



Terms of Reference for IUCN Consultancy

Title: Consultant for Developing Partnerships in the Livestock Value Chains & Engaging relevant red meat Commercial Market Players on Sustainable Land Management (SLM) livestock production Protocol development

The objective of the Consultancy

1. Develop Partnerships in Livestock Value Chains:

- Identify and engage with key stakeholders in the livestock value chains (including producers, processors, and retailers).
- Develop partnerships that promote the integration of sustainable land management practices within the value chains.
- Design partnership frameworks to enhance the adoption of SLM practices at scale across the livestock sector.

2. Engage Commercial Market Players on SLM Protocols:

- Raise awareness and engage commercial players (e.g., large retailers, processors, and input suppliers) on the benefits and importance of integrating SLM protocols into their supply chains.
- Design strategies for incorporating SLM protocols into commercial market players' operations, ensuring long-term environmental and financial benefits.
- Facilitate dialogue and partnership-building between commercial players and local producers to ensure mutual benefits.

3. Promote Climate-Smart Livestock production systems in practices:

- Support the adoption of climate-smart livestock management practices that enhance land restoration, improve productivity, and increase resilience to climate change.
- Develop mechanisms for tracking and verifying the implementation of these practices across the value chains.

Background

This consultancy supports the GEF 7 Sustainable Land Management (SLM) Project (Ref: PO4090, Donor Ref: 10179). The project aims to promote sustainable land use, restore degraded landscapes, and enhance the livelihoods of rural communities in the Limpopo and Northern Cape provinces of South Africa. This consultancy focuses on fostering partnerships within the livestock value chains and engaging commercial market players to incorporate SLM protocols.

According to the Policy Coherence Report (2023), gaps in livestock sector policies hinder access to incentives for sustainable grazing. Additionally, the Draft Finance Strategy, Sustainable Land Management Report (2023) highlights blended finance and carbon markets as potential funding sources

for sustainable livestock enterprises. This consultancy will develop market-driven solutions to bridge these gaps, ensuring alignment with policy frameworks and financial sustainability mechanisms.

About IUCN

IUCN (International Union for Conservation of Nature) is a membership Union uniquely composed of both government and civil society organizations. It provides public, private, and non-governmental organizations with the knowledge and tools that enable human progress, economic development, and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources, and reach of more than 1,400 Member organizations and around 15,000 experts. It is a leading provider of conservation data, assessments, and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools, and international standards.

IUCN provides a neutral space in which diverse stakeholders, including governments, NGOs, scientists, businesses, local communities, Indigenous peoples' organizations, and others, can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems, and improve people's well-being.

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<https://twitter.com/IUCN/>

About the Project

The GEF 7 Sustainable Land Management (SLM) project seeks to promote sustainable land management practices to combat land degradation, improve livelihoods, and enhance ecosystem services in the Limpopo and Northern Cape provinces of South Africa. The project targets the restoration of degraded ecosystems, biodiversity conservation, and increasing resilience to climate change through the implementation of SLM techniques.

Key objectives of the project include:

- **Improving land productivity** by applying sustainable agricultural and land management techniques.
- **Enhancing resilience** to climate change and environmental threats.
- **Biodiversity conservation** through the restoration of ecosystems and habitat protection.
- **Socio-economic development** by engaging local communities and improving livelihoods.
- **Capacity building** to strengthen stakeholders' ability to scale sustainable land management practices.

The GEF 7 SLM project contributes to global efforts to address land degradation and achieve the Sustainable Development Goals (SDGs), focusing particularly on environmental sustainability, poverty reduction, and climate resilience.

Description of the Assignment

The consultant will conduct the following:

1. Mapping and Stakeholder Identification:

- Conduct an assessment to map the livestock value chains in the Limpopo and Northern Cape provinces, identifying key stakeholders and partnership opportunities.
- Engage with local livestock producers, market players, and commercial partners to understand their challenges and opportunities related to SLM.

2. Partnership Development:

- Establish frameworks for partnerships that will facilitate collaboration between livestock producers, commercial players, and other stakeholders.
- Develop business cases that outline the benefits of adopting SLM protocols for each stakeholder group, emphasizing the economic, social, and environmental benefits, using insights from the Draft Finance Strategy Report.

3. Engagement with Commercial Market Players:

- Facilitate discussions and workshops to engage commercial market players (including processors, retailers, and input suppliers) on the importance of integrating SLM protocols into their operations.
- Create tailored strategies and incentives that encourage market players to adopt SLM practices and support the broader adoption of sustainable livestock practices, in alignment with the Policy Coherence Report.

4. Promotion of Climate-Smart Livestock Production Practices:

- Develop and promote climate-smart livestock management practices that are in line with the goals of SLM and land restoration.
- Provide guidance on adopting these practices through training, workshops, and targeted outreach.

5. Monitoring and Evaluation:

- Develop a monitoring framework to assess the effectiveness of partnerships and the integration of SLM protocols into livestock value chains.
- Report on progress, challenges, and opportunities, adjusting strategies as necessary.

Duration of the Assignment

The consultancy is expected to be completed within **six months**.

Deliverables and Activities

The consultant will provide the following deliverables and carry out the following activities:

Deliverable/Activity	Description	Deadline
Inception Report	Work plan, methodology, and timelines.	Month 1
Partnership Development Report	Frameworks for partnerships, business cases, and stakeholder engagement strategy, incorporating policy recommendations.	Month 2
Engagement Strategy Report	Strategy for engaging commercial market players, tailored strategies and incentives, and an implementation plan based on financial models.	Month 3
Promotion and Adoption Report	Strategy and tools for promoting climate-smart livestock practices, training, and an outreach plan.	Month 4
Final Report	A consolidated report with the final Knowledge Management Platform, pilot finance solutions findings, and actionable recommendations for scaling and sustaining both initiatives with the M & E Framework A consolidated report on the livestock value chains and commercial market players on Sustainable Land Management livestock production protocol development, actionable recommendations for scaling and sustaining both initiatives with the M&E Framework in both landscapes.	Month 6

Payment Schedule

The Timetable below summarises the chronological order of deliverables and indicates milestones at which IUCN will pay the Consultant.

Deliverable	Milestone payment
Inception Report	20% upon approval of the Inception Report
Partnership Development Report	25% upon submission of the draft design
Engagement Strategy Report	25% upon completion of the feasibility study
Promotion and Adoption Report	15% upon completion of the stakeholder engagement report
Final Report	15% upon submission and approval of the Final Report

Skills and Experience

The consultant must have the following skills, education, and experience:

- **Education:** A Master's degree in Environmental Management, Animal Science and Production, Finance Development, Livestock Management, or a related field.
- **Experience:**

- Minimum of 5 years of experience in Environmental Management, Animal Production, livestock value chains, land management, or agricultural sectors.
- Proven track record in developing partnerships and engaging commercial players on sustainability and SLM practices.
- Demonstrated experience in business model development, incentive mechanisms, and community-based enterprises.
- Strong understanding of the challenges and opportunities in the livestock sector, particularly in South Africa.

Supervision and coordination

The consultant will report to the **Project Manager** of the GEF 7 SLM Project. Regular updates will be provided, with bi-weekly meetings scheduled to review progress.

Application Process

Interested candidates should submit:

1. **A technical proposal** detailing the methodology, work plan, and timelines.
2. **A financial proposal** including a cost breakdown for each deliverable.
3. **CVs of key personnel** with relevant experience.
4. **Examples of previous similar work** on business model development, incentive mechanisms, or community-based enterprises.