



Agricultural Leaders of Tomorrow (ALOFT) Farmer-to-Farmer Program for Southeast Asia Volunteer Scope of Work - Philippines

Assignment Summary Information			
Host ID:	PH_008		
Country:	Philippines		
Host Organization:	CPSU		
Assignment Title:	Carbon Sequestration Communication and Outreach		
Assignment Dates:	November 2024		
Type of Assignment	In person		
Area of Technical Assistance:	Agribusiness and Entrepreneurship		
Associated Area(s) of Technical Assistance	Climate-Smart Agriculture, Extension and Advisory Services		
Target Value Chain:	Horticulture, Agritourism		
Objectives of the assignment:	1. To create an all-encompassing communication strategy that informs tree growers, both present and future, about the value of trees in sequestering carbon and the possible financial gains that farmers may receive from carbon credits. 2. To strengthen awareness of the important role of trees in sustainable agroforestry and agroecosystems		
Desired volunteer skill/expertise	- B.S. or higher degree in environmental science, environmental management, forestry, agriculture, agroecology, or a related field. - Experience with carbon sequestration projects, carbon credit schemes, or related environmental initiatives - Hands-on experience with carbon measurement, monitoring, and reporting - Expertise in capacity-building and training, especially with a variety of groups such as faculty, extension agents, and farmers.		
PERSUAP Classification ^{1[1]}	III		
Anticipated number of people to be trained	Men	Women	Youth (15-29)
	10	10	15
Will the assignment address gender gaps? (Yes/No) If yes, please describe in assignment background & rationale			Yes
Will the assignment address climate change? (Yes/No)			Yes

^{1[1]} USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments are not expected to be involved in pesticide issues. and **Type IV** as assignments associated with other USAID projects and collaborators.



If yes, please describe in assignment background & rationale	
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A. Project Overview

Country Strategy Overview

The University of Tennessee's (UT) "Agricultural Leaders of Tomorrow" (ALOFT) regional Farmer-to-Farmer (F2F) program for Southeast Asia supports youth-led and youth-serving institutions to build more resilient and inclusive food systems. Through F2F, U.S. specialists spend two to three weeks on specific technical assignments, working directly with counterparts in the region to address local needs. ALOFT's demand-driven voluntary technical assistance will be delivered in four primary areas: 1) climate-smart agriculture; 2) agricultural entrepreneurship and agribusinesses; 3) agricultural education; and 4) extension and advisory services. Locally appropriate technical assistance will be provided to a range of host-organizations, including farmer cooperatives, vocational training centers, extension services, and agribusinesses. The University of Tennessee, country ALOFT teams, and established host-organizations will provide the necessary logistical, technical, and material assistance to position volunteers to successfully carry out the exchange of knowledge with communities.

The ALOFT Philippines initiative aims to enhance the agroecotourism industry and the value chains of fruits, vegetables, small livestock, and aquaculture by providing demand-driven technical support. In order to provide significant and locally relevant voluntary technical assistance to a variety of host-organizations, such as farmer cooperatives, vocational training centers, extension services, and agribusinesses, ALOFT Philippines will work closely with Central Philippine State University (CPSU). In addition to strengthening agricultural education and extension services, increasing access to financial services for youth and women in particular, and supporting agricultural entrepreneurship and small-business growth, technical assistance will encourage smallholders to adopt climate-smart agriculture (CSA).

Host Organization Background

Central Philippine State University (CPSU) is a public higher education institution located just outside Kabankalan City, Negros Occidental, with eleven additional satellite campuses throughout the province. In addition to providing quality education to over 14,000 students across all campuses each year, CPSU offers extension programs that address various socio-economic and environmental needs of the surrounding communities.

