

## Terms of Reference

### Consultancy: Innovative Communications Campaign for ResCA

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#### I. CONTEXT

Since 2016 The Nature Conservancy (TNC) has led the implementation of the Resilient Central America Program (ResCA, [www.resilientcentralamerica.org/en](http://www.resilientcentralamerica.org/en)), whose objective is to reduce the vulnerability to climate change of the agri-food and fisheries sectors and promote food security in the most vulnerable Central American countries. The ResCA program has three fundamental pillars of the program:

**Trade and Access to Markets:** ResCA seeks to link producers (farmers and fishers) to global and regional demand for “cleaner” and more sustainable agricultural products through interventions such as building traceability and validation mechanisms into supply chains, as well as promoting policy and regulatory reform that supports creation of and producer connection to sustainable supply chain initiatives. Encouraging regional and global market demand for goods produced through climate-smart agricultural is key to the Program’s long-term success. Supporting governments to promote policies and extension services to establish Climate Smart Agricultural practices and verify sustainable sourcing of crops and fish is critical to proliferation of climate-smart approaches at national levels, ensuring they are linked to and supported by market demand for environmentally friendly crops and fish. This semester, we achieved the following outcomes per country.

**Increased Sustainable and Climate Resilient Productivity:** ResCA seeks to establish agricultural policies, strategies, and practices that sustainably increase productivity and decrease pressure to expand into new, forested areas that would release CO<sub>2</sub>; fisheries and mariculture practices that improve the resilience of fish stocks and their resilience to climate change; and new sources of finance (or facilitate access to current sources of finance), such as agricultural credit and innovative business models. It will also add more value to farm and fisheries products locally to make continued proliferation of these practices possible. This semester, we achieved the following outcomes per country.

**Agricultural and Environmental Management:** ResCA seeks to establish systems of agricultural and fisheries management that are compatible with environmental management goals, such as multi-stakeholder alliances to adopt landscape-scale analysis of environmental, social, and economic values, in order to improve the efficiency of and plan scaling of private and public resources for agricultural development; seascape-scale management of resilient fisheries and their important habitats, such as replenishment zones; consortia of producers, companies, and governments that make the contributions of these systems part of national commitments to emissions reductions. In this regard, the Program supports local and national governments to develop and implement sustainable agricultural plans and policies that emphasize the promotion of public goods; policy and regulatory changes that establish national development and productive priorities favoring growth of Climate Smart Agricultural practices and access to markets for sustainable goods; the establishment of government sponsored standards for landscape- and seascape-scale planning to

identify climate-smart priorities for subsidies, extension, market development, and producers; as well as access to good practices related to land use planning for public and private sector.

The ResCA program aims to achieve the following:

**Provide training** to government officials on climate-smart regulatory practices, the training on relevant policy, infrastructure, and market barriers; and training of agricultural and fisheries producers on post-harvest management, logistical services, market information systems, and readiness to markets/traceability systems.

**Provide agricultural services** (applied research and extension, agricultural health and food safety, agricultural information, risk management, use of technology, income diversification activities, added value, etc.) to targeted producers (men, women, and youth), particularly related to climate resilience.

**Draft potential policies or regulations** for adoption by Ministries of Agriculture to reroute existing subsidies and funding for extension to support Climate Smart Agriculture; conducting analyses and providing recommendations for including Climate Smart Agriculture more prominently in national agricultural and fisheries policy.

**Promote government adoption** of standards for landscape- and seascape-scale planning to identify climate-smart priorities for subsidies, extension, market development, and producers. The ResCA program develops discrete products such as the analysis of geographical and sectoral priorities for Climate Smart Agriculture; the design and implementation of a Central American regional policy dialogue to improve trade and support for Climate Smart Agriculture; the strategies for promoting Climate Smart Agricultural approaches among critical audiences, such as trade unions, ministries of agriculture, or producers of crops and fishermen.

