

Switch Asia Programme Manager - China, India, Vietnam

JOB TITLE: SWITCH ASIA PROGRAMME MANAGER – CHINA, INDIA, VIETNAM

(MATERNITY COVER)

REPORTS TO: MANAGER WWF UK FTN

DIVISION: PROGRAMMES

JOB PURPOSE

To ensure the last phase of delivery of the SWITCH Asia programme (“Sustainable and Responsible Trade Promoted to Wood Processing SMEs through Forest & Trade Networks in China, India and Vietnam”), in collaboration with WWF partners in China, India and Vietnam, and with colleagues in WWF UK and elsewhere across the WWF network; and to ensure contractual obligations are met with the primary donors, the European Commission (EC) and funds are spent efficiently and effectively. Additionally, to conclude the project with a lessons learned review for GFTN and WWF-UK and project partners, after final submissions are made to the EC.

ORGANISATION CHART

- Head of Forest Programmes
- Manager WWF UK FTN
- SWITCH Asia Programme Manager

JOB CONTEXT

Brief description of the project

The project focuses on SME (small and medium enterprises) wood processors to build their capacity for effective implementation of responsible sourcing (consumption) and production of forest products. It will link SME wood processors into supply chains with committed buyers and committed forest managers that are component parts of the Global Forest and Trade Network across 34 countries. This project started in January 2009, and is entering its completion phase.

Project Background

SME’s often buy wood that has been produced unsustainably, possibly illegally, and so propagate the demand for unsustainable and illegal wood. SME wood processors in the target countries may be aware of the need to manage resources more responsibly, but there is an almost universal lack of capacity to implement actions to address the problem. Insufficient incentives exist in country to encourage SMEs to invest in the sustainable production and consumption (SCP) of wood products. The relative youth of SME industries in the target countries means that enabling conditions often taken for granted in other countries such as environmental awareness, and environmental management support from trade associations are mainly lacking. This leads to a general unfamiliarity of sustainable consumption and production

solutions that can be applied throughout the whole supply chain – from the harvesting of the forest resources to the retailer.

Experience gained by WWF through working with targeted business networks across a range of wood processing sectors, to create links between producers and buyers, clearly demonstrates that barriers can be removed and new business management and market practices established. There are high levels of demand internationally for sustainable wood products, but there are currently insufficient products to meet this demand, and inadequate mechanisms to link suppliers and buyers. WWF's Global Forest & Trade Network (GFTN) is an established mechanism which has successfully demonstrated a simple yet comprehensive methodology to assist companies throughout the supply chain to utilise products sourced from responsibly managed forests to maximise their access to the market and trade on their responsible business credentials.

PROJECT OBJECTIVES

Overall objective: By 2020, sustainable consumption and production in forest product markets worldwide predominates as best practice, leading to conservation of forests and supporting sustainable development.

Specific objective: By 2012, at least 600 SMEs in the wood processing sectors of China, India and Vietnam are applying sustainable production techniques and are providing certified sustainable forest products to national and international markets

Project Expected Results:

1. By 2012, at least 45 wood processing SMEs in China, India and Vietnam apply internationally accepted best practice which improves the environmental profile of their wood supply chain
2. By 2012, 600 wood processing SMEs demonstrate positive behavioural change in adopting responsible practices for the purchase of forest products
3. By 2012, raised awareness amongst the wider wood processing industries in Vietnam, China and India of the long term market sustainability of their wood supply chain

Main Activities:

Result 1: Identification of SMEs; awareness raising; development of baseline appraisal reports and action plans; monitoring and evaluation; communication of best practice implementation; support for policy development.

Result 2: development and provision of country specific advice services on sources, materials, product labelling and marketing and trade links; training workshops and seminars; set up coordination websites; exposure visits to successful projects; business exposure visits connecting SME producers and buyers.

Result 3: targeted media campaign on sustainable production and consumption; publications; utilisation of SWITCH Asia Facility.

DIMENSIONS:

The SWITCH Asia Programme Manager will be part of the Forest Policy & Trade (FPT) team within WWF-UK's Forest Programmes team (12 people). The overall budget of the Forest Programmes department in FY09 is app. £4.5 million per annum with a significant proportion of this dedicated to supporting priority forest management and conservation programmes and projects around the world.

