Agroforestry communication campaign (video)

Terms of Reference

August 2022

By 2030, Tropenbos International (TBI) aims to see local people sustainably manage forests and trees in climate-smart landscapes across at least 20 million hectares in the humid and dry tropics, benefitting the livelihoods of at least 5 million people, reversing biodiversity loss, and supporting climate change adaptation and mitigation.

It is therefore our ambition that production models for agrocommodities and wood products no longer drive deforestation and biodiversity loss and provide diversified livelihoods for smallholders. Also, that smallholders have adopted sustainable productive systems, including agroforestry, to provide food security, produce commodities for the market, and deliver climate and biodiversity services.

Agroforestry

Smallholder farmers with less than 2 ha produce 30-34% of the world's food, and farms with less than 5 ha between 44–48% (Ricciardi et al, 2018). Meanwhile, many smallholders are living in poverty, suffer from food and nutrition insecurity, and do not have access to machinery or agro-chemicals, making them even more dependent on ecosystem services.

Alternative production systems are proposed that can improve farmers' livelihoods while reducing pressure on forests and trees and conserving ecosystem services. Agroforestry systems - *where trees are integrated with crops and/or livestock* - are increasingly acknowledged as an effective mitigation and adaptation strategy as component of so-called "climate smart landscapes".

Agroforestry has the potential to mitigate climate change, adapt resource poor smallholder farms to extreme and variable weather and increase tree-related essential ecosystem services, while increasing farm productivity without reliance on large amounts of external inputs such as inorganic fertilizers and chemicals for pest management.

Tropenbos International's Working Landscapes Programme

Despite the known benefits of integrating trees in production systems, initiatives to scale-up agroforestry are facing obstacles and uptake of agroforestry systems is slow. In our Working Landscapes Programme, through a landscape approach, we develop and promote agroforestry models and address the barriers to upscale the uptake of them. (more information: https://sustainableagrocommodities.tropenbos.org)

In Indonesia, our partner Tropenbos Indonesia improves market access and strengthens capacities for diversified rubber agroforestry systems. In Viet Nam, Tropenbos Viet Nam promotes participatory restoration planning and diverse coffee agroforestry

TBIs long-term outcome is that local communities, local governments, and companies **support and adopt viable alternative production models** in the landscape that are sustainable and climate-smart and take the different needs of men, women, youth into account, and promote smallholder inclusiveness.

systems. In Ghana, Tropenbos Ghana develops financial incentives, facilitates access to credit and markets, strengthens tree tenure to establish sustainable cocoa agroforestry.

To document TBI's approaches to establish sustainable agroforestry systems and showcase it to different local, national, and international target groups, we now require the services of an experienced communication agency that will help us producing a communication campaign.

Scope of the project

Objective

A communication campaign using video as main medium to inform different target groups (both in the country and internationally) about TBI's approach to develop and upscale agroforestry models and the benefits achieved.

Specific objectives of the communication campaign

- Inform and raise awareness about at least three different agroforestry models and their benefits, namely cocoa in Ghana, coffee in Vietnam and rubber in Indonesia.
- Inform about the barriers to implementation of the agroforestry models and TBI's approaches to overcome them.
- Generate support for the upscaling of sustainable agroforestry and TBIs approach.

What do we expect?

It is expected that the communication agency, together with TBI, establish a joint creative (strategic) process to develop strong communication messages. The communication agency will be the responsible for the development of scripts with inputs from TBI and the network partners and the production of at least 4 videos one overarching (macro) video and 3 country (micro) level videos. We expect that the communication agency (or their local representatives) pro-actively include TBI's partners in the process.

TBI seeks to reduce unnecessary travel and promotes local leadership/ownership, and therefore seeks to select a communication agency with access to professional partners in the selected countries.

End products (deliverables)

1. **One video** that shows at macro level the TBI overall approach to develop and upscale agroforestry models and what has been achieved so far, by showing country level implementation in at least three countries.
2. **Three country specific videos** to show at micro level the agroforestry models, barriers for implementation and what has been achieved so far.

