



## **TERMS OF REFERENCE**

### **Establishing and Optimising the Sustainable Financing Mechanisms for the IUCN Green List of Protected and Conserved Areas**

**Projects:** The IUCN project for 30x30 Challenge and the Gordon and Betty Moore Foundation and IUCN Strategic Partnership project: Achieving and recognising fair and effective Protected and Conserved Areas through the IUCN Green List Standard

#### **A. Background information**

The global conservation agenda underlines the importance of expanding protected and conserved areas as a way to halt biodiversity loss. But to deliver conservation outcomes, a shift towards quality issues is also required in addition to quantitative targets.

Addressing this issue is the mission of the **IUCN Green List Protected and Conserved Areas** (GLPCA), the first global and unique Standard of best practice for area-based conservation. The Green List Standard aims to become the metrics for area-based conservation effectiveness, providing a global benchmark for how to meet the environmental challenges of the 21st century, and in particular the post-2020 targets.

The IUCN Green List is also a programme of certification for protected and conserved areas (PCAs) that are effectively managed and fairly governed. It acts as incentive and offers a stepwise programme that can help make PCAs fit for the future and thus secure past successes and future investments. Enrolled sites become part of a network and benefit from technical support on how to improve their performance and impacts.

The 30x30 target is a global target which aims to halt the accelerating loss of species, and protect vital ecosystems that are the source of our economic security. More than 100 countries are committed globally to increasing spatial targets to protect or effectively conserve at least 30% of the planet - land and sea - by 2030. The effective management of protected and conserved areas and public and private financing are needed to ensure long-term management and secure local governance and secure precise implementation mechanisms to put nature recovery by 2030.

Achieving such an ambitious target (30% effectively protected by 2030) will require significant action and resources, especially the financing sources to help countries manage the existing PCA network and expansion. Less than 25% of PCAs have the resources to be effectively managed<sup>1</sup>. There is an urgent need to generate and regenerate large-scale financing for biodiversity conservation.

One of the IUCN Green List strategies is to develop an outcomes-based financing product that allows countries to deliver upon their 30x30 commitments and ensures their PCAs network

---

<sup>1</sup> Coad et al. 2019. Widespread shortfalls in protected area resourcing undermine efforts to conserve biodiversity. *Frontiers in Ecology and the Environment* 17(5).



achieves a minimum standard of fair governance and effective management. Such a product will need to be underpinned by verifiable impact, achievable during the investment term. The mission will be to develop innovative financing mechanisms for supporting Green List committed sites to achieve the IUCN Green List Standard, and its relevant activities at global, regional and national level.

## **B. Project**

As a concrete and pilot application, IUCN is supporting the partner countries to achieve the target of securing the 30% of the planet conserved through fair and effective systems of protected and conserved areas. The project is securing country commitments to increase global, regional and national investment into committed countries' fair, inclusive and effective area-based conservation systems, in line with the new Global Biodiversity Framework and 30x30 ambitions, resulting in measurable, positive and sustained outcomes for people and nature.

To support this ambition, IUCN is currently implementing Gordon and Betty Moore Foundation and IUCN Strategic Partnership project to secure at least 1,000 equitable and effective protected and conserved areas in places of importance for biodiversity through scaling the IUCN Green List Standard, to offer a meaningful pathway to implement the new Global Biodiversity Framework and 30x30 ambitions to secure biodiversity and climate benefits.

## **C. Objectives**

The IUCN Green List Standard and process must be efficient and highly valued to all participants. To achieve this, the benefits for partner agencies, conservation actors, stakeholders and rights-holders should outweigh the associated costs of engagement.

To date, the IUCN Green List has advanced mainly through a portfolio of projects, but IUCN will seek opportunities to generate direct financial support for participating sites based on their commitment to achieving the Standard, and their demonstrated progress and good performance. At the same time, IUCN and partners require sustained financing to support Green List operations, evaluation and assurance, communications and outreach to ensure quality and credibility in the Green List Standard and certification process.

