



TERM OF REFERENCE

CONSULTANCY ON ENGAGING PRIVATE SECTOR IN THE GREAT GREEN WALL

IUCN is a membership Union uniquely composed of both government and civil society organizations. It provides public, private and non-governmental organizations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together. IUCN provide a neutral forum in which governments, NGOs, scientists, businesses, local communities, indigenous peoples groups, faith-based organizations and others can work together to forge and implement solutions to environmental challenges. By facilitating these solutions, IUCN provides governments and institutions at all levels with the impetus to achieve universal goals, including on biodiversity, climate change and sustainable development, which IUCN was instrumental in defining.

This consultancy contributes to the implementation of the Project “Closing the Gaps in Great Green Wall: Linking Sectors and Stakeholders for Increased Synergy and scaling-up” funded by UNEP-GEF. The consultancy is commissioned by the IUCN Global Drylands Initiative.

Background to the study

The Great Green Wall for the Sahara and the Sahel Initiative (GGWSSI) is a pan-African initiative to restore and sustainably manage land in the Sahel-Saharan region in order to address both poverty and land degradation. In more recent years the vision has evolved into an integrated ecosystem management approach for the achievement of AGENDA 2063 and SDGs. Within the framework of strengthening the GGW implementation, the Global Environmental Facility (GEF) in collaboration with some Partners and countries have invested important funds in the GGW participating countries to expand sustainable land, water management, climate change and adaptation.

The project “Closing the Gaps in Great Green Wall: Linking Sectors and Stakeholders for Increased Synergy and scaling-up” is funded by GEF, implemented by UNEP and Executed by IUCN. The project aims to achieve greater implementation of policies for sustainable land management in the Sahel (GGW countries) through enhanced investment, **intersectoral coordination, and improve engagement with NGOs, CSOs, and grass root groups.**

The baseline study of the project revealed that greater emphasis is needed on identifying and mobilizing the most appropriate elements of the private sector, to ensure that not only are appropriate investments mobilized, but that harmful investments are minimized. In particular a greater understanding of risk-management in dryland environments is needed to guide investments, ensuring that the production and livelihood goals of producers (particularly their approach to risk management) are reflected in investment strategies. Within the GGW work is urgently needed to strengthen private sector engagement in Sustainable Land Management (SLM) especially what is the role of private sector in sustainable land management context and what is their influence? What are the investment opportunities related to a

diversity of ecosystem goods and services? How can the private sector can be more effectively engaged to transform land management in the Sahel?

In order to address these issues the project planned to undertake this study on how to strengthen private sector engagement in Sustainable Land Management (SLM) in the Sahel/the Great Green Wall (GGW). The study will document the current state of private sector engagement especially in land management in the GGW and provide recommendations of how they can be effectively engaged in sustainable land management in the Sahel.

Task

The consultant's task will be to develop a section on private sector investment in the GGW which will align with the study that is already being developed on socio-economics and environmental impacts of the Great Green Wall Initiative. The final task will also include aligning the two studies into a single coherent publication.

Objective

The objective of this study is to document the current state of private sector engagement especially in land management in the GGW and provide recommendations of how they can be effectively engaged to transform land management in the Sahel.

Key questions for the study

1. What are the key ecosystem goods and services of the GGW? (this should align with the existing report on Economic and Environmental Impacts of the GGW)
 - a. What are the key ecosystem services
 - b. What are their values?
 - c. How do these services link to productivity and sustainable land management?
 - d. How can these values be demonstrated and harnessed in the context of the GGW
2. What is the role of private sector in sustainable land management context and what is their influence? What are the investment opportunities related to a diversity of ecosystem goods and services?
 - a. What role(s) are private sector playing when it comes to lands management?
 - b. To what extent if at all are they getting involved in sustainable lands management?
 - c. What are the limitations for them when it comes to investing in sustainable land management?
3. What cost-effective investment pathways for restoration and sustainable land management have been demonstrated in the Sahel (this could include natural pasture regeneration, agroforestry, community natural resource management, etc.)?
 - a. What are the different value-chains of sustainable land management in the GGW
 - b. What is the cost-benefit analysis?
 - c. What are some successes of choosing to invest in sustainable land management?
4. What are the major barriers to investment in sustainable land management in the GGW countries for different investors?
 - a. Who are the different investors groups (including local land users)?