## II. CONSULTANCY OBJECTIVE

As the world adapts to a new reality, the need for communicators to move beyond photos and videos to tell our stories is urgent and innovative ideas are needed. Therefore, this consultancy aims to engage audiences who can interact with ResCA through a virtual setting — by means of a digital tour — that allows participants to learn about each of the projects in the different countries, what their focus of work is, the initiatives being put into place, the change agents on the ground, and the success stories that demonstrate the importance of adapting to changing climate and building economic and environmental resilience.

## III. SPECIFIC ACTIVITIES TO BE CONDUCTED

- a) Develop an innovative and interactive virtual tour divided in 8 specific components (details below) that show in an unconventional way the results that ResCA has achieved since 2016.
  1. General ResCA achievements for the last 4+ years: overall goals and objectives.
  2. OSPESCA: improvements to the regional Caribbean spiny lobster value chain.
  3. Honduras-CIAT: implementing agroclimatic services with coffee, corn and dry bean producers.

4. Nicaragua-TechnoServe: upscaling of silvopastoral ranching systems in Central America's dairy hub.
  5. El Salvador-FUNDEMAS: incorporation of sustainable sugar cane and livestock practices.
  6. El Salvador-CRS: adoption of water smart agricultural practices for ecosystem restoration in critical ecosystems.
  7. Belize-TNC: improvements in the Caribbean Spiny Lobster and Queen Conch fisheries and diversification into seaweed aquaculture practices.
  8. Guatemala-TNC: construction of a green-growth compact to bring in multiple stakeholders in Guatemala's Western Highlands.
- b) Create a virtual tour that may be hosted on our webpage but also serves the purpose for ResCA spokespeople to present in meetings with strategic audiences.

#### **IV. CONSULTANCY DURATION**

4 months after the contract is signed

#### **V. CONSULTANT PROFILE DESIRED**

The contractor must demonstrate experience and verifiable skills in the following points:

##### **Required**

- Agency or digital communication company with experience in the creation of virtual tours.
- Work experience with NGO's.
- Excellent oral and written communication skills.

##### **Desirable**

- Knowledge of the situation of the agricultural systems of Central America and environmental context of the region.

#### **VI. CONSULTANCY REQUIREMENTS**

- The contractor must comply with the requirements demanded by the social and tax laws of his/her country of residence.
- The contractor must comply with its tax obligations independently and in accordance with legal provisions.
- The contractor must deliver the corresponding official vouchers for the payment of professional fees actually executed.

#### **VII. PAYMENT SCHEDULE**

Payments will be made against the delivery of products to the full satisfaction of TNC. As proof of each payment, the corresponding official invoice must be delivered for each of the products, which must be authorized at the corresponding tax level. Payments will be made as follows:

Payment	Product	Date	%
1	Signed contract and workplan	TBD	10%
2	Creative brief	TBD	20%
3	4 virtual components (1-4: ResCA, OSPESCA, Honduras, Nicaragua)	TBD	35%
4	4 virtual components (5-8: ELS FUNDEMÁS, ELS CRS, Belize, Guatemala)	TBD	35%
TOTAL			100%

### VIII. OTHER EXPENSES

All expenses related to the fulfillment of specific activities and the delivery of products for this contract must be included in the economic offer. The contractor is not authorized to request reimbursements for any type of expense, including travel or others.

### IX. PRESENTATION OF THE CONSULTANCY

Those interested in applying for this consultancy must submit in PDF format and in separate documents:

- i) Letter of interest signed
- ii) Portfolio
- iii) Economic Offer
- iv) Technical Offer (proposal according to what is requested in these terms of reference that includes activities, schedule and development methodology.)

These documents must be sent electronically to [dnunez@tnc.org](mailto:dnunez@tnc.org) by **December 11 at 6 p.m. (Central America)**.

### X. CONTACT

Daniela Núñez – [dnunez@tnc.org](mailto:dnunez@tnc.org) – For proposal purposes and for donor public request requirements, all questions should be documented in writing by email (not WhatsApp or phone call) to maintain transparency of all candidates.