

TC ABSTRACT

I. Basic project data

▪ Country/Region:	Regional
▪ TC Name:	Communications and outreach for the Biodiversity and Ecosystem Services Program
▪ TC Number:	RG-T2625
▪ Team Leader/Members:	Team Leader – Maria Claudia Perazza (INE/RND); Michele Lemay (INE/RND); Carmen Del Rio (INE/RND); Kelsey Schueler (INE/RND); Alejandra Maruri Trucillo (KNL/KNM); and Yolanda Valle (INE/RND)
▪ Indicate if: Operational Support, Client Support, or Research & Dissemination.	Research and Dissemination
▪ If Operational Support TC, give number and name of Operation Supported by the TC:	N/A
▪ Reference to Request: (IDB docs #)	N/A
▪ Date of TC Abstract:	March, 2015
▪ Beneficiary:	Countries of Latin America and the Caribbean
▪ Executing Agency and contact name	Inter-American Development Bank (INE/RND)
▪ IDB Funding Requested:	US\$250,000
▪ Local counterpart funding, if any:	N/A
▪ Disbursement period (which includes execution period):	18 months
▪ Required start date:	May 2015
▪ Types of consultants (firm or individual consultants):	Firms and individual consultants
▪ Prepared by Unit:	INE/RND
▪ Unit of Disbursement Responsibility:	INE
▪ Included in Country Strategy (y/n);	N/A
▪ TC included in CPD (y/n):	
▪ GCI-9 Sector Priority:	Poverty reduction and equity enhancement; Regional cooperation and integration;

II. Objective and Justification

- 2.1 The general objective of this TC is to support communications and dissemination about the BIO Program's efforts and progress, as well as pioneering knowledge and research generated with its support.
- 2.2 The Latin America and Caribbean (LAC) Region possesses a vast array of terrestrial, freshwater, coastal, and marine ecosystems representing many of the earth's biomes, and has been deemed the superpower of biodiversity. The Region holds 40% of the world's biological diversity, including seven of the world's 25 biodiversity hotspots and six of the 17 "megadiverse" countries. This natural wealth provides a myriad of beneficial provisioning, regulating, cultural, and supporting services;

driving key productive sectors of LAC's economies, in sectors such as agriculture, fisheries, forestry and tourism. However, population growth—as well as climate change and other intensifying stressors—pose serious threats to biodiversity and the countless economic activities that depend on healthy ecosystems. Also, LAC's thriving middle class and robust economic growth are increasing demand for resources, such as food, energy, and water.

- 2.3 The next decades offer LAC significant opportunities to ensure ecosystems provide the services required to meet the demand associated with continued growth in a sustainable manner. As a result, there is a need to raise awareness, support knowledge development, and increase capacity in biodiversity conservation and the economics field of ecosystem services both within the Region and the Bank. Policy makers and professionals working in the agriculture, water, forestry, infrastructure, and extractive industry sectors, among others, require a solid understanding of biodiversity and ecosystem services for sustainable management in their sectors, access to case studies that show impact, and the know-how to apply methods and tools for mainstreaming within their sector.
- 2.4 Recognizing the importance in addressing some of these challenges, in 2013 the Bank approved the BIO Program, aiming at creating opportunities and using the comparative advantage of the Region's natural capital for sustainable and inclusive development. During its preparatory stages, the BIO Program was praised internally and externally for its robust and innovative communication approach that combined a content-rich web site, social media and online surveys and participation at high visibility events such as Rio+20 Conference on Sustainable Development. In part as a result of this approach, among the Program's key features is an effective communications strategy to complement knowledge development, clearly conveying the message that biodiversity and ecosystem services are integral parts of the Bank's mandate. During the first two years of the BIO Program, the operation RG-T2351 supported the implementation of such strategy focusing on communicating the Program and raising awareness among potential clients for loans that mainstream BIO. Through this effort, BIO has organized several events and supported participation of a number of stakeholders from the Region, to disseminate emerging research and knowledge on the sustainable ecosystem services management, and provide rich cross-sector discussions on experiences and best practices in mainstreaming BIO in areas such as infrastructure development and watershed management. As a result, the Program has increased awareness in both external and internal audiences, which resulted in financing 10 new operations in 2014, including a grant for the establishment of a permanent program in integrated coastal zone management (ICZM) in The Bahamas, engaging with 20 of the Bank's member countries and has established strategic partnerships throughout the region.
- 2.5 Moving forward, to assist in further strengthening the Bank's mission of mainstreaming BES in economic development, a Knowledge and Dissemination Strategy was developed for the BIO Program with support from KNL. As part of this effort and in order to build the Program's reputation, a communications specialist dedicated to the BIO program has been hired to assist the Bank in maintaining robust relationships with stakeholders, partners, donors and the Media. Implementing such long term strategy requires the use of innovative communications approaches to BIO work, through a variety of media: a BIO program blog, supported by a Social Media campaign, that will act as the top outlet for communication and outreach to build up a community; a targeted, restructured content web for BIO program; and innovative audiovisual materials such as infographs and videos. The BIO program will use this blog to disseminate cutting-edge and cross-cutting content on Biodiversity and Ecosystem Services featuring fruitful collaborations between the program and its partners and donors, and to encourage IDB's staff across different sectors to collaborate in the dissemination of cross-cutting content on BES. With the Media, the blog will