Among the issues addressed by these programs are forest denudation, soil fertility depletion, and dwindling water supply during long dry spells. At the CPSU main campus, out of 52 natural springs,



only 15 had water during a recent El Nino. In response to these growing issues and concerns, CPSU's extension offices have initiated forest and fruit tree growing and conservation projects in both terrestrial and mangrove areas. The main campus spans a total land area of 4,563.7 hectares, of which a large part is farmed by local farmers. The university continuously plants fruit and forest trees in the areas it directly manages and encourages farmers-tillers to do the same. Approximately 800 hectares of the main campus are covered with both naturally grown and planted trees. Additionally, the Victorias City Campus collaborates with a coastal community association and the local government of Barangay 6-A and the City to rehabilitate and protect 11 hectares of mangrove areas. Other campuses are also engaged in similar projects in partnership with local communities and government units.

Assignment Background and Rationale

CPSU university leadership believes that more people will be persuaded to grow trees if they are well informed about the benefits trees provide, such as their capacity to store water and facilitate groundwater replenishment. That said, an important role of trees is the absorption of carbon dioxide, which can help mitigate climate change. However, this benefit is often not given much importance because it is not easily quantified or expressed in monetary terms. Additionally, many people are unaware of the potential for income generation through carbon credits associated with tree planting. Aims to persuade more farming communities, business establishments, local government units, and other key stakeholders to participate in the program of tree growing and conservation are vital to ensure the survival of future generations. Therefore, CPSU is focused on enhancing the capacity of its extension faculties to effectively support this mission.

Overall, the university wants to help the people of Negros Island and other regions of the nation by offering technical extension services. To better facilitate this work, CPSU has asked in another assignment for F2F volunteer technical support to increase the ability of its Extension and Agriculture faculties to evaluate trees' capability to absorb carbon dioxide and comprehend carbon credits. That assignment will enhance the technical expertise of CPSU's Extension and Agriculture Faculties, along with technical staff from partner organizations, to assess the carbon absorption capacity of both mangrove and terrestrial trees.

To support the work of the above assignment, CPSU is looking for F2F volunteer technical assistance in creating a communication strategy that clearly and succinctly describes, in a scientifically sound way, the environmental and financial benefits of trees. This communication plan should educate current and future tree growers as well as the public on the role of trees in water storage, groundwater replenishment, soil fertility restoration, and soil erosion control. Additionally, a significant part of the communication plan should explain the process and benefits of carbon sequestration and provide clear information on how farmers/tree growers can benefit financially from carbon credits. They would also like to include in this communication plan how individuals and communities might potentially generate additional revenue through the sale of carbon credits. The goal of this initiative is to get more stakeholders to take part in conservation and tree planting activities around the CPSU campuses and other communities that its partners serve.

B. Desired Qualifications of Volunteer

- B.S. or higher degree in agricultural communications, communications, marketing, public relations, community development or a related field.
- Experience producing an organizational or community-based communication plan and engaging in social marketing activities
- Demonstrated ability to communicate and disseminate technical information to a wide audience
- Prior knowledge or experience with carbon sequestration projects, carbon credit schemes, and/or agroforestry is a plus

C. Objectives and Expected Results***Objectives of the Assignment***

1. To create an all-encompassing communication strategy that informs tree growers, both present and future, about the value of trees in sequestering carbon and the possible financial gains that farmers may receive from carbon credits.
2. To strengthen awareness of the important role of trees in sustainable agroforestry and agroecosystems

Anticipated Results

After F2F volunteer support, the following results shall have been achieved:

- Enhance the ability of CPSU's Extension and Agriculture Faculties, along with technical staff from partner organizations, to communicate the carbon sequestration capacity and carbon credit benefits of both mangrove and terrestrial trees.
- The participants will gain thorough understanding of best agricultural communication practices, thus enabling them to effectively guide and educate others in the community.
- The participants will gain knowledge and skills in preparing a communication plan to promote tree growing in the areas surrounding the CPSU campuses.
- The communication plan is integrated into the Mangrove Tourism Project of the Pasil Fisherfolks Association, Barangay VI-A and CPSU Victorias Campus.

Expected Deliverables

- A drafted communication plan to educate current and future tree growers and the public on the various environmental and financial benefits of tree planting.
- Volunteer end-of-assignment report with recommendations to the host institutions
- Final debriefing with the host organization (plus key stakeholders) and the Smith Center



- Conduct in-country outreach events in the Philippines (print, radio, TV presentations, social media, etc.)

