Brazil
Consulting Services to assess and propose an improved implementation strategy for *Projeto Rural Sustentável* Phase II (PRS-II))
BR-T1371
TERMS OF REFERENCE

1. Background and Justification

1.1. Established in 1959, the Inter-American Development Bank ("IDB" or "Bank") is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries.

1.2. Brazil has reduced deforestation rates in almost 80% from 2004 to 2012. Although deforestation rates have increased in the past three years, the government is very committed to reduce deforestation and mitigate emissions. For instance, it has set ambitious NDC targets, under the Paris Agreement, to reduce GHG emissions in 37% by 2025 and intended to reduce 43% by 2030. However, the targets only consider the Amazon biome. The Cerrado is being deforested, mainly, using agricultural practices that cause land degradation, forcing small and medium farmers to expand agricultural land. In addition, only 8% of the Cerrado is under conservation units against 44% in the Amazon. The deforestation in the MATOPIBA[1], considered the last agriculture frontier in Brazil, escalated 61% between 2000 and 2014. The implementation of low carbon and sustainable agriculture practices will increase efficiency, thus stopping the pressure to deforest for the creation of new agricultural land.

1.3. The Forest Code protects 80% of the farm land in the Amazon, however, in other biomes; like the Cerrado, the protected area is only 20%. This has stimulated deforestation for agriculture expansion, in the MATOPIBA region. For instance, in the last 5 years, Tocantins had a 30% increase of crop area and 34% increase of total grain production per year. Thus, there is a need to develop sustainable agriculture practices, to provide sustainable development, while increasing production, and developing an agriculture production resilient to climate change. Small and medium farmers in Brazil are considered to be very conservative. However, the Rural Sustentavel – phase II will demonstrate and inform small and medium farmers the importance of the Cerrado biome for traditional communities to develop a new economy model for the agribusiness in the region. In addition, this project will coordinate its actions closely with relevant stakeholders to build trust amongst the farmers, leading them to implement low carbon technologies.

1.4. Activities like deforestation, land-use changes, crop planting and, most significantly, cattle raising all contribute to increased levels of greenhouse gases (GHG) in the atmosphere. From 1990 until 2010, agricultural land has increased by 52 million hectares in Latin America and the Caribbean (LAC), while forested land has decreased by 93 million hectares. It is estimated that these processes taking place in the LAC region account for nearly half of the world's emissions related to agriculture and land use change. Most of the agricultural emissions in LAC derive from the methane that is emitted from the manure and digestive processes of cattle. This makes attempts at reducing GHG emissions from

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the agriculture and natural resources sectors important for slowing the rate of global climate change. However, agriculture can also be part of the solution to reduce climate change. Zero-tillage agriculture practices, reforestation or preserving of forests take carbon out of the atmosphere as it is stored in land and trees.

1.5. The IDB's strategic focus in agriculture and natural resources is highly relevant to adaptation. The IDB has worked on improving plant and animal health, increasing agricultural research and innovation, supporting small-scale farmers, and improving water resource management. These are all the kind of actions necessary for adapting to changing climate.

1.6. This Term of Reference is directly related to climate change mitigation and adaptation, it is aligned with the GCI-9 objective to "protect the environment, respond to climate change, and ensure food security" and the Bank's Country Strategy for Brazil 2016-2018 (document GN-2850) by focusing on sustainable agricultural productivity and climate change, as well as operationalizing activities under the NDC. It also supports the implementation of Brazilian policies, such as: (i) Agriculture Climate Change Adaptation and Mitigation Plan (ABC Plan) to plan actions to be adopted for sustainable agriculture production to reduce GHG emission in the agriculture sector (crops and cattle rising) in Brazil; (ii) The New Forest Code 2012, which establishes norms about the forest protected areas, including exploration of commodities, forest fires and forecasts economic and financial instruments to achieve its goals, and, (iii) The National Policy on Climate Change 2009 to establish a sustainable economic and social development, taking into account the environment.