- Social media posts, snippets and teasers.

What are we looking for:

- A communication agency with the capacity to produce the videos and having strong links/affinity with the type of work we do. A proven track record of working with international organizations in different parts of the world, preferably in the non-profit, conservation, sustainability and knowledge sector.
- A communication agency with access to a network of local partners (filmmakers, photographers, journalists).

Duration and budget

The project will start in October 2022 with as end date February 2023.

The agroforestry video trajectory has a budget ceiling of 30k Euro in total. The budget should cover:

- Preparatory meetings with Tropenbos International staff in the Netherlands and staff in three countries from partner organisations.
- Script writing for the macro video together with staff from TBI the Netherlands.
- Script writing for the micro video together with staff from TBI the Netherlands and partner organisations.
- Filming on location by local crews.
- Buy stock footage.
- Editing (including revision meetings with TBI).

Communication

- Regular communication with staff in TBI the Netherlands (a contact person will be assigned).
- Concept videos to be presented and discussed and agreed upon with staff in TBI the Netherlands and partner organisations.

Procedure

We seek to receive the following information from the communication agency:

- A proposal and planning of the assignment, including the delivery of videos;
- Itemized budget;
- Portfolio

Criteria for awarding are:

- Quality of the proposal
- Competence of the communication agency and staff implementing the assignment
- The quality and nature of network of local partners to produce videos
- Price

Tropenbos International reserves the right to cancel the procurement procedure, without candidates being entitled to claim any compensation. Publication of this procurement notice does not commit Tropenbos International to implement the programme or project announced.

Deadline and contact details

Proposals from communication agencies should be submitted before September 7th, 2022, COD CEST time for the attention of Juanita Franco (Juanita.franco@tropenbos.org)

The successful communication agency will be notified before September 23rd, 2022.

Additional background information:

Annex 1: Case information Indonesia:

General:

TBI in Indonesia works towards the improvement and implementation of landscape level conservation planning and the natural resource governance of forested lands allocated to villages and communities in Indonesia, with a current focus on the Ketapang and Kayong Utara districts in West Kalimantan Province.

The Ketapang and Kayong Utara districts have experienced rapid expansion of oil palm plantations and other land-based investments at the expense of forests and peatlands. Oil palm expansion has led to conversion, degradation and fragmentation of forests, with severe consequences for biodiversity, including the endangered Borneo orangutan (Pongo pygmaeus wurmbii). The governance of natural resources in both districts is still challenging, and existing policies, regulations and multi-stakeholder processes have not functioned effectively. The participation of local communities in land-use decision making processes is limited. Unclear land tenure contributes to poor landscape governance, many communities experience tenure insecurity, and conflicts over tenure are common.

In many parts of Indonesia, including in Kayong Utara and Ketapang districts, the establishment of large-scale oil palm plantations, followed by the uncontrolled expansion of smallholders, continues to occur at the expense of forest and peat areas. Through our work in partnership with various landscape actors, we aim to contribute to a climate smart landscape, while also providing a model of climate-smart landscape development that can be applied in other areas of Indonesia. (More information on: www.tropenbos.org or www.tropenbos-indonesia.org)

Video on AF systems:

System: Rubber agroforestry
Where: Simpang Dua, West-Kalimantan
Tentative title: The Journey to Achieve the Ideal Rubber Agroforestry Model

Main message: To promote sustainable natural rubber production, processing, and value chain by improving skills and capacities of local smallholder farmers to implement rubber GAP and be inclusive in rubber value chain.

Objective: Raising awareness on community efforts in protecting their environment while also contribute to improvements of smallholders' income and livelihoods, but will also benefit the biodiversity and carbon stock conservation through maintaining the traditional rubber gardens.

