



Position title: Consultant, business development and communications to scale up inclusive, nature-based enterprises in the Amazon

Department/office Sustainable Development Cluster, BPPS, UNDP

Duty station Home-based

Contract type Individual contractor agreement, retainer

Application period Proposals must be sent from 7 - 13 May through the e-mail rh@fas-amazonas.org.br

Duration 14 May-30 September, part time (estimated level of effort: TBD days)

Background – job specific:

UNDP works in about 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience to sustain development results. UNDP is working to strengthen new frameworks for development, disaster risk reduction and climate change, supporting countries' efforts to achieve the new Sustainable Development Goals, or Global Goals, which will guide global development priorities through 2030.

Based in UNDP's Bureau for Policy and Programme Support, Sustainable Development Cluster, the Global Programme on Nature for Development has the objective to help countries achieve the simultaneous eradication of poverty and significant reduction of inequalities and exclusion, while protecting and sustainably using the planet's biodiversity and natural resources. This objective is achieved through several inter-related areas of work:

- Equator Initiative; www.equatorinitiative.org
- National Biodiversity Initiative, www.nbsapforum.net
- Global Forest Initiative (through the New York Declaration on Forests Global Platform), <https://nydfglobalplatform.org/>

The Equator Initiative brings together the United Nations, governments, civil society, businesses and grassroots organizations to recognize and advance local sustainable development solutions for people, nature and resilient communities. The Equator Initiative seeks to: Recognize the success of local and indigenous initiatives; create opportunities and platforms to share knowledge and good practice; inform policy to foster an enabling environment for local and indigenous community action; and develop the capacity of local and indigenous initiatives to scale-up their impact. The Equator Initiative also engages in efforts to replicate and scale up local-level success models through policy models and/or innovative financing solutions and private sector involvement.

The National Biodiversity Initiative provides technical support to countries on implementing their National Biodiversity Strategies and Action Plans.



The Global Forest Initiative works to highlight forests in the climate change agenda. The New York Declaration on Forests (NYDF) is a partnership of governments, multinational companies, civil society and indigenous peoples who strive to halve deforestation by 2020 and to end it by 2030. Its Secretariat is hosted by UNDP's Global Programme on Nature for Development.

The Sustainable Amazonas Foundation (Fundação Amazonas Sustentável, FAS) is a Brazilian nongovernmental organization, with no profitable motives, of state and federal public utility. The mission of FAS is to promote the sustainable involvement, the environmental conservation and the incensement of the quality of life of 583 riverine communities of the State of Amazonas by fostering social empowerment, capacity building, forest conservation, applied and action research and entrepreneurship within 16 state-owned protected areas (10.9 million hectares).

In partnership with FAS, the Equator Initiative is exploring opportunities to scale up inclusive, nature-based enterprises through the involvement of impact investors. Investments in the protection, restoration and sustainable use of biodiversity and ecosystems around the world are widely viewed as an efficient, inclusive and catalytic approach to implementing multiple Sustainable Development Goals (SDGs), including those related to food sovereignty, economic development through forest-based businesses, sustainable livelihoods, and disaster risk reduction, among others. There is a growing demand by impact investors to use their funds to achieve modest economic returns, while also achieving social and environmental returns.

Functional Responsibilities

The consultant can be home-based, or use FAS' office in Manaus, and will work in close cooperation with FAS, and through virtual exchange with the Equator Initiative, based in New York. S/he will report to the Manager, Global Programme on Nature for Development, UNDP, who will coordinate closely with the FAS project manager.

The consultant will analyze about 25 suitable small and medium, nature-based, inclusive enterprises in rural areas of the Brazilian state of Amazonas, pre-selected by FAS. Through this analysis, focused on feasibility and readiness for impact investment, 3-5 business models will be selected for further business development and marketing support. The consultant will then work with the entrepreneurs to prepare them to present their business models to interested audiences, such as impact/angel investors.

The overall goal of the consultancy is *to gather, synthesize, construct, use stories and data to help sharpen business plans (of pre-identified Amazonian entrepreneurship) to convince a bona fide investor to initiate a deal for an inclusive, nature-based enterprise that will accelerate or scale up impact as measured by the Sustainable Development Goals and that will provide decent return of investment.*

This outcome will serve as proof of concept that impact investments into rather small-scale nature-based inclusive businesses are possible when the right enabling conditions are present.



The case will help encourage investors to more consistently consider these types of businesses in investment decisions.

Duties and responsibilities include:

1. Review (and if necessary refine) FAS criteria for the selection of Amazonian businesses, including liaising with specialist contacts provided by UNDP, to ensure robustness of FAS selection
2. Apply criteria to FAS list of pre-identified businesses and a few select runner-up businesses, to determine initial pool of business opportunities for analysis
3. Review businesses for their readiness for investment: this includes a review of business ideas, market analysis, analysis of business structure and financials
4. Mapping of potential investment/investor opportunities (domestic/Brazil and international markets)
5. Select 3-5 investment opportunities ('finalists'), in close coordination with FAS, UNDP, and select partners with investor perspectives
6. Review, sharpen, refine business plans in cooperation in with finalist entrepreneurs
7. Assist in the development of videos, photo stories, case studies, promotional materials/decks for each of the finalist entrepreneurs ('story-telling')
8. Coordinate communications training for the finalists to prepare for presentation and pitch in select events, tentatively in mid-September in Switzerland and in October in Manaus
9. Short report on activities undertaken
10. Other duties closely related to this project as necessary.

Education/Experience/Language requirements

Education

- **Bachelor's degree in business or closely related field required, with minor in communications, marketing or closely related field, or vice versa, or closely related combination of subjects of study.**
- Master's degree in any of the subjects mentioned above is an advantage but not a requirement

Experience

- **Demonstrated hands-on business experience required, such as in start-ups, businesses using new technology, or similar ventures**
- Outstanding interpersonal skills, in particular ability to adapt to varying levels of formal education
- Experience working with and/or living in local communities in rural areas is an advantage
- Experience in marketing and/or communications (story-telling) is an advantage



- Demonstrated knowledge of concepts and actors in impact investing and/or the Fourth Industrial Revolution is an advantage
- Fluency in data analysis is an advantage
- Knowledge of video production is an advantage

Language

- **Fluency in Portuguese (both written and spoken) required;**
- **Fluency in English (both written and spoken) required.**

Competencies

Core competencies:

- Communication
- Teamwork
- Accountability
- Commitment to continuous Learning

Functional competencies:

- Effective communications and computer skills (MS Office package, Internet research);
- Team worker who consistently approaches work with energy and a positive, constructive attitude;
- Detail-oriented, produces quality outputs in a timely manner when assigned a given task;
- Ability to remain calm, in control and good humored even under tight deadlines.

Contract type, level and duration

Contract type: Individual contractor agreement, home-based, retainer

Contract level: TBD

Contract duration: 14 May-30 September (estimated level of effort: TBD days)