

## NAP GLOBAL NETWORK - COUNTRY SUPPORT HUB

### TERMS OF REFERENCE

#### **Local consultancy: Development and implementation of a communication strategy for Brazil's 'Low Carbon Agriculture Plan' (ABC Plan)**

**October - December 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.

Using the data analysis and visualisation work done by a previous consultant, and working with representatives of the Ministry of Agriculture, this consultancy will develop a multi-year long communication strategy around the ABC Plan, begin its implementation and then hand it over to the Ministry. The overall objective is to keep the public informed 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. Meeting with data analysis consultant and MAPA's team to coordinate and share interpretation of the data collected, and recommendations on how to communicate the results of the analysis.
2. Development of a communication strategy that included an analysis of target audiences and how to reach them, the production of key messages and the establishment of specific objectives. The strategy will have the following elements: a) Development of content for social media based on project outputs and news items (including design of text content and graphics); b) Design of electronic and printed marketing materials; c) Conceptualisation and design or coordination of infographics for communication of project outputs in line with the existing visual identity (the design and color patterns, images, fonts, sources shall be made available to the MAPA's team, to allow for future adjustments and updates)
3. Meeting with representatives of the Ministry of Agriculture to present proposed strategy, incorporate their feedback and coordinate for the implementation phase connected with MAPA's communication department.
4. Work plan to implement the strategy with clear deliverables, deadlines, responsibilities, metrics to measure the strategy's effectiveness, and types of media to be used agreed by the Ministry of Agriculture.
5. Implementation of the strategy and reporting to the Ministry based on the agreed metrics to track the progress being made and to make any necessary adjustments to it.

### Deliverables

The following table describes the anticipated deliverables for the assignment:

Deliverables	Due date
1. Meeting with international consultant responsible for the data analysis and with MoA representatives	October 15
2. Draft strategy document	October 21
3. Meeting with MoA reps to present proposed communication strategy	October 25
4. Communication strategy final document incorporating feedback of MoA	November 5
5. Implementation workplan	November 12
6. Meeting with MoA reps and relevant stakeholders to coordinate on the implementation and agree on M&E and reporting of communication strategy	November 16
7. Launching event	November 30

8. Blog post about the data analysis and development of the ABC Plan communications strategy in collaboration with international consultant (with MAPA's review) to be posted on the NAP Global Network website	December 12
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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 (marketing, communications)
- Demonstrated expertise developing and implementing external communications strategies and products
- Experience working in marketing, outreach and communications, preferably on policy- or science-related issues,
- Knowledge and passion for climate change policy and sustainable development
- Ability to turn complex technical language into easily understandable messaging
- Strong graphic design skills
- Experience with the management of press and media relations
- 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 in Brazil.

### 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](mailto:info@napglobalnetwork.org)

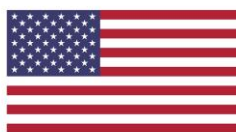
In your application, please clearly demonstrate how you meet the criteria outlined above.

**Application deadline:** Friday, September 28, 2018

**Start date:** Monday, October 15, 2018

**Location:** Brazil (Brasilia)

Financial support provided by Germany and the United States:



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