- b. What are the barriers to private sector engagement in the GGW, including access to investment opportunities, finance, value chains etc.?
 - c. How can these barriers be addressed?
- 5. How can the private sector can be more effectively engaged to transform land management in the Sahel?
 - a. The key ecosystem goods and services that we need to invest in within the GGW
 - b. The different investment pathways and their cost benefit analysis based on sustainable land management
 - c. Key messages to the GGW on improving the engagement of private sectors at international, regional and national level

Outputs

- 1. A 4 page (maximum) inception report outlining the consultant's interpretation of the task and the methodology
- 2. A brief report (estimated maximum 25 pages) on how private sector investment can be effectively enhanced in sustainable land management in the GGW
- 3. A final report combining the existing IUCN study on Environmental and Economic impact of the GGW aligned with the report on private sector investment, with the overall recommendations coherent across the whole report

Approach

- 1. This report will be built on the socio-economic and environmental review report of the GGW as an additional section to this publication
- 2. Build on analysis of existing progress where possible and provide credible figures for cost/benefit analysis
- 3. Draw on existing IUCN resources, including (but not limited to):
 - a. Mapping forest finance: <https://portals.iucn.org/library/node/47535>
 - b. Conservation Finance: <https://www.iucn.org/fr/node/26181>
 - c. Sustainable financing of protected areas <https://portals.iucn.org/library/node/8800>
- 4. Include a thorough review of multiple barriers to investment
- 5. If possible, this study could be an inter-agency report conducted by the actors that have implemented the good practices that can be scaled up
- 6. Closely consult private sector – they could be the primary informants for the study
- 7. Develop recommendations for improved private sector engagement, including recognition of the role of local land managers as private investors and identification of suitable enabling and asset investments
- 8. Draw inspiration from “Ethiopian Sustainable Investment Framework for Sustainable Land Management” and other public initiatives
- 9. Consult the e-network that we are establishing – use this network to identify further examples of investment success and to learn lessons

Time schedule

The Assignment shall be expected to be completed within a maximum of 30 work days with the following tentative schedule:

1. **By 15th December 2018:** the 4 pages (maximum) inception report outlining the consultant's interpretation of the task and the methodology is completed;
2. **By 1st February 2019:** The brief report (estimated maximum 25 pages) on how private sector investment can be effectively enhanced in sustainable land management in the GGW is completed for review;
4. **By 1st March 2019:** Completion of the report combining the existing IUCN study on Environmental and Economic impact of the GGW aligned with the report on private sector investment, with the overall recommendations coherent across the whole report. This for review and comments.
5. **By 1st April 2019:** the final report for publication is completed.

Consultant's qualifications and experiences

The ideal candidate will have the following qualification and experiences:

1. Postgraduate qualification in Natural resource management, Economy, Sustainable Land Management, Environmental Science, or related Natural Resource field;
2. Proven experience and knowledge on private sector and their role in sustainable land management;
3. At least 10 years' experience in leading research studies (regional studies, multi-countries) in relation with ecosystem services valuation, the role of private sector in sustainable land management;
4. Great understanding and knowledge of the Great Green Wall for Sahara and Sahel initiative
5. Proven experience in analyzing and formulation of recommendations;
6. Proven writing skills and communications skills both English and French;
7. Fluency in both English and French.

APPLICATION

Applicants should submit the following by email to: Razingrim.OUEDRAOGO@iucn.org by **15th of November 2018 midnight** (UTC/GMT) the latest:

1. A curriculum vitae including highlighted references to previous relevant work and publications in relation to the subject of this consultancy.
2. A covering letter outlining their suitability for the job, providing initial observations on the ToRs and an outline of the methodology they would use.
3. A financial offer in USD for completion of the required tasks, including the daily rate used for calculations.

Shortlisted applicants will be contacted for an interview.

EVALUATION OF APPLICATIONS

Applications will be evaluated on the basis of the following criteria: (i) profile and experience of the consultant in relation to subject of the study, (ii) the methodology proposed for the conduction of the mission, and (iii) the financial offer.