1.7. The *Rural Sustentável* Project - Phase II (PRS-II) will assist the Brazilian Government, mainly through the Ministry of Agriculture, to promote sustainable rural development to avoid deforestation. This will be delivered by supporting small and medium farmers to deploy low carbon agricultural technologies/practices, through: i) access to information – demonstration units and access to rural credit lines, ii) capacity building and technical assistance, and iii) financial incentives to successful farmers. Thus, addressing insufficient knowledge, technical capacity, credit access and motivation.

1.8. The objective of this Term of Reference is to produce evidence to guide the design and implementation of PRS-II - MATOPIBA project (TC number BR-T1371). This assessment will ensure that the full project is implemented effectively and agriculture is developed, while natural resources are preserved and deforestation is reduced in the Cerrado biome, the second largest in Brazil. Thus, improving resource efficiency, increasing productivity – and income – in small and medium farms in the MATOPIBA region.

2. Objectives

2.1. The objective of this consultancy is the delivery of Components 1, 2, 3 (completely or partially) of the TC BR-T1371 "MATOPIBA Kick-Off Project", to provide evidence for the design and implementation of the PRS-II, through a comprehensive review of how the project could be improved assessing lessons learned from first phase, assessment of region/municipalities to receive assistance, improved methodology to monitor results and improved methodologies to deliver capacity and technical assistance to small and medium farmers.

3. Scope of Services

3.1. The hired firm will need to provide consultancy services to deliver the activities described below, including logistics and travel arrangements needed for its delivery. The consultants will need to be specialized on agriculture and environment, as defined on section 10 - Requirements, experience and competencies.

4. Key Activities

4.1. Assessment **of "Rural Sustentavel I" (PRS-I)**. This component will carry-out a comprehensive review of best practices and lessons learned from Phase I. Results from review will be considered and applied in the design of the activities of PRS-II. Assessment will include.

a) Communication strategy assessment. A report on how to improve communication will be produced after consultancy conduct interviews with relevant stakeholders, including government (federal, state and municipal), the rural community, institutions in the agriculture sector and project beneficiaries.

b) Review lessons learned produced by IDB and DEFRA, including desk review and face to face interviews with key stakeholders.

c) Lessons learned report on project design/implementation. This will include: (i) verification of the training and technical assistance methodologies to ensure rural producers feel capable to apply low carbon agricultural practices. This activity will include interviews with producers and relevant stakeholders such as Ministry of Agriculture, SENAR and EMBRAPA; (ii) discuss with Banco do Brasil how to incentivize the deployment of financial mechanisms to support implementation of low carbon agricultural practices, such as; PRONAF, PRONAMP and ABC Program; and, (iii) review the financial incentives disbursement process to ensure effectiveness.

d) Report on how to increase uptake of rural producers. This will include visits to Demonstrative Units, at least 4, to understand procedures undertaken by Rural I and how they could be improved to increase the uptake of local rural producers.

e) Workshop with main stakeholders to discuss the main findings and draft conclusions. This activity will need to be carried out in partnership and with previous approval of project coordinator at IDB.

f) Develop a framework containing gaps identification and proposed actions. This report will include inputs from the previous five activities

4.2. **Assessment of MATOPIBA region**. This output will provide the necessary information for the selection of intervention areas – whether based geographic (e.g. by microregions), geopolitical (e.g. municipalities), or other possible variables. In addition, it will also be essential to support the definition of the low carbon technical criteria and which ABC technologies are most appropriated for the region; considering climate, biome, local economy and individual rural production. This assessment will include the following activities:

a) A paper containing the criteria for the selection of intervention sites. This will be defined in accordance with the Ministry of Agriculture and state governments.

b) Report with literature about the region. This will include, but will be not limited to: logistics for production flows and deforestation risk zones - endangered municipalities, economic potential and size of properties.

c) Report with assessment of which ABC technologies (recovery of degraded pasture, integration of crop-livestock-forestry, no-tillage, expand planted forests, enhance biological nitrogen fixation or increase technology to produce energy from animal manure) are appropriated for specific intervention sites. This will also feed into the capacity building methodology, component 2.