Story description:
Ketapang district is one of rubber-producing districts in West Kalimantan. Most of the rubber is produced from traditional rubber gardens, covering approximately 32,000 ha. Based on Ketapang Regency Statistics 2021, rubber is second largest commodity in Ketapang District, after oil palm. The productive rubber gardens in Ketapang covers approximately 18,782 Ha, 58% of the total rubber gardens in the district. The remaining rubber gardens in the district are either old and damaged (18%) or young and not yet productive (23%). Rubber gardens in Ketapang are owned or maintained by approximately 20,000 farmers, meaning in average of 1.6 ha rubber gardens per farmer.

Rubber from Simpang Hulu, Simpang Dua and Sungai Laur sub-districts contributes to 18,6% of total rubber production in Ketapang District in year 2020. The production is from 4,055 Ha of rubber garden productive areas or 21,6% of total productive areas in the district. Rubber gardens in these 3 sub-districts are mostly as agroforestry or "jungle rubber" and have low productivity. On the contrary, these gardens contribute in maintaining ecological functions due to high tree and vegetation density. Farmers in these areas have lack of knowledge on rubber Good Agricultural Practice (GAP). Moreover, low international prices have discouraged smallholder farmers to maintain their rubber gardens which affect their

livelihood options. The landscapes face threats of conversion into oil palm plantations. With no or little intervention at the landscape level, it is hard to avoid further conversions of rubber gardens to other land uses that might offer better financial gains for smallholders in the short run yet leads to environmental disasters in the long run.

Since 2021, Tropenbos Indonesia (TI) has operated Farmer Field School (FFS) in in four villages in Simpang Dua Sub-district to improve the Good Agricultural Practices (GAPs) and raise the yield of traditional rubber agroforestry (tembawang), enhance spirits of local famers to be back on their rubber plantation and reduce rubber conversion into oil-palm plantation. This has been conducted through: (a) Mainstream the use of organic decomposers, mixture of bio-fertilizers (Trichoderma sp.) and fluid organic fertilizers to naturally enhance nutrients; (b) Improve tapping technique to increase latex yield and to avoid bark infection; (c) Widen living space among rubber to allow solar radiation to reach at the forest floor to enhance middle layer with coffee and pepper and ginger on the ground; (d) Initiate and stimulate permanent agriculture to go against slash and burnt agriculture that are still being practiced by local farmers up until now.

By the end of 2021, TI has started initial step to encourage farmers group(s) in Simpang Dua to establish UPPB (Unit Pengolahan dan Pemasaran BOKAR or Rubber Raw Material Processing and Marketing Unit) as one of the strategies to get better prices for rubber produce by ensuring sustainable rubber production and processing and building more inclusive natural rubber value chain and linkage to responsible buyers. Such approaches and experiences would be valuable to be adopted and upscaled in other areas for greater impacts for the landscape.

***See recent movie of TI on rubber AF**: https://www.youtube.com/watch?v=pXw6ZVlhOBI*

Annex 2: Case information Viet Nam

General

TBI in Viet Nam works towards a landscape where forests are protected and restored, so they can provide essential ecosystem services through the inclusion of all relevant actors in the landscape.

The work focuses on the Srepok river basin in Viet Nam's Central Highlands, the region with the largest remaining natural forests of the country and high degree of biodiversity. The forested land accounts 45.8% of the land area. The region is also known as the major producer of agricultural export commodities. The annual deforestation is high, at around 34,000 hectares annually, mainly by illegal logging, forest encroachment and land conversion to other land use purposes, including agricultural production and infrastructure development. To address the problem, the Vietnamese government has released relevant policies to halt natural forest logging, while requesting sustainable development and investments for the Central Highlands.

In the region, there has been a wide variety of land-use types, including agricultural production, forestry plantations, animal husbandry, protected areas, and residential areas. Important cash crops include cotton, maize, tea, pepper and coffee. Coffee is an important source of income, but it has negative effects such as the amount water needed, and that is partially grown in areas that are unsuitable (e.g. slopes). Many coffee plantations are monocultures that have been established on encroached forestland, and the expansion of coffee is a driver of deforestation.

