

NAP GLOBAL NETWORK - COUNTRY SUPPORT HUB

TERMS OF REFERENCE

Consultancy: Data analytics and information management for the development of a communication strategy for Brazil's 'Low Carbon Agriculture Plan' (ABC Plan)

June 2018

The National Adaptation Plan (NAP) Global Network is a multi-funder initiative that was established in 2014 to enhance climate adaptation planning processes in developing countries through coordination of bilateral support and in-country actors. Participants of the Network come from 106 countries and are primarily adaptation practitioners working on National Adaptation Plan processes.

The NAP Global Network delivers support through a mechanism called the *Country Support Hub*, providing expert advice and short-term technical support on specific issues related to the NAP process or its implementation.

Purpose of the consultancy

Brazil's Sectoral Plan of Mitigation and Adaptation to Climate Change for the Consolidation of a Low-Carbon Emission Economy in Agriculture (ABC Plan), included in the National Plan for Climate Change (PNMC), was established in 2011 by the Ministry of Agriculture, Livestock and Food Supply as a government instrument to increase the area under sustainable agricultural practices. More specifically, it organizes the planning of actions to be taken to adopt selected sustainable production technologies to allow the country to meet its commitments in both reducing greenhouse gas emissions and increasing the resilience of the agricultural sector to climate change through the deployment of adaptation actions.

The main activities listed in the ABC Plan focus on building the capacity of technicians and farmers; technology transfer; research, development and innovation; credit lines to promote sustainable production; environmental and agrarian compliance; provision of inputs for farmers; and mapping sensitive areas to the impacts of climate change.

With the release of the Brazilian National Adaptation Plan (NAP) in 2016, the adaptation part of the ABC plan took an even more prominent role. The NAP elaborates an adaptation strategy for the agricultural sector with the goal of improving the decision-making of farmers and public-policy managers faced with uncertainties related to climate risk, through efficient access to information, technologies and production processes for the establishment of sustainable production systems. The ABC Plan is an integral part of that adaptation strategy.

Currently, achievements of the ABC Plan are assessed through information collected at the central bank of Brazil responsible for keeping track of the plan's exclusive lines of credit and at State Management Groups responsible for the local implementation of the ABC Plan. The information includes amongst other things the number of technicians and farmers informed and sensitized, the number of training workshops and courses, the total number of contracts, the area implemented with ABC technologies, and the amount of money given for loans. However, to this day there is no strategy around how to interpret and communicate all this information. Additionally, a multi-institutional platform responsible to provide scientific data and assist with the governance of the ABC Plan is under construction.

This consultancy will **collect, analyse and interpret** the data coming from the bank and from State Management Groups develop visualization tools, and then manage and present the information to the local consultant in charge of developing and implementing a communication strategy around the ABC Plan. The overall objective is to inform the public about the achievements of the ABC Plan, and to raise awareness on the importance of implementing good agricultural practices to enhance the resilience of production systems and to mitigate greenhouse gas emissions.

Activities related to the assignment

The assignment will involve:

1. Identification and mapping of data on the ABC Plan to understand: a) what data, being collected by the central bank, are relevant to show the achievements of the ABC Plan regarding the proposed goals; b) what other data on the ABC Plan is collected by other institutions; and c) which data, besides the ones from the bank, may be relevant to track performance of the ABC Plan (Key Performance Indicators).
2. Organisation of the data, analysis, and development of data visualisations (with the help of a graphic designer) such as statistical graphics, plots and information graphics that will enhance the communication of the information based on the identified audiences and objectives.
3. Report defining five key audiences for the data and lessons from the ABC Plan, proposing a narrative about the ABC Plan for each audience. This report should draw out interpretation and recommendations on how to communicate the results, along with suggestions on how to improve the data monitoring and reporting process (including additional collection of data) to inform future updates.
4. Meeting with representatives of the Ministry of Agriculture to present results and incorporate their feedback.
5. Meeting with local consultant responsible for the development of the communications strategy to coordinate on the best approach to diffuse the information.

Deliverables

The following table describes the anticipated deliverables for the assignment:

Deliverables	Due date
1. Detailed work plan	June 25
2. Table listing existing data collected at the bank and other relevant data	July 13
3. Data analysis and development of visualization tools to present results	August 3
4. First draft of report with illustration of results, interpretation, and recommendations on how to disseminate information	August 13
5. Presentation of results to relevant stakeholders	August 17
6. Final report incorporating feedback and suggestions on improving data monitoring and reporting system to inform future updates	August 24
7. Meeting with local consultant responsible for the development and implementation of the communications strategy	August 27
8. Blog post about the data analysis and development of the ABC Plan	October 31

communications strategy in collaboration with local consultant to be posted on the NAP Global Network website	
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For all deliverables, the estimated time requirement is 30 days.

Required qualifications

The required qualifications are:

- Master's degree in a relevant field
- Demonstrated expertise in statistics and data analysis
- Experience working on communications strategies
- Strong research and writing skills
- Fluency in Portuguese and English (spoken and written)

Reporting

The consultant will report to IISD through the NAP Global Network Country Support Hub Coordinator (Patrick Guerdat).

The consultant will work closely in consultation with the NAP focal point; and the Ministry of Agriculture, Livestock and Food Supply.

Application Process

To apply for this consultancy, please submit a cover letter, CV, your daily rate and a proof of your daily rate (e.g., copy of a contract of at least 20 days that states a daily rate) to: info@napglobalnetwork.org

In your application, please clearly demonstrate how you meet the criteria outlined above.

Application deadline: Friday, June 8th, 2018

Start date: Monday, June 18th, 2018

Location: Can be done remotely but will require presence in Brazil (Brasilia) for several meetings.

Financial support provided by Germany and the United States:



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for Economic Cooperation
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