d) Review previous assessments undertaken by IDB, as well as the map produced by Ecometrica Team, responsible for KPI 8, to check which municipalities are rapidly growing its agricultural land.

e) Report containing an assessment of other projects in the region, such as the FIP-financed ABC Cerrado, to avoid overlap and ensure complementarity.

f) Development of an ecosystem assessment of the Cerrado, to understand the economic value of its biodiversity.

g) Cross data from activity with INPE2 (National Institute for Space Research) Terraclass Cerrado and other satellite images, such as CAR's satellite images, to define endangered municipalities.

h) Present the results to the Ministry of Agriculture and choose the municipalities.

4.3. **Methodology to monitor project results.** To ensure that project activities are achieving the expected impact, consultants will work with the Ministry of Agriculture on the establishment of a baseline and methodology to measure success, including:

a) Establish a baseline for the chosen intervention sites to monitor project results.

b) Report on how to monitor project results, delivered in partnership with MAPA. This will consider different methodologies for each low carbon technology, such as; recovery of degraded pasture and crop-livestock-forestry integration.

c) A proposal to monitor GHG mitigation from low carbon agriculture delivered to the Ministry of Agriculture and IDB.

4.4. **Capacity building and technical assistance for Rural Producers.** This output will assess how to provide effective training to rural producers:

a) Report with a training methodology. This activity will build on findings from outputs 4.1 and 4.2 to decide if the same training methods will be used on PRS-II or if

[2] Government institution responsible for its monitoring systems, as well as climate studies and weather forecast. They use Landsat e Resources at imaging and detections from DETER, a near real time detection conducted by INPE with MODIS data.

there is a need to develop another methodology.

b) Report with a technical assistance methodology, including length, duration and methods. This activity will also build on previous outputs, as described on activity above.

c) Final report with both methodologies agreed by the Ministry of Agriculture and IDB.

5. Expected Outcome and Deliverables

5.1. The consulting firm is expected to produce 4 preliminary reports and a final report containing all the gaps identified and the proposed actions, as stated on deliverables and key activities. The reports will need to be submitted to IDB according to the schedule herein presented or an agreement with the selected consulting firm. The deliverables are as follow:

a) Product 1: report with the Assessment of Rural Sustentável I (PRS-I) as described under Section 4 numeral 4.1.

b) Product 2: report with the Assessment of MATOPIBA Region as described under Section 4 numeral 4.2.

c) Product 3: report with the methodology to monitor project results as described under Section 4 numeral 4.3.

d) Product 4: report with the proposed program for capacity building and technical assistance for Rural Producers as described under Section 4 numeral 4.4.

5.2. Bank policy GN-2765-1 does not allow the procurement of goods and related services except when such goods and related services are necessary to achieve the objectives of the Bank-executed Operational Work and are included in the consulting services contract and represent less than ten percent (10%) of the consulting services contract value.) If it is determined that acquisition of goods is necessary by the consulting firm, please add a very detailed technical specification of the minimum requirement of said goods.

6. Project Schedule and Milestones

6.1. The deliverables and activities will need to be delivered as proposed on the timescale below:

	Expected Outcomes and Deliverables	Nov	Dec	Jan	Feb	Mar
4.1	**Assessment of Rural Sustentavel I**					
1	Review communication strategy with relevant stakeholders					
2	Review lessons learned produced by IDB and DEFRA					
3	Review project design					
4	Visits to Demonstrative Units					

5	Workshop with main stakeholders					
6	Gaps identification and proposed actions					
4.2	**Assessment of MATOPIBA region**					
1	Define the criteria					
2	Review literature about the region					
3	Assess which ABC technologies are appropriated for specific intervention sites					
4	Review previous assessments undertaken by IDB					
5	Assess other projects in the region, such as ABC Cerrado					
6	Exosystemic analyses					
7	Cross data from activity with INPE					
8	Present the results to MAPA					
4.3	**Methodology to monitor project results**					
1	Establish a baseline for the chosen municipalities					
2	Design, with MAPA, how to monitor project results					
3	A proposal to monitor GHG mitigation from agriculture					
4.4	**Capacity building for Rural Producers**					
1	Propose a training methodology					
2	Propose a methodology for the technical assistance					

7. Reporting Requirements and Acceptance Criteria

7.1. All activities under this Term of Reference will need to be done in agreement with IDB project coordinator.

7.2. All the documents will be sent to the project coordinator, appointed by IDB, and to the IDB project leader for approval.