D. Resources to be Contributed by Host and Local Partners

As the host organization, CPSU will assign staff to support volunteers in implementing the proposed SOW activities. Additionally, CPSU will designate a focal person from Victorias City Campus to work closely with the volunteer, coordinating engagement with other organizations that will participate in the training activities with the volunteer. CPSU will also provide an office space with Wi-Fi access for the volunteer to use during the assignment.

E. Assignment Logistics and Itinerary*

Accommodations and Logistics

Volunteers should review the country orientation manual and video series for extensive logistics information including pre-departure planning, expense reimbursements, health management, safety & security, and emergency protocols.

Key Points:

- Hotels and airfare will be booked by ALOFT Smith Center and reservation details will be provided to the volunteer before arrival in the Philippines. Hotels will offer air-conditioning, wireless internet, and proximity to local food options.
- ALOFT Smith Center will reimburse all assignment-related travel expenses
- The ALOFT Philippines team and/or the host organization will provide transport to assignment site
- All assignment sites will have access to local restaurants taxi and other local transportation available
- Any logistic concerns can be addressed to ALOFT Smith Center using the contact information located in Section F.

Recommended Preparation

- Complete volunteer orientation series
- Review volunteer orientation manual
- Complete volunteer pre-departure checklist
- Bring any videos, posters, PowerPoints, or other materials that are important to your training

and activities. If they are in English, please send them to the field staff at least 2 weeks before your assignment to be translated. We recommend you bring these materials on both a USB flash drive and hardcopy.

- Please bring any specialized tools/equipment with you as there may be limited options for acquiring them at the assignment site.
- The ALOFT country office has laptops, Microsoft Office, a projector/ television, flash drives, and other materials that can be used for training and workshops.
- Download WhatsApp messenger app to maintain contact with volunteer partner

General Itinerary

*subject to change based on the needs of the host.

Day(s)	Activity	Location
1 st and 2 nd day	Travel from the USA	
3 rd day	Meeting the CPSU assigned staff and focal persons to discuss scope of work and itinerary for the entire engagement period.	CPSU Victorias Campus or Bacolod
4 th and 5 th day	The volunteer conducts field inspections and observations at the mangrove area in Victorias and Terrestrial Trees in CPSU Main Campus to see the current status of trees.	Barangay VI-A Victorias City and Brgy. Camingawan, Kabankalan City
5 th day to 7 th day	Training Day Actual training to 30 participants (CPSU extension and Agriculture Department staff/faculty, young farmers and adult farmers). The topics may cover but aren't limited to: 1. Understanding Carbon Sequestration and Carbon Credits 2. Target audience identification and segmentation 3. Effective Messaging and Storytelling Techniques 4. Communication Channels 5. Monitoring and measuring campaign impacts 6. Preparation of CPSU communication and campaign plan Can incorporate input from the volunteer once identified.	CPSU

8 th -9 th days	Weekend schedule	
10 th to 11 th	Workshop on drafting the communication plan to promote tree growing surrounding the CPSU Campuses	Victorias and Main Campuses
12 th 13 th	Work on the trip report and recommendations. Complete any additional deliverables as necessary.	CPSU Main Campus
14 th day	Wrap up meeting with host organization representatives	
15 th day	Travel back to the USA	

E. USAID Classification of Volunteer Assistance and Activities

Primary classification for volunteer assistance (select one)

- ☐ Technology Transfer
- ☐ Organizational Development
- ☒ Business/Enterprise Development
- ☐ Financial Services
- ☐ Environmental Conservation
- ☐ Administrative

The primary classification of the type of value chain activity (select one)

- ☐ Information and Input Support Services (extension services, input supplies, veterinary services, etc.)
- ☐ On-Farm Production
- ☐ Processing (primary and final product transformation, storage, transportation, etc.)
- ☒ Marketing (branding, advertising, promotion, distribution, sales, etc.)