An integrated planning and decision-making at the landscape level with participation from all stakeholders, in particular communities, is lacking in the region. There is no clarity regarding the benefits of protecting and restoring the forest for the communities making the value of forest low, compared to the cultivation of cash crops, thus discouraging local people to protect the forest.

Taking into account these issues our primary concern in the Central Highlands is how to enable forest rehabilitation, thus restoring ecosystems and improving local livelihoods towards sustainable development. (More information on: www.tropenbos.org or www.tropenbos.vn)

What TB VN does on coffee AF:

- Promote participatory restoration planning, with all relevant stakeholders including women and youth to ensure that they can represent their interest and benefit from restoration;
- Improve community involvement in the restoration of production forests and protection forests;
- Identify suitable models for restorative coffee agroforestry, together with farmers, coffee companies and relevant government agencies;
- Promote Payment for environmental services by creating an understanding of the link between forest, -water and -coffee, through a commitment by different actors and developing an effective mechanism.
- Enhance coffee certification and improve water use, by working with companies and certification bodies to promote coffee agroforestry and efficient water use.

Video on AF systems:

System: coffee agroforestry system
Where: Province of Dak Lak
Tentative title: Agroforestry help change awareness and livelihoods of coffee growers in Dak Lak

Main target group:

- Local government; inform on improved AF model and to motivate them to support local communities, and promoting restoration (in coffee AF) to call on NP to work with local communities.
- Community; inspire them with alternative coffee system to improve their livelihood, and that they are aware of support from TB VN and extension services to adopt AF systems.
- CSOs; local communities and local farmers need to be included in process, including access to markets.

Objective:

- Agroforestry is the sustainable livelihoods for coffee growers.
- Agroforestry improves livelihoods and mitigates climate change, biodiversity enhancing.
- TBVN have applied the landscape approach in establishing agroforestry coffee model.

Story description:

- The coffee farmers change awareness from monoculture coffee to agroforestry coffee.
- They see the benefits that agroforestry coffee bring.
- They understand that the use of monocrop coffee production is leading to deforestation, soil erosion, water pollution, etc.
- They understand that agroforestry contributes to climate change adaptation and mitigation.
- Agroforestry improves livelihoods and mitigates climate change.
- However, they still face some challenges in conversion: lack of government and community support, and a lack of financial support -> limiting farmers' conversion to agroforestry.
- Challenges when upscaling the model.
- They delayed the conversion to agroforestry, but thanks to technical support and trainings by TBVN, they adopted the new approach.
- Through agroforestry, they have found they can both generate income and protect the forests.
- Agroforestry plays an important role in country's food security.
- TB VN discussed the linkages between forest, coffee and water with local coffee farmers, forest owners, the provincial Forest Protection and Development Funds (FPDF), the Department of Agriculture and Rural Development (DARD), and representatives of the national PES group. This has resulted in a widely shared understanding of the need to integrate coffee agroforestry in the PES system.

- We worked with the DARD and district-level DARD on a review of climate-smart and restorative coffee agroforestry. The district-level DARD then released a document formally approving the design of our restorative agroforestry models.After this, weconducted trainings on restoration through coffee agroforestry together with the district-level DARD, with specific attention to women farmers. As a result,a growing number of womenfarmers started combining coffee and indigenous tree species to restore degraded lands.Importantly, the district level DARD has instructed local extension stations to continue supporting womenfarmers with developing our model, which is key for upscaling.

Links for more information:

- See also a story on gender and restoration from in TBIs 2021 annual network report: http://www.tropenbos.vn/news/373/women+farmers+in+viet+nam+restore+lands+with+coffee+and+indigenous+tree+species
    - Although this story focusses on the gender and restoration, this is also about coffee AF systems.
- Tropenbos Viet Nam, jointly with IDH developed the mini landscape approach to implement coffee agroforestry practices (unfortunately, to date this has not been properly documented). The landscape where TB VN works is the same as where IDH works: https://www.idhsustainabletrade.com/news/vietnam-public-private-agreement-to-support-coffee-farmers-in-adapting-to-climate-change/

Annex 3: Case information Ghana

General

TBI in Ghana works towards the sustainable management and restoration of the Juabeso-Bia and Sefwi-Wiawso landscapes through inclusive decision making and sustainable incentives involving local communities, smallholder cocoa farmers, the government at all levels and the private sector.