7.3. Final report with both methodologies agreed by the Ministry of Agriculture and IDB.

7.4. All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

8. Supervision and Reporting

8.1. The consultant or implementation agency will be reporting to the Project Coordinator appointed by the IDB, as well as the Project Team Leader at the CCS/CBR unit. The project coordinator will provide comments and approval to any reports, documents and provide guidance and instructions for changes, if needed.

9. Schedule of Payments

9.1. Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank wishes to receive the most competitive cost proposal for

the services described herein.

9.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

Payment Schedule	
Deliverable	%
Product 1	25%
Product 2	25%
Product 3	25%
Product 4	25%
TOTAL	100%

10. Requirements, experience and competencies

10.1. Competencies:

a) Extensive knowledge of sustainable agriculture; strong facilitation, training and presentation skills; good research, analytical and report writing skills; excellent understanding of spatial software and application would be an asset; ability to explain the objectives of the assignment in a focused and strategic manner to a varied audience; ability to plan and organize work programmes; proactive Consultative and collaborative capacities; team mentoring including prioritization for self and others, time and resource management and conflict resolution skills.

b) Problem resolution based on comprehensive information gathering, analysis and identification of key issues; consistently approaches work with energy and a positive, constructive attitude; openness to change and ability to manage complex situations; knowledge of organizational policies and procedures and applies them consistently in work tasks.

c) Demonstrates commitment to IDB's mission, vision and values; displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; highest standards of integrity, discretion and loyalty.

10.2. Required Skills and Experience:

a) At least five years of experience in conducting spatial analysis on data, including the interpretation of remote sensed imagery.

b) 10+ years of overall development experience;

c) 10+ years of overall experience of working with agriculture.

d) Out of above 5 years of relevant experience at the state/national/international level in supporting scaling-up of community-led extension processes, advocacy of sustainable agriculture, co-ordination and facilitation of senior, complex teams, providing management and advisory services.

e) The leading team member must have an advanced Degree (MSc) in Geographic

Information System (GIS), Computer Science, Geography, Natural Resources/Environmental Management or any closely related field. At least 5 years of professional experience in conducting projects of a similar nature. 10+ years of experience of working in the climate and sustainability area.

f) Language: Fluency of English required; Knowledge of Spanish would be an asset.

g) Excellent oral and written communication skills.

11. Characteristics of the Consultancy

- Consultancy category and modality: Consulting Firm, Lump Sum
- Contract duration: 6 months
- Place(s) of work: External consultancy, firm offices and other locations

Brazil
Assessment of financial mechanisms for the MATOPIBA Region in Brazil
BR-T1371
TERMS OF REFERENCE

I. Background

1.1. Established in 1959, the Inter-American Development Bank ("IDB" or "Bank") is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries.

1.2. Brazil has reduced deforestation rates in almost 80% from 2004 to 2012. Although deforestation rates have increased in the past three years, the government is very committed to reduce deforestation and mitigate emissions. For instance, it has set ambitious NDC targets, under the Paris Agreement, to reduce GHG emissions in 37% by 2025 and intended to reduce 43% by 2030. However, the targets only consider the Amazon biome. The Cerrado is being deforested, mainly, using agricultural practices that cause land degradation, forcing small and medium farmers to expand agricultural land. In addition, only 8% of the Cerrado is under conservation units against 44% in the Amazon. The deforestation in the MATOPIBA3, considered the last agriculture frontier in Brazil, escalated 61% between 2000 and 2014. The implementation of low carbon and sustainable agriculture practices will increase efficiency, thus stopping the pressure to deforest for the creation of new agricultural land.

