



## TERMS OF REFERENCE

### "FSC-IF and IPARD Global Visibility Strategy"

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#### 1. Objective of the contract

General objective:

Create a global visibility strategy for the FSC Indigenous Foundation (FSC-IF) and the Indigenous Peoples Alliance for Rights and Development (IPARD) Program.

Specific objectives:

1. Organize two global virtual events to launch (1) the FSC- IF and (2) the IPARD Program, as well as increase visibility and engage stakeholders, especially Indigenous Peoples
2. Create an online presence for FSC- IF and IPARD with a website and social media channels
3. Develop specific communications products for IPARD and Indigenous Peoples organizations partners.

#### 2. Scope

FSC-IF and IPARD are driven by and for Indigenous Peoples to create the underlying conditions necessary to achieve long-term impacts for Indigenous communities worldwide. In light of this, IPARD is committed to a co-creation process with Indigenous Peoples' organizations and other key stakeholders driven by Indigenous visions, values, interests and priorities. These groups will guide and give feedback on the products of this agreement, which will be incorporated. The IPARD team will guide the co-creation process.

More specifically, the firm must organize the following virtual events:

- **The global value and benefits of forests and Indigenous Peoples: Indigenous-led partnerships for Indigenous Peoples** – launch FSC-IF, increase visibility and engagement of the FSC-IF with regional and national Indigenous Peoples' organizations and other stakeholders (tentative date: mid-March 2021)
- **Building partnerships for strengthening Indigenous self-reliance and Indigenous self-development: Launching the IPARD Global Development Alliance** – launch the IPARD Program and connect the Program to Indigenous Peoples' organizations, USAID country missions, governments, CSOs and donors (tentative date: late March 2021)

The firm must produce the following strategies:

- **FSC-IF web and social media strategy** – link to overall visibility strategy
- **IPARD web and social media strategy** – link to overall visibility strategy

The firm must produce the following products:

- **FSC-IF and IPARD website** – purchase domain and develop one basic website for both entities
- **IPARD logo** – design options together with Indigenous Peoples' organizations in Guatemala

- **IPARD video** on Indigenous Voices and Champions– create short video on objectives, plans and aspirations of IPARD by bringing and champions the voices of Indigenous Peoples and key partners.
- **One-pager and business presentation** for the IPARD to different target audiences as guided by IPARD Program Director and IPARD Communication Officer.

### **3. Technical and cost proposal**

The firm must include a technical and cost proposal including:

- A plan of activities to meet objectives and how they tie together into a Global Visibility Strategy for IPARD
- Cost proposal, including the detailed cost breakdown of each of the following deliverables and also the conditions for payment
- The approach and strategy how Indigenous Peoples and their organizations will be engaged and will participate in the co-design, co-planning, and execution of all products.

### **4. Deliverables**

Deliverables of this agreement will include:

- IPARD global visibility strategy
- IPARD logo
- IPARD and FSC-IF web and social media strategies
- IPARD video
- FSC-IF and IPARD website
- Organize global events and launches
- One pager and business presentation

### **5. Provider profile**

The communications firm should have at least five years of experience in designing communications strategies for international organizations, organizing global or regional events and program launches, preferably in the development sector and focusing on the inclusion of Indigenous Peoples and/or any other marginalized groups.

### **6. Questions, Clarifications & Coordination**

The Point of Contact will be the IPARD Program and Communications Officer, Mary Donovan. Any questions or clarifications about this Terms of Reference shall be submitted to Mary Donovan at: [m.donovan@fsc.org](mailto:m.donovan@fsc.org)

### **7. Deadline to deliver products**

All products must be delivered by (tentative date) March 12, 2021, before the first event.

### **8. Conditions for payment**

The products must be authorized by the IPARD Program Director to proceed with the respective payment.

### **9. Reference documents**

Please find all relevant reference documents at:

<https://fsc.org/sites/default/files/2021-01/IPARD%20Reference%20Documents.pdf>

## **10. Submission of Proposals**

The technical and cost proposals shall be sent to: [ipard@fsc.org](mailto:ipard@fsc.org) by **February 10, 2021**.