A three-pronged approach will help move from a project-based model to a coherent and sustained financing programme:

- find synergies between national and regional projects, and improve the allocation of resources to Green List development priorities;
- link the capacity to demonstrate positive impacts on biodiversity and society to available financial investment and stimulate collaboration with existing financial mechanisms, such as trust funds and special granting programmes; and,
- identify and promote innovative financial mechanisms, and use additional revenues to support an efficient secretariat and credible assurance.

The main goal is to provide participating protected and conserved areas with access to resources, investment and other benefits, including new and additional finance, to help achieve and maintain the IUCN Green List Standard. The expected outcome is to unlock financial resources for the continued improvement of the participating sites.



## **D. Geographical Focus**

The Green List is a global standard, and this work should have global application. However, particular attention will be paid to ensuring that the Bond linked to the IUCN Green List Standard will be implemented in Uzbekistan and/or one of the feasible countries as a first pilot project and expand the replication in other potential countries.

## **E. Activities**

The main objective of the consultancy is to develop and implement outcomes-based financing products for countries to ensure their PCA network achieves a minimum standard of effective management and fair governance by participating in the IUCN Green List programme.

Based on the above objectives, we require the following deliverables:

### **1. Preliminary work**

- Definition of financing mechanism characteristics, including potential bond mechanisms as outcomes-based financing products;
- Establishment of bankable Key Performance Indicators for the IUCN Green List Standard;
- Technical structuring and market feasibility in the pilot country(ies), including mapping the potential investors' interests and existing gaps or risks that may exist;
- Define feasible financing products (Bond) to be set up in the identified pilot country(ies)

### **2. Feasibility study in the pilot country(ies)**

- Feasibility study of the financing products that will be piloted in the identified country(ies)
- Support the stakeholders on the legal framework established to issue and launch the financing products

### **3. Financing products issuance and implementation**

- Issuance or launch of the financing product (including the Bond)
- Monitoring, reporting, follow up on the progress in the relationship with the involved investors and authorities in the pilot country
- Set up a framework with other identified country(ies) and ensure that the Bond structure could be replicated in those countries by securing their commitments

Each deliverable shall be issued for consultation and validation by the IUCN Protected and Conserved Areas Team.

## **F. Timeframe**

The Assignment is spread within one (1) year from the commencement date, with an estimated 80 working days (to be defined). The Consultant will provide a detailed schedule for the task and the cost of delivering the outputs. The schedule will be agreed upon by the two parties (Consultant and IUCN) during the presentation of the inception report.



## **G. Required experience and qualifications**

The successful Consultant is required to meet the following criteria:

### **Education**

- Good academic profile (Degree in a relevant subject; MSc level preferred, but not essential provided the candidate has relevant solid skills and experience)

### **Work Experience**

- At least ten (10) years of experience in nature conservation projects, including impact measurement and monitoring;
- Proven and successful experiences in private sector catalysation to funding biodiversity conservation projects;
- Previous experiences in developing new financing mechanisms that enable large-scale investment in nature conservation (linking to protected and conserved areas);
- Experience with sustainability standards;
- Good knowledge of the IUCN Green List Standard and 30x30 Target is an added-value.

### **Language Proficiency**

- Fluency in written and spoken English
- French and Spanish are added-value

## **H. Application closing date and time**

[The application closing date is extended to midnight CET on January 8, 2023.](#)

The application, in a single PDF file, must include (i) a cover letter outlining clearly how the candidate meets the requirements of the position, (ii) a detailed CV and/or company profile and (iii) a technical and financial proposal max. 10 pages.

Consultants must submit their applications no later than Midnight CET time on December 23, 2022 by e-mail to:

James Hardcastle : [James.HARDCASTLE@iucn.org](mailto:James.HARDCASTLE@iucn.org)  
Siska Martina Cahyati : [siskamartina.cahyati@iucn.org](mailto:siskamartina.cahyati@iucn.org)  
Thierry Lefebvre : [Thierry.LEFEBVRE@iucn.org](mailto:Thierry.LEFEBVRE@iucn.org)

The subject heading of the e-mail shall be "Application: IUCN Green List sustainable financing".