1.3. The Forest Code protects 80% of the farm land in the Amazon, however, in other biomes; like the Cerrado, the protected area is only 20%. This has stimulated deforestation for agriculture expansion, in the MATOPIBA region. For instance, in the last 5 years, Tocantins had a 30% increase of crop area and 34% increase of total grain production per year. Thus, there is a need to develop sustainable agriculture practices, to provide sustainable development, while increasing production, and developing an agriculture production resilient to climate change. Small and medium farmers in Brazil are considered to be very conservative. However, the Rural Sustentavel – phase II will demonstrate and inform small and medium farmers the importance of the Cerrado biome for traditional communities to develop a new economy model for the agribusiness in the region. In addition, this project will coordinate its actions closely with relevant stakeholders to build trust amongst the farmers, leading them to implement low carbon technologies.

1.4. Activities like deforestation, land-use changes, crop planting and, most significantly, cattle raising all contribute to increased levels of greenhouse gases (GHG) in the atmosphere. From 1990 until 2010, agricultural land has increased by 52 million hectares in Latin America and the Caribbean (LAC), while forested land has decreased by 93 million hectares. It is estimated that these processes taking place in the LAC region account for nearly half of the world's emissions related to agriculture and land use change. Most of the agricultural emissions in LAC derive from the methane that is emitted from the manure and digestive processes of cattle. This makes attempts at reducing GHG emissions from the agriculture and natural resources sectors important for slowing the rate of global climate change. However, agriculture can also be part of the solution to reduce climate

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change. Zero-tillage agriculture practices, reforestation or preserving of forests take carbon out of the atmosphere as it is stored in land and trees.

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1.7. The Rural Sustentavel Phase II project will assist the Brazilian Government, mainly through the Ministry of Agriculture, to promote sustainable rural development to avoid deforestation. This will be delivered by supporting small and medium farmers to deploy low carbon agricultural technologies/practices, through: i) access to information – demonstration units and access to rural credit lines, ii) capacity building and technical assistance, and iii) financial incentives to successful farmers. Thus, addressing insufficient knowledge, technical capacity, credit access and motivation.

II. Consultancy objective(s)

2.1. The objective of this consultancy is to produce evidence to guide the design and implementation of Rural Sustentavel Phase II - MATOPIBA project. Specifically, is the delivery of Component 4 of the preparatory TC BR-T1371 MATOPIBA Kick-Off Project, to provide an assessment of the best financial mechanisms to foster the implementation of low carbon technologies by small and medium farmers. This assessment will ensure that the full project is implemented effectively and agriculture is developed, while natural resources are preserved and deforestation is reduced in the Cerrado biome, the second largest in Brazil. Thus, improving resource efficiency, increasing productivity – and income – in small and medium farms in the MATOPIBA region.

III. Main activities

3.1. The selected candidate will deliver the activities described below:

a) Analyze those financial mechanisms that could be deployed to foster the take up of low carbon technologies by small and medium farmers.

b) Conduct an assessment of financial mechanisms that could be used to foster the implementation of low carbon technologies. This will include a comparative analysis of traditional credit lines, such as ABC credit line and innovative credit lines, such as; CRAs (Agribusiness Credit Rights – in English).

c) Evaluate the best financial mechanism to be incentivized through the implementation of Rural Sustentavel phase II.

IV. Reports / Deliverables

a) Product 1: Report containing an assessment of financial mechanisms as described in activities under Section III letter a and b.

b) Product 2: Report with recommendations as described in activities under Section III letter c.

c) Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

V. Payment Schedule

a) 40% after presentation and approval of the Product 1.
b) 60% after presentation and approval of the Product 2.

VI. Qualifications

- Academic Degree / Level & Years of Professional Work Experience:
  University degree (technical) in the field of economics and/or engineering with a focus on environment and/or climatology; Advanced degree in aforementioned field will be viewed as an advantage (or Licence degree plus 6 years' experience);

  At least 10 years of overall development experience; at least 3 years' experience dealing with financing issues in rural areas of developing countries; familiarity with financing models suitable for small farmers, farmers groups, and agro-businesses;
  Familiarity with green finance;

- Languages: Advance Portuguese; Fluency of English required; Knowledge of Spanish would be an asset.

