

## TC ABSTRACT

### I. Basic project data

▪ Country/Region:	Regional
▪ TC Name:	Capacity building, communications, and outreach support for the Biodiversity and Ecosystem Services Program
▪ TC Number:	RG-T2351
▪ Team Leader/Members:	Team leader – Maria Claudia Perazza (INE/RND); Benedicte de Waziers (INE/RND); Ashley Camhi (INE/RND); Daniel Hincapie (ORP/ORP); Antonio Moneo-Lain (KNL/KNM); Duncan Gromko (INE/RND); Elizabeth Chavez (INE/RND); and Milagros De Pomar (INE/RND).
▪ Indicate if: Operational Support, Client Support, or Research & Dissemination.	Research & 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:	May 9, 2013
▪ Beneficiary:	REGIONAL
▪ Executing Agency and contact name	Inter-American Development Bank (INE/RND)
▪ IDB Funding Requested:	US\$300,000
▪ Local counterpart funding, if any:	N/A
▪ Disbursement period (which includes execution period):	18 months
▪ Required start date:	June, 2013
▪ 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:	Climate change (mitigation: carbon sequestration and adaptation: coastal erosion control from biodiversity and ecosystem services).

### II. Objective and Justification

The Latin America and Caribbean (LAC) Region has been deemed the superpower of biodiversity. With only 16% of the planet's land, 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.

The LAC Region possesses a vast array of terrestrial, freshwater, coastal, and marine ecosystems representing many of the earth's biomes.

This biodiversity and ecosystems wealth provides a myriad of beneficial provisioning, regulating, cultural, and supporting services driving key productive sectors of LAC's economies. These services directly support sectors such as agriculture, fisheries, forestry and tourism which together account regionally for 15% of GDP for the Region while employing 17% of its labor force and contributing an average of 50% of total exports. 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.

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 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. For this reason, an effective communications strategy needs to complement knowledge development, clearly conveying the message that biodiversity and ecosystem services are integral parts of the Bank's mandate.

This TC has been designed to support the Bank's new Biodiversity and Ecosystem Services (BES) Program. During its preparatory stages, the BES Program received broad acclaim internally and externally for its robust and innovative communication strategy that combines a content-rich web site, social media and online surveys and participation at high visibility events such as Rio+20 Conference on Sustainable Development. Now that the Program has been launched, there is a need to expand the communication strategy to raise awareness among potential clients for loans that mainstream BES. As such, this TC is aimed at (1) communicating the Program's and Bank's efforts, progress, and results; (2) disseminating cutting edge knowledge and research on the economics of biodiversity and ecosystem services generated by the Bank's own projects as well as advances in LAC, thus promoting interest in the Region for new loan products that mainstream natural capital in productive sectors and agriculture; (3) build strong relationships with partners and stakeholders; and (4) provide a forum 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. This TC will support capacity building activities, knowledge exchange events, workshops, communication and outreach activities, and networking.

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.

### III. Description of activities

The proposed activities are described in the following table. Expected outputs and results are fully consistent with the IDB's Biodiversity and Ecosystem Services (BES) Program<sup>1</sup>.

ACTIVITY	DESCRIPTION	EXPECTED OUTPUTS	EXPECTED RESULTS
<b>1.1 Capacity building and outreach</b>	3 events in 3 different sub-regions that facilitate: (i) dialog and networking amongst stakeholders and partners; (2) presentation of relevant case studies, best practices, and Program's progress and results; and (3) discussion of next steps, opportunities, and future collaborations	60 participants from the Region kept informed on latest and relevant information	Strengthening of support for rigorous analysis and trained and capable environmental economists in biodiversity and ecosystem services, particularly as they relate to climate change
<b>1.2 E-training</b>	Virtualization of modular e-training course on biodiversity and ecosystem services for internal and external audiences, dissemination of availability within internal audiences	1 E-training available in 3 languages (English, Spanish, and Portuguese), 50 IDB staff trained	
<b>1.3 Events and conferences</b>	Participation in 2 regional or international events that facilitate dialogue, networking, and positioning of the BES Program	Participation in 2 events and/or conferences	
<b>1.4 Communications and Branding</b>	Development of material for distribution presenting compelling information on BES Program including brochures, research publications (as needed), presentations (PowerPoint, Prezi, or flash) for donors and external audiences using different angles (by component, sector, or ecosystem), infographics, and BES homepage maintenance	5 fact sheets, 1 BES brochure research publications (as needed), 'partners' section in homepage and periodical maintenance with new information, 3 presentations, 3 infographics	

<sup>1</sup> <http://idbdocs.iadb.org/wsdocs/getDocument.aspx?DOCNUM=37444118>

#### IV. Budget

The total budget for this technical cooperation has been estimated in US \$ 300,000 as shown in the following table.

<b>Indicative Budget</b>				
<b>Activity/Component</b>	<b>Description</b>	<b>IDB/Fund Funding US\$</b>	<b>Counterpart Funding</b>	<b>Total Funding US\$</b>
<b>COMPONENT 1 : Activities</b>				
<b>1.1 Capacity building and outreach</b>	3 events in 3 different sub-regions that facilitate: (i) dialog and networking amongst stakeholders and partners; (2) presentation of relevant case studies, best practices, and Program's progress and results; and (3) discussion of next steps, opportunities, and future collaborations	120,000		120,000
<b>1.2 E-training</b>	Virtualization of modular training course on biodiversity and ecosystem services for internal and external audiences, dissemination of availability within internal audiences	80,000		80,000
<b>1.3 Events and conferences</b>	Participation in 2 regional or international events that facilitate dialogue, networking, and positioning of the BES Program	30,000		30,000
<b>1.4 Communications and Branding</b>	Development of material for distribution presenting compelling information on BES Program including brochures, research publications (as needed), presentations (PowerPoint, Prezi, or flash) for donors and external audiences using different angles (by component, sector, or ecosystem), infographics, and BES homepage maintenance	40,000		40,000
<b>COMPONENT 2: Contingencies</b>				
<b>2.1 Contingencies</b>		30,000		30,000
<b>TOTAL</b>		<b>US\$300,000</b>		<b>US\$300,000</b>

#### V. Executing agency and execution structure

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.

Firms with relevant demonstrated experience in communications, design, and virtual learning development will be hired to advance and support this TC.

## **VI. Project Risks and issues**

The only risk is the difficulty to predict the types of materials that will be needed for activity 1.4. This activity will support others like 1.1, 1.2, and 1.3. Depending on the audiences' needs, different materials might have to be developed to cover these needs. This risk will be mitigated by reserving 10% of the budget for contingencies during the disbursement period. All contingencies will need to directly support capacity building, communications, and outreach efforts for the Biodiversity and Ecosystem Services Program.

## **VII. Environmental and Social Classification**

It is not anticipated that the activities to be financed in this TC will have negative direct or indirect social or environmental effects. Therefore the team considers that, according to the Bank's Safeguards Screening Toolkit, this operation should be given a classification of "C": (i) no environmental or social risks; (ii) direct contribution to solve an environmental issue.