadline in 2030, by bringing together partners to identify, develop, deploy, and mainstream the optimal financial instruments, strategies, and enabling

policies, that can generate food systems that sustain the health of people, Nature, and whole economies.

The [High Ambition Group](#) (HAG) is a leadership initiative within the GFFN composed of public and private financial institutions, including global environmental funds, banks, asset managers, fin-techs and agri-businesses. The HAG is working to show how institutions can practically: improve the assessment and management of material social & environmental risks; reduce material environmental and social impacts and increase the positive impacts of investment/lending portfolios and operations, and increase financial flows towards more sustainable food systems.

Innovative Finance for the Amazon, Cerrado and Chaco (IFACC) Initiative

The Amazon, Cerrado and Chaco regions of South America are food production centres and vital stores of carbon, water and biodiversity. With the right approaches, all three biomes can be protected while continuing to grow agricultural production. The sustainable intensification of existing pasture can meet future demand for beef and leather while also freeing up land for soy and other agricultural products to expand without further conversion of natural habitat

IFACC is a new initiative from UNEP, the Nature Conservancy (TNC) and the Tropical Forest Alliance (TFA). The collaboration serves as the “go-to” team for banks, companies and investors seeking to expand innovative finance for deforestation/conversion-free beef and soy in these regions. They aim to scale innovative financial mechanisms—including farm loan products, farmland investment funds, corporate debt instruments and capital markets offerings—and help farmers implement proven business models to supply the global market without further conversion of the Amazon, Cerrado and Chaco ecosystems.

The assignment is managed by the **UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC)**¹, which is coordinating several activities of the Land Use Finance Programme. The consultant will report to UNEP-WCMC and liaise closely with:

- UNEP’s Climate Finance Unit, in particular the GFFN Coordinator and IFACC project manager
- GFFN Secretariat members
- IFACC partners, in particular project teams at the Tropical Forest Alliance (TFA) and The Nature Conservancy (TNC)
- UNEP-FI, who will increasingly manage UNEP’s role in GFFN

¹ This is not a UN position. UNEP collaborates with WCMC as UNEP-WCMC. The successful candidate will be appointed by WCMC.

2. Key tasks and deliverables

Coordinating with the UNEP Climate Finance Unit, and the cross-institution project teams for GFFN and IFACC, the consultant will carry out the following tasks.

- I. Support the delivery of the GFFN outreach strategy, aimed at bringing on board new network members and member of the High Ambition Group, by:
 - a. Developing a cohesive package of communication materials to present the GFFN and the High Ambition group to financial institutions who are considering joining. These materials should include email text and fliers, and should complement the communication strategy already in development by the GFFN team.
 - i. Deliverable 1: High-quality, effective communication materials aimed at Financial Institutions wanting to learn more about GFFN and its High Ambition Group.
 - b. Organizing two meetings with potential candidates for the Good Food Finance Network's High Ambition Group to support phase two of the group's outreach and expansion. The first meeting should introduce the High Ambition Group, its aims, and what is expected from members. The second meeting will be for onboarding candidates who have agreed to move forward and join the High Ambition Group. Responsibilities of the consultant for both meetings include drafting invitation emails, finalizing and editing slides, keeping track of attendance records, and writing meeting notes.
 - i. Deliverable 2: Documentation of two successful meetings, including agenda, lists of attendees, slides and meeting notes.
- II. Provide communication support to the IFACC Initiative
 - a. Support the delivery of the IFACC outreach strategy, aimed at bringing on board new signatories, by:
 - i. Deliverable 3: Input IFACC outreach information regularly into a Customer Relationship Management (CRM) system.
 - ii. Deliverable 4: Four high-quality communication materials aimed at companies wanting to learn more about IFACC
 - iii. Deliverable 5: Four high-quality, impactful communication materials aimed at UNEP FI banking members
 - b. Make proposals for UNEP's role in IFACC communications in Phase II, for which a funding proposal is currently pending approval. The consultant will work with partners at UNEP Climate Finance Unit, UNEP Brazil Office and across the IFACC initiative to help define UNEP's ongoing role in the communication strategy and

delivery for IFACC, if Phase II funding is approved.

- i. Deliverable 6: Documentation laying out proposals for UNEP's role in IFACC's communication strategy and delivery in Phase II.

3. Indicative timeline

Deliverable		To be completed by
1	High-quality communication materials aimed at Financial Institutions wanting to learn more about GFFN and it's High Ambition Group	April 2023
2	Documentation of two successful meetings, including agenda, lists of attendees, slides and meeting notes.	June 2023
3	Input IFACC outreach information regularly into a CRM system.	March 2023
4	Four high-quality, effective communication materials aimed at companies wanting to learn more about IFACC	April 2023
5	Four high-quality, impactful communication materials aimed at UNEP FI banking members	May 2023
6	Documentation laying out proposals for UNEP's role in IFACC's communication strategy and delivery in Phase II.	May 2023

4. Consultant qualifications

The consultant will have the following expertise:

- Excellent verbal and written communication skills in English.
- Experience in developing clear and persuasive written communication materials for a variety of audiences.
- Experience developing, administrating, and taking notes for key meetings with external partners.
- Experience developing content for LinkedIn. Success in building audiences on social media.
- Experience of coordinating between project partners and working cross-institutionally to deliver successful projects.

- Experience developing workplans and strategies for project communications
- Familiarity with land use finance, sustainable investing and structuring of novel blended finance structures to support sustainable land use and deforestation and conversion-free production.

5. Application Process

Applicants shall submit the following documents to apply for this assignment:

- Cover letter introducing yourself and your key skills and experience that will allow you to deliver this consultancy (no more than 1 page)
- Your CV (no more than 2 pages)

These documents shall be submitted in PDF form by email to Micah Petersen (micah.petersen@unep-wcmc.org) by 17:00 UK time on or before **8th March 2023**.

Applicants should note that in order to be shortlisted they agree to their application packs being shared with key partners in UNEP.

Any questions about the consultancy can be sent to Joanna Wolstenholme (joanna.wolstenholme@unep-wcmc.org).