



Wildfire communication campaign (video)

Terms of Reference

May 2023

By 2030, Tropenbos International (TBI) *aims to improve the governance and management of at least 20 million hectares of tropical forested landscapes. This will benefit the livelihoods of at least five million people, while also contributing to global climate and biodiversity objectives.*

It is therefore our ambition to reduce the wildfire risks and impacts through inclusive landscape governance. We co-create and demonstrate locally owned solutions in five countries to reduce wildfire risk for more sustainable use of forests and trees in climate smart landscapes.

Background

Wildfires

The devastating human, social, and environmental impacts of extreme wildfires have received international attention in recent years, and for good reason. Wildfires are increasing in intensity, frequency and scale of impact due to a complex interplay of factors, including climate change creating more favourable conditions. At the same time, wildfires are a significant source of GHGs.

Numerous underlying and direct factors influence wildfires in tropical landscapes, including agricultural and cattle ranching expansion. However, it is important to recognize that many ecosystems have evolved to depend on fire, and some plants require fire to reproduce and thrive. Therefore, it is not a matter of simply eliminating all fires but managing them in a way that supports ecosystem health while minimizing risks to human life and property. Fire is also widely used in traditional land management by indigenous communities, and later by settlers.

Effective fire management requires a thorough understanding of fire and its relationships, and of the varied roles that fire plays in different environments and cultures. Also, fire management is not just about suppression, with more emphasis urgently needed for prevention and alternative practices that reduce wildfire risks and impacts. It is also crucial to strengthen fire management capacity at national and local level.

Tropenbos International's Fire-Smart Landscape Governance programme

Responding to raging wildfires in 2019, TBI's [Fire-Smart Landscape Governance programme](#) set out to reduce the wildfire risks in tropical landscapes in the context of sustainable use of forests and trees in climate-smart landscapes.

In TBI's view, effective fire management requires a collaborative effort from all stakeholders involved in land and fire management. This can be achieved through fire-smart landscape governance where different approaches are understood, recognized and applied, and that addresses the multiple needs of different stakeholders. The interrelations and complexity of factors that

contribute to the use of fires are considered, underlying factors and actors involved, and relationships between fire and society. To achieve effective fire-smart landscape governance for reducing wildfire risk, approaches should acknowledge: (i) collective learning; (ii) empowering communities; (iii) improving policies and practices; and (iv) inclusive governance.

The programme is being implemented in Bolivia, Indonesia, Ghana, Uganda and Ethiopia. In Bolivia we develop effective, locally appropriate and inclusive fire-smart strategies with local and Indigenous communities in the landscapes of Guarayos and Chiquitania. In Ghana we implement fire risk reduction strategies in cocoa-forest landscapes in the high forest zone, and in the drier northern transition zone. In Uganda, a landscape fire strategy for Bugoma landscape in the Albertine Rift Valley will be developed. In Ethiopia we develop a national fire management strategy, based on rigorous data and analysis. In Indonesia we mitigate the risks of peatland fires in West Kalimantan through the promotion of peatland restoration approaches, alternative land-use options, and well-coordinated fire prevention policies at district and landscape level.

For more information:

1. Visit the programme page: <https://www.tropenbos.org/projects/fire-smart+landscape+governance+programme>
2. Download the programme brochure: <https://www.tropenbos.org/file.php/2592/20230426-flgp-brochure-digital.pdf>
3. Visit dedicated thematic page: <https://www.tropenbos.org/index.php?id=409>

Scope of the project

To raise awareness of the potential of locally owned solutions to mitigating wild fire risks across tropical landscapes among a wide range of stakeholders, we now embark on a communication campaign to document and disseminate our approach to fire-smart landscape governance.

Objective

A communication campaign using video as main medium to inform different target groups (both in the country and internationally) about TBI's locally owned solutions to reduce wildfire risk and its approach to fire-smart landscape governance.

Specific objectives of the communication campaign

- Inform and raise awareness about locally owned solutions as part of a landscape approach to reduce wildfire risk and their benefits within the context of climate smart landscapes, in four countries, namely: Bolivia, Ghana, Indonesia and Uganda.
- Inform and raise awareness about the links between wildfire risk and climate change mitigation and adaptation and the need to mobilize climate resources for prevention of wildfires.
- Generate support for the upscaling of TBI's landscape approach and locally owned solutions towards reduced wildfire risks.

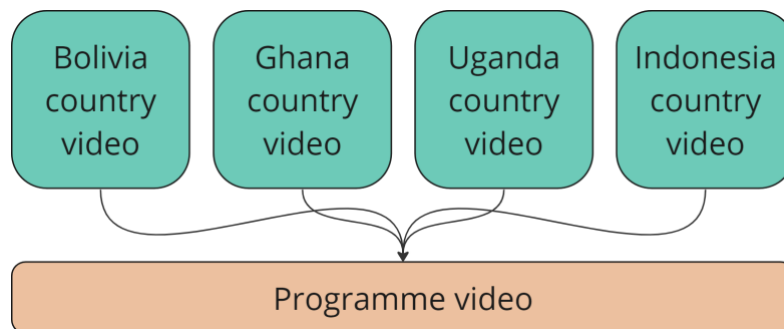
What do we expect?

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 implementing partners, and the production of (at least) 5 videos: one overarching (macro) video and 4 country (micro) level videos. We expect that the communication agency (or their local representatives) pro-actively include TBI's partners in the development and production 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 TBI's landscape approach towards reduced wildfire risks, by showing country level implementation through selected locally owned solutions in at least four countries.
 2. **Four country specific videos** to show at micro level locally owned solutions that use TBI's landscape approach towards reduced wildfire risks 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 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 mid-June¹ 2023 with as end date October 2023.

The agroforestry video trajectory has a budget ceiling of 45k Euro in total. The budget should cover:

- Preparatory meetings with Tropenbos International staff in the Netherlands and staff from partner organisations in four countries.
- Script writing for the macro video together with the fire programme staff and TBI corporate communication coordinator.
- Script writing for the micro video together with staff of the fire programme, TBI corporate communication coordinator and partner organisations.
- Filming on location by local crews, including travel expenses.
- Buy stock footage.
- Editing (including revision meetings with TBI).

¹ Fire season starts in August

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 the staff of the fire programme, TBI corporate communication coordinator 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 June 14th, 2023, CoB CEST time for the attention of Juanita Franco (Juanita.franco@tropenbos.org)

The successful communication agency will be notified before June 21st, 2023.