provide sound and rigorous content to their outlets on BES and, to our audiences across the Region, it will contribute to transform information into value-creating knowledge and to link knowledge into action.

- 2.6 In this context, this TC is designed to expand the development and implementation of a long term strategic communications plan and work program focused on innovative digital products to increase the visibility, reputation and positioning of the BIO Program’s work within the IDB, with client countries, and with the development community more broadly. The communication strategy includes the following lines of activities; 1) Outreach: building strong relationships with partners and stakeholders and reaching out proactively to potential donors; strengthen collaboration and knowledge sharing within IDB staff, with academic institutions, NGOs, media groups, and other organizations working on BES issues; and establish collaboration and synergies with partners in the region to disseminate and communicate results from BIO projects. 2) Product Innovation and on-line tools: building on the successful experience of the National Geographic/IDB co-production for the video “Wild Wealth”, develop innovative, high impact communications products and tools (in the Bank’s official languages), such as interactive visualizations for BIO projects in the Region, including a Biodiversity layer for the iterative Convergence Map, which will contribute to both showcase the work developed by the Bank in the region and to disseminate cutting edge knowledge and research on the economics of biodiversity and ecosystem services generated through the Bank’s own projects, as well as advances in LAC, thus promoting interest and demand in the Region for new operations that mainstream natural capital in productive sectors and infrastructure; and 3) Flagship events: showcasing results and ground-breaking experience in mainstreaming biodiversity (some financed by the BIO Program such as in climate-resilient Integrated Coastal Zone Management in the Caribbean) at IDB-led major regional events and through participation and promotion of international, regional and local events and workshops, provide fora for advanced communications that will help maintain rich cross-sector discussions and more effectively disseminate information supporting biodiversity and ecosystems sustainable management best practices and economic value, and support capacity building activities, knowledge exchange and networking.
- 2.7 The proposed TC will contribute to the following GCI-9 lending program priority targets: i) poverty reduction and equity enhancement, as the TC will help the Biodiversity and Ecosystem Services Program disseminate critical information necessary to promote sustainable and inclusive growth; and ii) regional cooperation and integration, as the TC will support effective knowledge exchange needed to support the integration of biodiversity and ecosystem services into the productive sectors within LAC.
- 2.8 In addition, the BIO team will identify opportunities to work together with other projects being financed under the BIO Program, aiming at joining efforts in catalyzing the communication and dissemination of the knowledge products and other results being generated.

III. Description of activities

- 3.1 The proposed activities are described in the following table. Expected outputs and results are fully consistent with the IDB’s Biodiversity and Ecosystem Services (BIO) Program.