The SWITCH Asia Programme Manager will be responsible for ensuring delivery of the last phase of the action under the EC SWITCH Asia programme, lead by WWF UK and delivered

through WWF network and external partners in the Asia Region, entitled “Sustainable and Responsible Trade Promoted to Wood Processing SMEs through Forest and Trade Networks in China, India and Vietnam”

The total budget for this programme over the three year duration is approx. Euros 3 million. The project is now in its final year and finishes at the end of 2011. The work will involve liaison with the principal donor (EC), engaging with multiple partners in three countries, and complex budget management. The key focus during this final year will be ensuring full project spend and production of the final EC report. The post is a fixed term contract for a one year period (maternity cover) and is intended to cover the finalisation of all donor requirements associated with the project delivery.

This post has no direct staff management responsibilities, but the post-holder will need to coordinate with staff in the 4 partner offices (WWF-China, WWF-India, WWF-Vietnam and the Vietnam Timber and Forest Product Association) and may need to commission a consultant to undertake the final evaluation of the project. The post is on a part time basis – 60% working time (3 days a week).

PRINCIPAL ACCOUNTABILITIES:

Programme management, contract compliance, monitoring and reporting:

- Ensure that WWF is meeting the terms of its agreements with the EC and provide sufficient information to meet all reporting and auditing requirements under the contract, in particular the delivery of the Final Technical and Financial EC report.
- Manage contracts for projects with other WWF offices to ensure contract compliance including delivery of agreed technical outcomes, financial probity and spending progress, monitoring and evaluation of impact and production of required progress reports, working closely with the assigned Programme Finance Officer.
- Co-ordinate and manage the Final Evaluation of the project (undertaken by a consultant) due to take place in September 2011
- Maintain regular contact with partners to ensure delivery of objectives for the remainder of the project through implementation of log frame, monitoring and evaluation plan, work plans and budget, in accordance with WWF Network Standards
- Guide appropriate adaptive management actions if the projects/programmes are not delivering against the objectives, or if there are significant changes to personnel, budgets, the political situation etc.
- Report on key developments associated with the project (progress and problems) to the Head of the Forests Team and the Manager of the UK Forest & Trade Network, and others in WWF as appropriate, and prepare a written report every six months to WWF-UK Trustees.
- Complete a lessons learned review after final submissions to the EC, for use by WWF-UK and its partners to the action, and the GFTN network.

Donor liaison and external partnerships

- Act as WWF-UK's first point of contact and maintain a strong relationship with the lead EC delegation (China) for the project.
- Represent WWF-UK and the WWF Network to the UK and international media above and beyond the direct scope of work (such as international press releases) as required.

Communications liaison:

- Undertake technical content sign-off and EC visibility checks for communications relating to the project.
- Act as UK-based spokesperson for the SWITCH Asia project and associated partner activities and selected issues (e.g. role of SMEs in sustainable consumption and production).

- Accurately and professionally represent WWF-UK and the WWF Network to partner organisations at formal and informal events.

Support to WWF field offices:

- Represent WWF-UK to the WWF field offices implementing the SWITCH Asia project, ensuring a dynamic, positive relationship and offering practical support.
- Represent the WWF field offices within WWF-UK.
- Work collaboratively and strategically with other forest colleagues in the WWF Network to ensure effective consideration of sustainable consumption & production of forest goods issues from this action in the WWF GFTN strategy, and broader forest programmes strategies

Lesson-learning and linking to policy initiatives:

- Ensure lessons learned within the SWITCH Asia project are documented and disseminated to other WWF programmes and projects e.g. by developing a final update at the end of the project on key lessons learned to share with audiences in WWF-UK (e.g. trustees and Programme Committee) and beyond (e.g. WWF GFTN Team) and by distributing the final evaluation report to the Forests and Design and Impact Teams.
- Ensure relevant stories and experiences from the project are fed to relevant forest policy and trade staff

PERSON SPECIFICATION:

- A clear commitment to WWF's mission and a particular interest in trade issues, specifically engaging stakeholders to change behaviour to more sustainable practices, and the protection of forest resources through market mechanisms.
- Substantial experience of project management, including appraisal of financial information and monitoring of budgets, preferably with some knowledge of audit processes (this could be in an NGO, the public or private sectors or a research organisation) – preferably direct experience with EC project management and reporting
- Experience of working in an international context, preferably outside the UK, and the ability to respect and work well with people from different cultures and backgrounds.
- The commitment and drive to be accountable for, and to deliver against, challenging goals - a problem-solving attitude is essential.
- Proven experience of working effectively within teams.
- The ability to learn quickly, to think independently, to be adaptable and to deliver results.
- Excellent communication skills in English – including writing, speaking and listening.
- A first and/or higher degree or equivalent in a relevant subject – this might include an environmental subject, political science or economics (with an environmental component), or a forest-related discipline