

The TALENT Project

"Sustainable management of agricultural and forestry landscapes in ASEAN"

Raising awareness of the main principles of sustainable development among agricultural plantation managers in Southeast Asia through a renovated training system

An AFD-CIRAD partnership with FEXTE funding (CZZ2693)

Terms of reference
Consultant in Animation and communication

05/05/2023

1. Summary of the Project

The TALENT program, led by CIRAD and supported by an AFD-Cirad partnership with FEXTE funding (CZZ2693), aims to raise awareness among stakeholders in perennial plantations on decision-making and policy-making relevant to sustainable development issues.

It is designed to provide both learners from the sector and students with hands-on research experience and opportunities for reflection. TALENT seeks to develop critical, analytical and integrative skills to address environmental, conservation and development issues in the ASEAN region. It will also enable, through targeted training of executives from the banking sector, access to finance for sustainable plantations and thus enhance their development.

The main objective of the partnership is to develop training in Southeast Asia (either initial or vocational) oriented towards the sustainable management of plantations, which can contribute to a dissemination in time and in the area of good practices in terms of sustainable management.

To achieve this, the TALENT Programme is targeting four countries (namely Indonesia, Malaysia, Vietnam and Thailand), with Indonesia being the main focus, as this country is home to the ASEAN headquarters, the local CIRAD representation, an AFD agency and an international forestry centre (CIFOR, based in Bogor).

In these countries, CIRAD's local teams have identified four commodity chains (rubber, palm, timber, wood energy and cellulose), around ten academic players and four target audiences (Masters Students, managers of large plantations, managers of smallholder cooperatives and bank managers).

In addition to improving and enriching existing Master's programs, the TALENT initiative also plans to organize thematic regional seminars and visits to sites of interest, making it possible to directly reach production operators (companies or cooperatives), financial actors (banks, surety companies) and academic partners (academics, researchers, extension workers).

It is proposed to carry out various activities over four academic years, mobilizing a financial envelope of 1 million euros. Based on a structured and sustainable training offer, and a structurally solvent training demand, the project appears as a useful and shared catalyst, able to offer adequate and sustainable answers to currently uncovered training needs.

The team in charge of the implementation phase of the TALENT Program gathers three permanent staff, namely:

- Alain Rival, coordinator
- Magali Dufour, pedagogical engineering referent
- Didier Pillot, educational engineering consultant.

2. Terms of Reference

2.1. Implementation modalities

In order to continue its implementation phase, the TALENT Program is looking for a service provider (Consultant) in Animation and Communication.

Duration and starting date

The support mission to the FEXTE Project (CZZ2693) of the Consultant dedicated to Pedagogical Support for Distance Learning will begin on June 1, 2023, and will extend until December 31, 2025.

Main expectations

The Animation and Communication consultant will have to carry out specific tasks, in relation with the Project Manager, the experts and the consultants of the TALENT Program. The consultant may be required to use the premises and infrastructure of the CIRAD Regional Direction based in Jakarta, Indonesia.

2.2. Division into Work Packages (WPs)

WP 1. Animation of the “www.talent-programme.org” website

This service includes:

- Proposal of ideas for texts, illustrations, pages and headings, depending on the topicality of the project
- Drafting of the framework of texts to be completed / validated by the Project Team
- Collection of iconography and retouching
- Communication with the CIRAD webmaster in charge
- Monitoring of content uploading by the CIRAD webmaster using EZ-Publish
- Validation by the Project Team
- Language used on the website = English

Deliverables

New pages put online according to needs (programmes, news, and information)

One page per week on average

WP 2. Designing and publication of TALENT newsletters n°3 to N°10

This service includes:

- To facilitate an editorial conference to produce a summary
- To contact and relaunch contributors
- To write the texts in English or rewrite in a journalistic way the texts / information provided by the contributors
- To collect the iconography
- To get the English language validated by the translator
- To insert texts, photos etc... on the newsletter management platform (MAILJET type)
- To coordinate the action of the CIRAD webmaster in order to create the corresponding landing pages on the website
- To validate the ready-to-publish issue
- To update the recipients file
- To distribute the newsletter

Deliverables

Issues 3 to 10 of the Newsletter posted online.

WP 3. Animation in French of institutional Steering Committees with AFD

This service includes:

- To define the agenda: what objective, who does what, what sequencing, what expected result of the session...?
- To write + send invitation + manage responses.
- To organize the meeting by videoconference on the Zoom platform.
- To prepare the PowerPoint file to be presented during the meeting.
- To facilitate or co-facilitate the meeting in French or in English.
- To write and disseminate the report + manage the back and forth corrections until the final version is stabilized, and+ archive it on a shared CIRAD server (Alfresco).

Deliverables

Agenda of the steering committee distributed before the Committee

Report of the Steering Committee meeting distributed

WP 4. Edition of an annual report for AFD

This service includes:

- To facilitate a meeting between contributors aimed at deciding on the content of the report and the distribution of writing tasks.
- To relaunch the contributors to obtain the data / texts / photos on time.
- To carry out a careful proofreading of the texts provided: search for typos, spelling errors, etc.
- To format the document with illustrations, a clear title, a clean layout, etc.
- Back and forth corrections before sending report to AFD.
- To generate a PDF document finalized and ready to send.
- Manage AFD's back-and-forth corrections until stabilization of the final version.
- In English

Deliverables

The TALENT Annual Report to AFD, for years 2023, 2024, 2025.

WP 5. Facilitation in French of two annual follow-up meetings with AFD

This service includes:

- To develop the agenda
- To organize the meeting by video through Zoom platform (professional version).
- To prepare the PowerPoint to be presented during the meeting.
- To animate the meeting
- To write + disseminate the report + archive it on a safe digital platform.
- All in French
- Maximum: 6 meetings

Deliverables

Minutes of meetings

WP 6. Animation in French of 4 annual internal meetings of the project team

This service includes:

- To develop the agenda
- To organize the meeting by video on the Zoom platform or face-to-face in Montpellier
- To animate the meeting
- To write + disseminate the report + archive it on Alfresco.
- All in French

Deliverables

Minutes of meetings

2.3 Planning of activities

The provisional schedule for the service follows the detailed program of TALENT activities. The schedule is presented in the table below.

The dates are given for information only, as they can be modified according to the constraints and availability of CIRAD and its partners.

2.4 Cost and funding

An indicative envelope of €30,000 excluding VAT is planned for the entire service (June 2023-December 2025). A quarterly invoice will be drawn up in the name of CIRAD, upon receipt of the corresponding Order Form. Payment for services by CIRAD is subject to the written agreement of the Project Manager. Payment is conditional on actual delivery to CIRAD within the time limits set for the deliverables described in each WP/

Simplified timeline of the TALENT Project

	2023			2024			2025		
Activities in Indonesia									
Activities in Thailand									
Activities in Malaysia									
Activities in Vietnam									
Continuing Education									
SLM Specialised Masters									
Summer Schools									
Regional Conference									
AFD/CIRAD Steering Committees									
Newsletter publication									
External evaluation									