ACTIVITY	DESCRIPTION	EXPECTED OUTPUTS	EXPECTED RESULTS
1.1. Outreach	Development of knowledge discussion tables/meetings to disseminate BIO program innovative knowledge products, publications and strengthen relationships with existing and new donors and partners; Visits to regional BIO projects to develop innovative communications material: audiovisual storytelling from new angles, infographs on lessons learned, etc.	<ul style="list-style-type: none"> - 12 events (BBL, Workshops, donors and partnership meetings). - 2 Round table discussions - 3 working trips to generate BIO communications material - 2 BIO Banners - 4 BIO Templates for communications materials (Donors, Lessons learned, Case Studies etc.) - 60 participants informed on latest relevant knowledge and information on BIO 	<ul style="list-style-type: none"> - Improved financial sustainability of BIO Program through increases in funding to the multi-donor fund; - increased number of requests from regional partners
1.2. Product Innovation	Development of a branded line of innovative products to expand a digital communications strategy, strengthening existing channels and creating new ones, for distribution presenting compelling information on BIO and dissemination, Audiovisuals Interactive exhibitions	<ul style="list-style-type: none"> - 1 online Newsletter template - 1 Blog template - 1 new targeted website - 6 infographics - 10 Graphic Design items (leaflet, invite, etc.) - 2-3 digital templates and platforms for BIO publications, brochures, catalogue and monographs. - 2 videos - 1 E-training available in 3 languages. 	<ul style="list-style-type: none"> - increased usage of tools supported by BIO - scale up and replicate BIO projects in the Region
1.3. Flagship events	Organization and participation at international events, including IDB-led flagship venues showcasing groundbreaking experience in natural capital and other regional side events of BIO Program; annual meetings of partners and clients for knowledge sharing; and Media trips.	<ul style="list-style-type: none"> - Participation in 2 international events, including stand, delegation or side events: - Stockholm Summit in May/15; GEF Regional meeting; - Organization of one major regional event - 2 meetings for partners' knowledge sharing in good practices and lessons learned in the region. - 2-3 Media trips to specific destination within the Region to generate awareness on the BIO program in the Region. 	

IV. Budget

4.1 The total budget for this technical cooperation has been estimated in US\$250,000 as shown in the following table.

Indicative Budget

Activity/Component	Description	IDB/Fund Funding US\$	Counterpart Funding	Total Funding US\$
Component 1: Activities				
1.1. Outreach	1. Knowledge discussion tables/meetings; 2. Visits to regional BIO projects	40,000		40,000
1.2. Product Innovation	3. Development of a branded line of innovative products; 4. Audiovisuals 5. Interactive exhibitions	120,000		120,000
1.3. Flagship events	6. Organization and participation at international events; 7. Annual meetings of partners and clients for knowledge sharing; 8. Media trips.	75,000		75,000
Component 2: Contingencies				
2.1. Contingencies		15,000		15,000
Total		250,000		250,000

V. Executing agency and execution structure

- 5.1 Given the strategic objectives of the TC and its regional nature, the Executive Agency for the TC will be the IDB, managed by INE/RND. Additionally, the Bank has the capacity to support engaging dialogue, disseminate knowledge, and build strong relationships. Other Divisions participating in the project team will collaborate with INE/RND in the technical supervision and monitoring of the TC, ensuring that all results and outputs are obtained.

VI. Project Risks and issues

- 6.1 Depending on the audience's needs, communications activities might vary and different materials or activities might have to be developed to cover these needs. The risk will be mitigated by reserving 10% of the budget for contingencies during the disbursement period. All contingencies will need to directly support communications, and outreach efforts or the Biodiversity and Ecosystem Services Program.

VII. Environmental and Social Classification

- 7.1 It is not anticipated that the activities to be financed in this TC will have a negative direct or indirect social or environmental effects. According to the Bank's Safeguards Screening Toolkit, this operation is classified with "C": (i) no environmental or social risks; (ii) direct contribution to solve an environmental issue.

ORIGINAL SIGNED

Pedro Martel, Division chief a.i. INE/RND