



Terms of Reference

International Generic Indicators (IGI) Process – Ambassadors

Title: IGI Ambassadors
Co-ordinates with: Rosario Galán – IGI Project Coordinator
Date: 04 December 2013

1. Goal

To support implementation of the Communications & Engagement Plan, by **helping stakeholders understand and comment on the second draft of the IGIs.**

2. Key Objectives

- **Identify and conduct outreach to key stakeholders** to ensure they understand and can constructively engage in the IGI process.
- **Serve as trusted sources of information** about the IGIs to stakeholders.
- **Answer questions** and support stakeholder input about the IGIs.
- Promote interest and **motivate** stakeholders' participation in the IGI process.

3. Specific tasks

- 3.1. **Submit an application form to Rosario Galán** (r.galan@fsc.org) as per Annex I. This information will be made publicly available.

Application to be submitted by the 15th of January 2014.

- 3.2. **Attend an IGI process webinar or Regional Workshop** at the beginning of the second consultation period. The aim is for the Ambassadors to fully understand the changes included in the second draft of the IGIs, as well as the strategies for engagement with the stakeholders.

Webinar/Regional Workshop to take place during the first month of the second consultation period.

- 3.3. Together with any local FSC Network Partners or Standard Development Groups, **identify the groups of relevant stakeholders** in the country/region who didn't participate in the first consultation. Special attention should be paid to achieving chamber-balanced participation.

Stakeholders should be identified during the first month of the second consultation period.

- 3.4. **Contact stakeholders** identified per 3.3 above, and conduct webinars or informal face to face meetings with them. The aim is for Ambassadors to ensure that stakeholders understand the IGI process and the IGI standard, to answer their questions and to support them to respond on the IGIs (at least regarding the Principles or issues which are most pertinent to them).

This outreach is intended to compliment the national meetings that Network Partners might hold, and not to substitute them. The aim is for the Ambassadors to act as a link for those stakeholders who cannot attend a national meeting, in order to engage them in the process.

Outreach and meetings to be held before the second consultation period ends.



- 3.5. **Provide feedback to the FSC Policy and Standards Unit (PSU)** via the comments form/online survey provided or via e-mail. Ambassadors may complete these forms on behalf of the contacted stakeholders if they cannot do it themselves.

Feedback to be provided to PSU before the second consultation period ends.

- 3.6. **Provide support / be available** to resolve stakeholders' questions during the second consultation period.

Support to be provided during the second consultation period.

4. Nomination process

Application is open to all. Ambassadors may nominate themselves, or be invited. FSC may approach interested or motivated persons directly in countries where there is no Network Partner, or where certain groups of stakeholders need to be engaged in a specific country or region.

5. Expenses and Remuneration

FSC is an international not for profit membership organization with limited funding. The Policy and Standards Unit might be able to cover the IGI Ambassadors expenses related to the activities in points 3.2 and 3.4 above on a case by case basis, but this should not be assumed. The decision will depend on the region, the stakeholders to be engaged and the available resources.

Annex I - Application form

Full Name	<i>Name and surname</i>
Country / Region	<i>Country of residence / work</i>
Organization	<i>If applicable</i>
e-mail address	<i>Regularly checked e-mail</i>
Personal message to the stakeholders	<i>In your native language and English or Spanish, explaining why you want to be an IGI Ambassador, why do you think the IGIs matter, and how you can support the stakeholders in your country/region.</i>

* Please, also send a photo of yourself to include it in the list of IGI Ambassadors and on the IGI Website.