



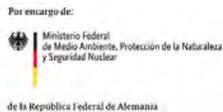
# HUELLA DEL FUTURO

#Footprints4ourFuture

CONCEPT NOTE



WITH THE SUPPORT OF



## BACKGROUND

In the midst of the complex panorama marked by the COVID-19 pandemic, this initiative seeks to rebuild our future hand in hand with nature: a greener, more supportive, inclusive and sustainable future.

Framed within the celebrations of the Bicentennial Anniversary of Costa Rica's Independence the First Vice Presidency of Costa Rica, the Ministry of Environment and Energy (MINAE), the Environmental Forestry Fund (FONAFIFO), FUNBAM and allies, wish to contribute to a process of decarbonization and biodiversity with a mega tree-planting campaign.

Huella del Futuro **#Footprints4ourFuture** initiative was born to promote the planting of 200.000 trees and guarantee their maintenance for 5 years, that in turn will contribute to national decarbonization and ecosystem restoration efforts that aspire to increase forest cover up to 60% by 2030 (approximately 400,000ha). This is embodied in its policy instruments such as the National Decarbonization Plan, National Biodiversity Strategy, and Development Plan 2018-2021, as well as contribute to the achievement of SDG 15, indicator 15.1. At the same time, the program addresses the funding gap in biodiversity exacerbated by the effects of the COVID 19 pandemic in one of the regions of Costa Rica most affected by the economic slowdown.

Huella del Futuro is supported by the Biodiversity Finance Initiative, BIOFIN<sup>1</sup>, a global program implemented through the United Nations Development Programme, which aims to reduce a wide funding gap of biodiversity. Among its 6 novel finance solutions and “More Woman More Nature Program” is the promotion of public-private partnerships (PPP), the development of a new generation of the Payment for Environmental Services (PES) Program and diversification of its funding sources. In this context, BIOFIN has supported the conceptualization, development and implementation of the Huella del Futuro Concept Note, Crowdfunding campaign and Landing Page to be established within the Environmental Bank Foundation, FUNBAM. BIOFIN UNDP will also help the international launch of the Campaign through its Classy.org Platform and support international crowdfunding.

Complementary initiatives to the Huella del Futuro will be developed, such as the projects of the Green Development Fund, GDF, financed by the European Union and the German Government developed within the framework of the cooperation with GIZ EU CCAD. The total amount of resources to be financed by the GDF is 2.3 million euros during 18 months), with the strong participation of FONAFIFO (REDD+ Project), SINAC and the FUNBAM. Directly, Footprints 4 our Future will receive a counterpart contribution in trees and other type of investments for the amount of \$724,580.

Likewise, local actors, local governments, companies, cooperatives and civil society organizations pursue common mechanisms for the development of such collaborative efforts and the development of Public-Private Partnerships (PPPs). In this way, Huella del Futuro seeks to bring together multistakeholders to contribute in greening the northern zone of Costa Rica for the enjoyment of all people and the planet while promoting a green and inclusive economic recovery. Unlike other international tree-planting initiatives, this one seeks success in survival by providing maintenance for 5 years.

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<sup>1</sup><https://www.biodiversityfinance.net/index.php/costa-rica>

In addition, it will establish an online map where it will be possible to visualize the place where each tree has been planted and other specific information of the planted species.

This initiative will plant native trees that will survive changes in the climate, in order to confront the threat of biodiversity loss and to contribute to the generation of green jobs by boosting the income of people who are unemployed or have a significantly reduced income, with special attention to women in these conditions.

Nature-based investments promoted by this initiative are a strategy to promote:

- Carbon capture
- Protection of water resources
- Biodiversity Conservation
- Improvement of the scenic beauty
- Food supply
- Generation of employment and opportunities for entrepreneurship
- Strengthening women's empowerment
- Approximately 157 direct jobs during the 5 years

## OBJECTIVES

### General Objective

To improve the livelihoods of people, particularly women in vulnerable conditions in Costa Rica through the rehabilitation of landscapes and ecosystems by planting and the maintenance of 200,000 trees in the Northern Zone (Phase I), beginning planting in October 2020 and ending in September 2021 with the celebration of the Bicentennial, including subsequent maintenance care for 5 years after planting.

### Specific Objectives:

- Launch a campaign to raise awareness on the need and importance of tree planting and their maintenance.
- Encourage individuals, public and private companies, and national and international organizations to join the campaign.
- Build and generate partnerships with national and international private sector partners interested in investing in and financially supporting the project, including negotiation of specific grant mechanisms (e.g., procurement, transactions, etc.)

Table 1. Proposed distribution of trees to be planted.

DIMENSION	APPROXIMATE NUMBER OF TREES	TYPE OF TREES
Trees on public roads, native educational, trees in urban corridors (public lands), recovery or implementation of green areas to revitalize public space and ecosystem services.	<b>65.000</b>	Fruit trees, and with flowers. Emblematic trees of the area.
Trees in agroforestry and silvopastoral systems (private lands) for connectivity purposes.	<b>120.000</b>	Timber trees with economic potential.
Enrichment of secondary forests (private and public lands)	<b>15.000</b>	Native timber trees with economic potential.
Strategic activities rehabilitation, reforestation	<b>20.000</b>	Other activities to be financed will include support to nurseries, particularly in the hands of women, forest fire breaks, and others (defined in more detail with the crowdfunding mechanism).

# PROJECT AREA

Cantons belonging to the Northern Development Strip: La Cruz, Upala, Los Chiles, Guatuso, San Carlos, Río Cuarto, Sarapiquí, Pococí and the district of Peñas Blancas in San Ramón.