The Juabeso-Bia and Sefwi-Wiawso landscapes in the Western North Region of Ghana are mainly cocoa landscapes with some of Ghana's highest level of biodiversity and relatively intact high forests in the adjacent Bia National Park and forest reserve. In both landscapes, expansion of cocoa farms into forested lands (both within and outside forest reserves) has been increasing in the past three decades. Next to that, illegal logging, illegal surface mining, and slash and burn farming have also been contributing to forest degradation in the two landscapes.

Cocoa farming (especially in non-shaded systems) in the landscapes are at high risk of climate change impacts because its vulnerability to changes in temperature, rainfall and prolonged drought periods.

Both landscapes are part of the nine Hotspot Intervention Areas (HIA) identified through the Ghana Cocoa-Forest REDD+ programme as areas where interventions for halting deforestation and restoring degraded forest are prioritized nationally.

We believe that halting deforestation and degradation in combination with climate-smart land-use and restoration, through inclusive decision making and sustainable incentives, will lead to resilience of the Juabeso-Bia and Sefwi-Wiawso landscapes, guaranteeing sustainable livelihoods of smallholder cocoa farmers. (More information on: www.tropenbos.org or www.tropenbosghana.org)

What TBG does on cocoa AF:

- Increase forest cover and the number of trees in the landscape, especially in cocoa farms and on degraded forest lands, improving attractiveness and reducing disincentives for trees on farms;
- Stop encroachment by accelerating the implementation of a sustainable and climate-smart cocoa supply;

- Design climate-smart practices that ensure sustainable diversification of crops and incomes of smallholder farmers;
- Develop financial incentives for land users to apply climate-smart models and facilitate access to credit and markets for farmers who engage in climate-smart practices;
- Facilitate access of women and youth to the climate-smart decision table and to build their capacity to effectively take part in decision-making processes;
- Support the legislation and upscaling of the Community Resource Management Area (CREMA) approach
- Actively engage local Communities with the government and the private sector on natural resource management

Video on cocoa AF

System: cocoa agroforestry
Where: Juabeso-Bia and Sefwi-Wiawso landscape
Storyline: tbd, building on info from progress report, and possibly on information in links provided below:

- TBG aims to increase forest cover and the number of trees in the landscape, especially in cocoa farms and on degraded forest lands, improving attractiveness and reducing disincentives of trees to farmers.
- Smallholder farmers in Juabeso-Bia & Sefwi Wiawso (JB & SW) landscapes have increased tree cover by at least 25% on about 2,000 ha of farmlands. In 2021, TBG established an agroforestry and climate-smart cocoa learning and reflection platform where multiple actors (including government, private sector and farmers) share lessons towards harmonization of climate-smart and agroforestry practices in these landscapes. These lessons are being disseminated (scaled up) by participants to other landscapes.
- Unsecure tree tenure is a major barriers for adoption of AF practices. To secure tree tenure Tropenbos Ghana proposed inclusion of secured tree tenure in the draft National Biodiversity Policy.

Linked stories:

- Story telling video on restoration of riverbanks, see: https://www.tropenbos.org/news/yaw+gyabeng%E2%80%99s+%E2%80%93+river+bank+restoration+at+elluokrom,+ghana
- Story on organizing saving groups that help Ghanaian cocoa farmers to invest in climate smart practices, including agfrorestry practices: *http://www.tropenbosghana.org/news/savings+groups+help+ghanaian+cocoa+farmers+to+invest+in+climate-smart+practices*+
- Training on climate smart practices: http://www.tropenbosghana.org/news/community+extension+agents+(ceas)+in+western+north+region+trained+in+climate+smart+cocoa+practices+to+ensure+sustainable+cocoa+production