- Areas of Expertise: Extensive knowledge of sustainable agriculture; extensive knowledge of green climate finance. Strong knowledge and sspecialization on agriculture, environment and finance

- Skills: Excellent oral and written communication skills; Strong facilitation and presentation skills; good research, analytical and report writing skills; problem resolution based on comprehensive information gathering, analysis and identification of key issues;

consistently approaches work with energy and a positive, constructive attitude; openness to change; responds positively to critical feedback and differing points of view. Demonstrates commitment to IDB's mission, vision and values; displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; highest standards of integrity, discretion and loyalty

VII. Characteristics of the Consultancy

- Consultancy category and modality: Products and External Services Contractual, Lump Sum
- Contract duration: 6 months
- Place(s) of work: External consultancy
- Division Leader or Coordinator: The consultant or implementation agency will be reporting to the Project Coordinator appointed by the IDB, as well as the Project Team Leader at the CCS/CBR unit. The project coordinator will provide comments and approval to any reports, documents and provide guidance and instructions for changes, if needed

Payment and Conditions: Compensation will be determined in accordance with Bank's policies and procedures. In addition, candidates must be citizens of an IDB member country.

Consanguinity: Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuals, will not be eligible to provide services for the Bank.

Diversity: The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

Brazil
Development of a Communication Strategy for the Projeto Rural Sustentável Phase II (PRS-II)
BR-T1371:
TERMS OF REFERENCE

I. Background

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II. Consultancy objective(s)

2.1. The objective of this consultancy is to produce evidence to guide the design and implementation of PRS-II in the MATOPIBA region. Specifically, is the delivery of part of the Component 3 of the preparatory TC BR-T1371 "MATOPIBA Kick-Off Project", to support the development of an efficient communication strategy.

III. Main activities

3.1. The selected candidate will deliver the activities described below:

a) Review relevant documents and lessons learnt from Rural Sustentável Phase I (PRS-I) related to the communications efforts and other activities undertook on this regard.

b) Ensure that stakeholders are aware of the project and the appropriate channels are being used in the most effective way.

c) Design a communication strategy for PRS-II targeting government institutions and

agencies (at federal, state and municipal levels) to ensure engagement with stakeholders.

d) Design a communication strategy targeting rural producers to ensure greater uptake of low carbon technologies.

e) Design a communication strategy to disseminate project best practices to regions not attended by the project, thus ensuring the multiplication of low carbon agricultural practices.

IV. Reports / Deliverables

a) Product 1: report with the design of communication strategy targeting government institutions as described in activities under Section III letter b.

b) Product 2: report with the design of communication strategy targeting rural producers as described in activities under Section III letter c.

c) Product 3: report with the design of communication to disseminate project best practices to municipalities and stakeholders as described in activities under Section III letters a and d.

d) Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

e) All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

V. Payment Schedule

a) 30% after presentation and approval of the Product 1.
b) 30% after presentation and approval of the Product 2.
c) 40% after presentation and approval of the Product 3.

VI. Qualifications

- Academic Degree / Level & Years of Professional Work Experience: Master's degree in media relations, journalism, publishing (or Licence degree plus 6 years' experience); At least 5 years of relevant experience in public relations, communications and advocacy. At least 5 years of professional experience in conducting projects of a similar nature; 5 years of relevant experience at the state/national/international level in supporting scaling-up of community-led extension processes, advocacy of sustainable agriculture, co-ordination and facilitation of senior, complex teams, providing management and advisory services.

- Languages: Advance Portuguese; Fluency of English required; Knowledge of Spanish would be an asset.

