

Terms of Reference
Communications Consulting Firm
Call for Proposal
One Map Initiative at the Local Level
About WRI Indonesia

WRI Indonesia is a national entity (Yayasan) associated with the World Resources Institute (WRI), a global environmental research organization that turns big ideas into action at the nexus of environment, economic opportunity, and human well-being. WRI work with various stakeholders in the natural resources sector to support policy and management that are both profitable and sustainable. WRI has worked with leaders in more than 50 countries for more than 30 years, with offices in Africa, Brazil, China, Europe, India, Indonesia, Mexico and the United States.

Launched in early 2014, WRI Indonesia builds on WRI's 10-year history in the country focusing on forests and land use governance, and strengthens our impact on the ground. In the short-to-medium term, WRI Indonesia aims to expand its presence and portfolio to include climate, energy, as well as cities and transportation programs.

The specific assignment will support WRI Indonesia's One Map Initiative at the Local Level and other related project portfolio.

Overview

The overall objective of the One Map Initiative at the Local Level is to transform land use decision-making processes to be open, accountable, and participatory. WRI Indonesia will achieve this through catalyzing a unified and transparent land use planning and monitoring system that is accessible to all land use stakeholders. Through partnership with local governments, civil societies and the private sectors, WRI Indonesia will develop a model of engagement that can be used to scale this approach into a National One Map Policy. The work will span until 2020, focusing on Riau, South Sumatra, Papua and West Papua provinces. Other project portfolio related to One Map Initiative includes, but not limited to Land Use Accountability (LUA), Forest Law

Enforcement, Governance, and Trade (FLEGT), Forest and Landscapes Restoration (FLR), and Governance Center.

The communications consulting firm will be responsible for assisting WRI Indonesia in developing and implementing a comprehensive communications strategy for the One Map Initiative at the national and sub-national level. Reporting to One Map manager of WRI Indonesia, the communications consulting firm will coordinate with WRI Indonesia's communications specialist and other key personnel of the projects.

The consulting firm will perform the following tasks:

- Develop a communications plan for 2019 following themes submitted by One Map Initiative communications team, and a clear plan of how to communicate each of the key messages from the One Map Initiative that will be represented on differing media platforms (both traditional and digital), and creating a cohesive narrative.
 - One of the main key messages that will run throughout the year will be **transparency**, as the issue of transparency is deeply intertwined with the principles and usage of the One Map Policy.
- Generate relevant and creative ways to engage each key stakeholders, and communicate the highlighted themes from One Map Initiative communications team, to garner interest and support of the One Map Initiative through events and publication.
 - The stakeholders/target audience have been defined as;
 - i. The informed public – Raising awareness of the issue in broad and general terms.
 - ii. Private sectors and NGOs – Rising awareness of the issue as well as an encouragement to increase participation.
 - iii. Media – Engaging business and economy focused media to understand and explore the issue of the One Map Policy.
- Create a comprehensive activity plan for One Map Initiative at the Local Level, so that all parties involved will have a blueprint of quarterly tasks and deadlines that must be met by both the Communications Consultant Firm and One Map Initiative communications team.
- Implementation of each point of the communications plan, from creation to execution. Submitting a post-event report so that the One Map Initiative communications team is

able to draw a clearer picture of the successes and failures of each communications strategy.

- Research and suggest possible third party partnerships that may be of use to the projects (influencers, media personalities, field experts, creators etc.)
- Managing relations with various external parties that come into contact with the Communications Consultant Firm in regards to scheduling and conducting fee negotiations.
- Weekly monitoring and reporting of published articles and essays in the media that mention or are relevant to the One Map Initiative, highlighting keywords that will be discussed.

Scope of Work

The consulting firm's expected service in this project will include the following:

Communications Strategy Development

- Develop a comprehensive communications strategy encompassing the utilisation of all possible communication channels, including but not limited to; traditional media, digital media, influential individuals and/or relevant media personalities, experts, and creators to communicate the themes set out by the One Map Initiative communications team.
- Mapping out strategic objectives for each point of the communications plan and develop a clear plan of activities with a feasible timeline for the year 2019, which will be used as a guide for both the Communications Consultant Firm and One Map Initiative communications team to meet deadlines.
- Researching relevant events and/or momentums for the implementation of specific communication strategies to amplify activity and/or gain additional attention for the One Map Initiative.
- Conduct regular reviews and evaluation of the Communications Strategy with the One Map Initiative communications team to adjust and restructure the current implementation of strategies and/or the information communicated as needed.
- Incorporate current communication strategies that is ongoing in the larger scheme. Working with the One Map Initiative communications team to communicate relevant time-sensitive information.
- Produce communications metrics/KPI for all activities.

Media Management

- Planning and suggesting of relevant media channels to engage the target audience, and further communicate communications objective.
- Communicating and managing relations with media channels.
- Submit regular media coverage report, covering (when relevant);
 - Media coverage (traditional media and digital), on the One Map Initiative and relevant topics
 - Engagement and/or interest of the One Map Initiative on social media channels.

