TERMS OF REFERENCE:
IPDD EXTERNAL COMMUNICATIONS AND SUMMARY OF ACTIVITIES TO DATE
About the Investor Policy Dialogue on Deforestation Initiative

The Investors Policy Dialogue on Deforestation (IPDD) is a collaborative investor led initiative set up in July 2020 to engage with public agencies and industry associations in selected countries on the issue of deforestation.

The goal of the initiative is to coordinate a public policy dialogue on halting deforestation. The IPDD seeks to ensure long-term financial sustainability of investments in the countries they are invested by promoting sustainable land use, forest management, and respect for human rights, with an initial focus on tropical forests and natural vegetation. It will work with key stakeholders to encourage adoption and implementation of regulatory frameworks that ensure protection of such natural assets and human rights.

Secretariat support to the IPDD is provided by the Tropical Forest Alliance (TFA), an initiative hosted by the World Economic Forum.

Background

Investors engagement with authorities in Brazil and Indonesia have drawn interest from the public, press and other key stakeholders on issues regarding climate finance, deforestation, and sovereign engagement. Due to this interest, investors and representatives from participating financial institutions have been frequently sought out to comment on IPDD’s engagement strategy, objectives, and results. The IPDD secretariat is seeking to publish a short public report addressing some of the frequently asked questions. This report should also support members of the initiative with their interactions with external stakeholders, including journalists, NGOs and other financial institutions interested in the initiative.

Scope of work

- Review existing IPDD documents and condense relevant information into a communications package to be shared with external stakeholders and other interested parties.
- Interview IPDD Advisory Committee members to better understand engagement strategy, objectives, and desired outcomes of the initiative.
- Identify key areas and issues to be included in future public communications for both Brazil and Indonesia working groups.
- Outline key messages to facilitate investors external communications.

Deliverables

The final deliverable will be a report which summarizes IPDD’s key objectives, engagements, and activities to date. This document will contain all relevant information to be shared with key stakeholders and the general public. As such, all information in the report must be carefully reviewed and aligned with the group’s overall objectives. The report must include:

- A clear narrative of the business case for investors engagement on deforestation, including an overview of differences and complementary aspects of sovereign and corporate engagement strategies.
- An overview of IPDD Brazil and IPDD Indonesia engagement approaches and expected outcomes.
- A summary of IPDD members activities to date against the initiative’s overall objectives.
- Key messages to facilitate investors external communications.
Requirements

Proposals are welcome from individuals or organizations with a proven track record of similar projects. The ideal supplier must demonstrate ability to communicate information and key messages clearly between the finance and environmental sectors. Understanding of the relevance of deforestation for the finance sector is an asset.

Proposals should include:

- A narrative describing relevant and previous experience.
- Plans for project management of this work, including a proposed timeline
- Bios of team proposed including a description of their qualifications, experience, and other professional attributes.

Proposals should be for a fixed price for the entire work, including all expenses and taxes, in CHF. Interested suppliers should submit their proposals to TFA@weforum.org by March 11th, 2022.

About the World Economic Forum and the Tropical Forest Alliance

The World Economic Forum is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance. Moral and intellectual integrity is at the heart of everything it does.

Our activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society. The institution carefully blends and balances the best of many kinds of organizations, from both the public and private sectors, international organizations and academic institutions.

The Tropical Forest Alliance (TFA) is a global multi-stakeholder platform focused on reducing commodity driven deforestation. Hosted by the World Economic Forum, the TFA works with over 160 public, private and civil society actors to catalyze high-impact partnerships to address the inherent tensions that exist to grow production while protecting the forests - public and private, producer and market, global and local, people and the forest frontier. The TFA operates regional platforms in Latin America, West and Central Africa, China and Southeast Asia. It is supported by the Governments of the Netherlands, Norway, Germany and the UK and the USA, as well as The Nature Conservancy, Partnerships for Forests, the Gordon and Betty Moore Foundation and the Cargill Foundation.