- Areas of Expertise: extensive knowledge on developing communication strategies; Knowledge of sustainable agriculture; strong communication and presentation skills especially with rural communities and government officials; contributes to the elaboration

of communication strategies by identifying and prioritizing audiences and communication means; experience on designing dissemination materials for advocacy work

- Skills: Excellent oral and written communication skills; Strong facilitation and presentation skills; good research, analytical and report writing skills; problem resolution based on comprehensive information gathering, analysis and identification of key issues; consistently approaches work with energy and a positive, constructive attitude; openness to change; responds positively to critical feedback and differing points of view. Demonstrates commitment to IDB's mission, vision and values; displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; highest standards of integrity, discretion and loyalty

VII. Characteristics of the Consultancy

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Brazil
Develop of a full project proposal for the design and implementation of *Projeto Rural Sustentável* Phase II (PRS-II)
BR-T1371
TERMS OF REFERENCE

I. Background

1.1. Established in 1959, the Inter-American Development Bank ("IDB" or "Bank") is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries.

1.2. Brazil has reduced deforestation rates in almost 80% from 2004 to 2012. Although deforestation rates have increased in the past three years, the government is very committed to reduce deforestation and mitigate emissions. For instance, it has set ambitious NDC targets, under the Paris Agreement, to reduce GHG emissions in 37% by 2025 and intended to reduce 43% by 2030. However, the targets only consider the Amazon biome. The Cerrado is being deforested, mainly, using agricultural practices that cause land degradation, forcing small and medium farmers to expand agricultural land. In addition, only 8% of the Cerrado is under conservation units against 44% in the Amazon. The deforestation in the MATOPIBA5, considered the last agriculture frontier in Brazil, escalated 61% between 2000 and 2014. The implementation of low carbon and sustainable agriculture practices will increase efficiency, thus stopping the pressure to deforest for the creation of new agricultural land.

1.3. The Forest Code protects 80% of the farm land in the Amazon, however, in other biomes; like the Cerrado, the protected area is only 20%. This has stimulated deforestation for agriculture expansion, in the MATOPIBA region. For instance, in the last 5 years, Tocantins had a 30% increase of crop area and 34% increase of total grain production per year. Thus, there is a need to develop sustainable agriculture practices, to provide sustainable development, while increasing production, and developing an agriculture production resilient to climate change. Small and medium farmers in Brazil are considered to be very conservative. However, the Rural Sustentavel – phase II (PRS-II) will demonstrate and inform small and medium farmers the importance of the Cerrado biome for traditional communities to develop a new economy model for the agribusiness in the region. In addition, this project will coordinate its actions closely with relevant stakeholders to build trust amongst the farmers, leading them to implement low carbon technologies.

1.4. Activities like deforestation, land-use changes, crop planting and, most significantly, cattle raising all contribute to increased levels of greenhouse gases (GHG) in the atmosphere. From 1990 until 2010, agricultural land has increased by 52 million hectares in Latin America and the Caribbean (LAC), while forested land has decreased by 93 million hectares. It is estimated that these processes taking place in the LAC region account for nearly half of the world's emissions related to agriculture and land use change. Most of the agricultural emissions in LAC derive from the methane that is emitted from the manure and digestive processes of cattle. This makes attempts at reducing GHG emissions from

[5] MATOPIBA region is formed by Maranhao, Tocantins, Piaui and Bahia states. It has three biomes, with Cerrado biome (Brazilian savannah) covering 90,9% of the region.

the agriculture and natural resources sectors important for slowing the rate of global climate change. However, agriculture can also be part of the solution to reduce climate change. Zero-tillage agriculture practices, reforestation or preserving of forests take carbon out of the atmosphere as it is stored in land and trees.

1.5. The IDB's strategic focus in agriculture and natural resources is highly relevant to adaptation. The IDB has worked on improving plant and animal health, increasing agricultural research and innovation, supporting small-scale farmers, and improving water resource management. These are all the kind of actions necessary for adapting to changing climate.