Event Management

- Planning and suggesting of relevant events to engage the target audience, and further communicate communications objective, or to amplify other communications activities.
- Implementation of event planning in coordination with the One Map Initiative communications team.
- Submit post-event report, covering (when relevant);
 - Media coverage (traditional media and digital), and increased interest on the One Map Initiative and relevant topics
 - Increased engagement and/or interest of the One Map Initiative on social media channels due to event.

Managing Relations

- Conducting research for relevant third party personalities that can be involved in communicating the objectives (ie. influencers, media personalities, field experts, creators, etc).
- Contacting and managing the relations with involved parties, including briefing on the topics at hand, scheduling, and/or fee management (if needed).
- Working with third party personalities in developing tailored communications to suit targeted audiences.

Reporting

- Regular report and review of on-going communications strategy. With the flexibility to discuss the possibility of adjusting and tweaking the strategy to optimize time and budget.

- End of project comprehensive report detailing growth, challenges, best practices, and a suggestion for the next step of the project.

Documents to Submit

- Proposal, which include proposed communications strategy and budget
- Company profile and relevant portfolio

Deadline

All documents should be submitted via email to indonesiaoffice@wri.org by **January 22, 2019**.

Appendix

One Map Initiative at the Local Level Project Communications Framework

About the Project

One Map Initiative at the Local Level is a collaborative initiative to achieve a sustainable and equitable land use and planning in order to support the government to implement low-emission development.

Indonesia is the sixth largest emitter in the world and in 2010, 62 percent of its total national emissions come from Agriculture, Forestry and Other Land Use (AFOLU), peat decomposition and peat fires. Burning and cutting forests to make way for plantations have largely contributed to these emissions.

Land and forest fires are largely influenced by weak land governance, which has driven various irresponsible parties to exploit natural resources without considering the environmental, legal, and social situation. The weak governance is caused in part by the inaccurate, incomplete and outdated geospatial data and information, contributing to the overlapping licenses of concession holders as well as conflicts and uncertainties in Indonesia's land use management, which ultimately presented difficulties for the country to reduce emissions and improve people's welfare at the same time.

The 'One Map Policy', issued through the Presidential Regulation No. 9 year 2016 and initiated by the Coordinating Ministry for Economic Affairs and the Geospatial Information Agency, opens up a new opportunity to finally address this issue. WRI Indonesia aims to support the implementation of One Map Policy at the local jurisdiction through a collaborative effort called the One Map Initiative at the Local Level.

This initiative aims to establish a sustainable and equitable land use and planning through two streams:

1. Support towards the strengthening of sub-national capacity as Regional Geospatial Information Network (JIGD) in managing the accurate and trustworthy geospatial data

and information through five pillars of institution, policy, technology, standard and human resources (Maps as a common language)

2. Multistakeholders forum – Build a collaborative movement to accelerate solution-oriented effort in transforming land use governance through creative policy recommendations for different conflict typologies, using Indicative One Map as a language to communicate among stakeholders

In implementing activities in both streams, our priority actors include the national and local government, CSOs, private sectors, smallholder farmers, as well as indigenous people and local community.

This initiative is based on multi-stakeholders' collaboration led by the local government and supported by stakeholders as partners in operationalizing the One Map Policy to accelerate the sustainable development at the sub-national level.

The One Map Initiative at the Local Level has been implemented in Riau as a pilot province, given its significant land-based emission and the province's infamous reputation associated with tenurial and social conflicts rooted in unsustainable land use. Additionally, the initiative has just recently started in South Sumatra, Papua and West Papua.

The initiative is hoped to be able to accelerate efforts to solve land-related conflicts, improve people's livelihoods through a more equitable land distribution as well as support the local government and private sectors to implement sustainability principles in their operations and activities.

Communications Objectives

The overall objective of the One Map Initiative at the Local Level is to establish a more sustainable land management in Indonesia and build this initiative as a **proof of concept** of the One Map Policy implementation.

Our communications objectives are designed to achieve One Map Initiative at the Local Level's objective in three phases:

First phase: Raising awareness (June 2017-December 2018)

- Objective: To raise stakeholders' awareness about One Map Initiative at the Local Level and One Map Policy.
- In this phase, we aim to communicate the objective of One Map Initiative at the Local Level, building blocks in implementing the project and continued progress about One Map Initiative at the Local Level in terms of infrastructure, process, products, institution and regulation.
- On top of developing communications activities, the consulting firm also needs to conduct baseline survey to measure initial perception and participation of the target stakeholders.

Second phase: Influencing initial support (January 2019-December 2019)

- Objective: To influence initial support from stakeholders towards One Map Policy and One Map Initiative at the Local Level.
- In this phase, we aim to communicate a call for action to our key stakeholders and include information about how they can contribute to the process.

Third phase: Influencing active participation (January 2020-December 2020)

- Objective: To influence key stakeholders to actively contribute in achieving sustainable land use in accordance with overall One Map Policy goal through One Map Initiative at the Local Level to create collective impact.
- On top of developing communications activities, the consulting firm also needs to conduct endline survey to measure final perception and participation of the target stakeholders.