
World Economic Forum

**TERMS OF REFERENCE
HEAD, PUBLIC SECTOR
STRATEGY AND ENGAGEMENT**



[About the World Economic Forum and the Tropical Forest Alliance](#)

The World Economic Forum (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, as well as the Gordon and Betty Moore Foundation and the Cargill Foundation.

[Objectives](#)

TFA's primary objective is to ensure commodity driven deforestation in key geographies is significantly reduced by mid-2024. Its strategic focus remains on supporting private sector actors to remove deforestation from commodity supply chains. Recognizing the complexities of deforestation, TFA works to encourage collective action at the landscape, national, and global level.

The Head of Public Sector Strategy and Engagement will play a critical role in the delivery of TFA outcomes and other donor commitments in the next three years. The successful candidate will be a member of the TFA leadership team and will be expected to collaborate with the TFA global and regional teams, as well as the relevant Forum teams. S/he will keep abreast of industry trends and news and offer intelligence and counsel to senior management.

[Deliverables](#)

The Consultant will provide the Forum with the following deliverables (the "Deliverables"):

- The development and implementation of a global strategy for public sector engagement that reflects a deep understanding of global commodity supply chains and trade flows
- Engagement with the public sector and promoting global sustainability interests in commodity supply chains to inform policy development
- Strategic input into the creation of an EU-China and Brazil-China roadmap to sustainable commodity supply chains

- A model for fostering collaboration between southern hemisphere governments on capacity building, sharing lessons learned and relevant policymaking
- The strengthening of relationships between northern and southern hemisphere governments and promotion of stronger cooperation
- Engagement of relevant stakeholders working on demand-side measures in the EU
- Informal reports on key strategic questions and risks affecting TFA within the public sector engagement domain
- Oversee pertinent research and other consultancies
- Representation of TFA in relevant external events identified with/by the Executive Director

Requirements

- Master's degree in business or public administration, sustainability, forestry, or other related discipline
- A minimum of 15 years of relevant professional experience
- Technical literacy and high-level experience in leading community building and engagement
- Ability to communicate effectively and collaborate with a wide variety of partners
- Outstanding verbal and written communication skills in English
- Ability to operate in a fast-paced environment with resilience and intellectual flexibility
- Analytical thinking, the ability to integrate input from multiple actors from public sector
- High standards of professionalism and integrity with a collaborative spirit and positive attitude

Instructions

Proposals must be sent to TFA@weforum.org by December 10, 2021 and should consist of a CV and a one-page document outlining qualifications for this specific role.

Contract start date will be 1 January 2022.