1.6. This Term of Reference is directly related to climate change mitigation and adaptation, it is aligned with the GCI-9 objective to "protect the environment, respond to climate change, and ensure food security" and the Bank's Country Strategy for Brazil 2016-2018 (document GN-2850) by focusing on sustainable agricultural productivity and climate change, as well as operationalizing activities under the NDC. It also supports the implementation of Brazilian policies, such as: (i) Agriculture Climate Change Adaptation and Mitigation Plan (ABC Plan) to plan actions to be adopted for sustainable agriculture production to reduce GHG emission in the agriculture sector (crops and cattle rising) in Brazil; (ii) The New Forest Code 2012, which establishes norms about the forest protected areas, including exploration of commodities, forest fires and forecasts economic and financial instruments to achieve its goals, and, (iii) The National Policy on Climate Change 2009 to establish a sustainable economic and social development, taking into account the environment.

1.7. The Rural Sustentavel Phase II project will assist the Brazilian Government, mainly through the Ministry of Agriculture, to promote sustainable rural development to avoid deforestation. This will be delivered by supporting small and medium farmers to deploy low carbon agricultural technologies/practices, through: i) access to information – demonstration units and access to rural credit lines, ii) capacity building and technical assistance, and iii) financial incentives to successful farmers. Thus, addressing insufficient knowledge, technical capacity, credit access and motivation.

II. Consultancy objective(s)

2.1. The main objective of this consultancy is to develop a full proposal for the large-scale project implementation. Specifically, this service will respond to the delivery of Component 4 of the preparatory TC BR-T1371- "MATOPIBA Kick-Off Project".

III. Main activities

3.1. The selected candidate will deliver the activities described below:

a) Review relevant documents and lessons learnt from BR—X1028 - Rural Sustentável Phase I (PRS-I) related to the communications efforts and other activities undertook on this regard.

b) Review, analyze and collect all the evidence provided by the components I, II and III under the TC BR-T1371- "MATOPIBA Kick-Off Project".

c) Assess of evidence provided by previous outputs, ensuring project's activities are customized to this specific region and delivered with impact.

d) Identify and engage with stakeholders to better understand the channels to deliver full project's outputs (communication strategy, capacity building, monitoring methodology, etc.).

e) Define institutional arrangements to manage and monitor project results.

f) Propose a full project implementation strategy including: project budget, procurement plan, results matrix, theory of change, project sustainability, stakeholder's map and other aspects suggested by consultant.

IV. Reports / Deliverables

a) Product 1: report with the Assessment of evidence provided by previous outputs as described in activities under Section III letters a, b and c.

b) Product 2: report with the Identification and engagement with stakeholders best placed to deliver full project's outputs as described in activities under Section III letter d.

c) Product 3: report with institutional arrangements as described in activities under Section III letter e.

d) Product 4: report with full document as described in activities under Section III letters f.

e) Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

f) All documents and other materials will need to be drafted in English and delivered in digital format in Word Microsoft Office 2007 or a more recent format.

V. Payment Schedule

a) 20% after presentation and approval of the Product 1.
b) 40% after presentation and approval of the Products 2 and 3.
c) 40% after presentation and approval of the Product 4.

VI. Qualifications

- Academic Degree / Level & Years of Professional Work Experience: Master's degree in climate or environmental fields (or degree plus 10 years' experience). Project management certification, such as PMP or Prince 2 would be an asset. At least 10 years of relevant experience in project management; at least 5 years' experience with a multilateral or international organization; at least 5 years of professional experience in conducting low carbon projects; at least 5 years' experience on project design

- Languages: Advance Portuguese; Fluency of English required; Knowledge of Spanish would be an asset.

- Areas of Expertise: Extensive knowledge on project development and design; extensive knowledge of climate, environment and sustainable agriculture; extensive knowledge of climate policy and programme cooperation with governments; experience of working on technical cooperation projects.

- Skills: Excellent oral and written communication skills; Strong facilitation and presentation skills; good research, analytical and report writing skills; prioritization and coordination skills; problem resolution based on comprehensive information gathering, analysis and identification of key issues; consistently approaches work with energy and a positive, constructive attitude; openness to change; Ability to work effectively to tight deadlines regardless of possible setbacks; responds positively to critical feedback and differing points of view. Demonstrates commitment to IDB's mission, vision and values; displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; highest standards of integrity, discretion and loyalty

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