

## **Terms of Reference: The RSPO Intermediary Organisation Community Outreach and Engagement Programme Short Video Development.**

### **Introduction & Background**

The RSPO Secretariat initiated a Community Outreach Programme in several regions worldwide as an implementation phase to the decision by the Board of Governors from 2017 to the present. The programme aims to secure informed and active engagement of communities in RSPO at all levels, by establishing a strengthened outreach of RSPO through intermediary organisations to rebuild RSPO's credibility with civil society that upholds its Standards. The programme has been established in Indonesia, Malaysia, Liberia, Nigeria, Colombia, Guatemala and Honduras so far and will expand to other oil palm- producing countries where RSPO Standards are used.

The overall objectives of the programme are:

- Identify individuals, organisations and/or governmental bodies that are influential and well-respected by the communities, to be approached for voluntary involvement in the RSPO network of intermediaries.
- Ensure local stakeholders, i.e. local communities, have adequate channels of communication with the RSPO as well as access to information through these intermediaries.
- Carry out more communication, training and awareness-raising workshops in local languages directed at civil society, promoting sustainable palm oil and improving smallholder livelihoods.
- Communicate more positive developments and success stories (and enforce the Standards).
- Develop training modules, toolkits and guides that they can use to engage with communities.

One of the challenges faced by this programme is that it is not yet well-known by many parties, especially the public, the NGO world and RSPO Stakeholders. Consequently, they are unaware that RSPO has made efforts to enable grassroots communities and social NGOs to understand and access the RSPO Standards, especially in its efforts to make palm oil sustainable.

### **Main Objective**

The purpose of making this video is to introduce this programme to the public and highlight its achievements and the impact felt by the community and programme partners so far.

### **Scope of Work**

The project scope includes the conceptualisation, scriptwriting, and video production that captures completed and ongoing programmes.

### **Expected Outputs**

The expected outputs from this partnership will be a short video (2-3 minutes) that will be capturing the objective above.

### **Target Audiences**

The primary target audience for this video is communities and RSPO Stakeholders worldwide.

### **Timeline**

The project timeline: 1 February – 31 March 2025.

### **Budget**

The budget for this partnership project should not exceed USD 4,000.

### **Submission of an Expression of Interest**

Interested parties are invited to submit a proposal that must include the following information in their expression of interest.

- A brief personal statement.
- An outline of the proposed approach, including an overall work plan with a timeframe.
- A breakdown of expenditure with justification.
- Curriculum Vitae.
- Examples of similar or previous projects demonstrating your ability to undertake work of similar nature.

All documents submitted in response to this Terms of Reference must be written in English.

Any inquiries in connection with this Terms of Reference shall be submitted to Tri Budiono, RSPO Sr. Manager-Global IMO Programme, at the following e-mail address: [Tri.Budiono@rspo.org](mailto:Tri.Budiono@rspo.org).

Programme proposals are to be submitted on or before 24 January, 2025.