Figure 1. Zone prioritized by the first phase of Footprint of the Future.

## Scope:

National - International

The first phase is stipulated in 200,000 trees as a planting goal and it is expected that the initiative will make it possible to complement the resources available for the Payment for Environmental Services (PES) Program in the long term.

# TYPES OF REHABILITATION AND REFORESTATION

Planting of trees linked to the following spaces, land tenure or dimensions:

- Trees on public lands:
  - Native
  - Urban corridors
  - Recovery or implementation of green areas to revitalize public lands and ecosystem services
- Trees in agroforestry and silvopastoral systems (private lands) for timber and non timber production
- Restoration of secondary forests (private and public lands)
- Strategic activities rehabilitation, reforestation
  - Maintenance crews
  - Community brigades for fighting forest fires

## GOVERNANCE AND COORDINATION

A Central Commission is constituted by

- Office of the First Vice President
- Office of the Deputy Minister of Natural Resources
- National Fund for Forestry Financing (FONAFIFO)
- Environmental Bank Foundation (FUNBAM)
- National Road Council
- Footprint of the Future partners (BIOFIN-UNDP and CCAD's FVS EU GIZ)

This Commission will have the task of directing and coordinating the project politically, coordinating the participation and collaboration of relevant public institutions and contributing to the provision of financial resources for the execution of the project and coordinating the complementarity and implementation between financial mechanisms.

Likewise, a Technical Commission will be formed, appointed by the Central Commission and made up of representatives of public and private organizations and institutions present in the area and related to the activity.

It has also formed **a promotion and resource mobilization team** made up of

- Vice Minister of Environment
- Advisors to the Office of the First Vice President
- Director of FONAFIFO
- Director of FUNBAM
- UNDP BIOFIN Coordination

Its objective is the strategic development of the Resource Mobilization Campaign and Crowdfunding itself, as well as the Creative and Communication Strategy.

# MECHANISMS AND SOURCES OF FINANCING

Depending on the different types of eligible projects (previous section), Huella del Futuro makes the following funding mechanisms available:

Huella del Futuro has the following sources of funding and financial mechanisms

- A. Payment for Environmental Services Program, PES, SAF-FONAFIFO
- B. Green Development Fund Projects (EU, SICA, GIZ) implemented from FUNBAM in close coordination with FONAFIFO
- C. Huella del Futuro Crowdfunding mechanism FUNBAM(UNDP Landing Page and Classy.org) HUELLA DEL FUTURO supported by BIOFIN-UNDP

Likewise, there is a close link between the financing mechanisms of the +Women +Nature Program (+Women +Nature Program), (PSA Women, Fonafifo at your side) to complement these efforts.



## Financial Mechanisms



FONAFIFO (PSA - CREDITS)  
FANAFIFO A Tu Lado (PSA Mujer y  
Crédito Mujer Rural)

Crowdfunding Mechanism  
(fund-raising mechanism directly  
from landing page and public -  
private partnership FUNBAM)

Source of financing: GDF (phase 1)

- 1) Regular resources from FONAFIFO
- 2) Green Development Fund (CCAD SICA UE)

FUNBAM- crowdfunding BIOFIN UNDP  
Source of Funding GDF (phase 2)

- 1) Fund - raising through people and companies through the landing page.
- 2) Public - private partnership signed with FUNBAM in the framework of Huella del Futuro.

Each mechanism is complementary according to the type of eligible funding as follows:

*Table 6. Financial Mechanisms and Complementarity of Financing*

FINANCIAL MECHANISM	ELIGIBLE DISTRICTS	ELIGIBLE PROJECTS ACCORDING TO PUBLIC OR PRIVATE OWNERSHIP
<b>Payment for Environmental Services Program (PES-FONAFIFO)</b>	Northern Zone with exception of 5 districts FDV	Reforestation, Rehabilitation and Protection of Forests and Agroforestry Systems in <b>Private Farms</b> in Biological Corridors, Prioritized Cantons Protection Zone, Asadas on private land or farms owed in National Parks
<b>EU SIICA Green Development Fund Project (2 cantons and 5 districts)</b>	Cantons of San Carlos and Los Chiles and in the Districts of Pocosol, Cutris Los Chiles, El Amparo and San Jorge.	Reforestation, Rehabilitation and Protection of Forests and Agroforestry Systems in <b>Private and Public Farms</b> in Biological Corridors, Prioritized Cantons
<b>Resources collected Crowdfunding Footprint of the Future (FUNBAM BIOFIN)</b>	North Zone	Reforestation of public areas: <ul style="list-style-type: none"> <li>-urban municipal</li> <li>-rural municipalities,</li> <li>-rights of way,</li> <li>-SINAC protected area</li> <li>-border mile,</li> <li>-important water areas (ASADAS and organizations providing drinking water services)</li> <li>-projects enabling<sup>2</sup> nurseries, forest fire breaks, etc.</li> </ul> Priority Cantons Protection Zone Asadas on private land National Parks

<sup>2</sup>Huella del Futuro Enabling Projects (complement between seed funds Footprint Campaign and FONAFIFO credit (FONAFIFO at your side) potential seeds, forest fire fighting brigades, women's association/strengthening organizations to develop nurseries.

# BUDGET AND FUNDING GAP

The following table shows the budget and possible financial sources for the project.

Table 5. Project Costs, Resources Mobilized and Financial Gap

DIMENSION	DETAILS - POSSIBLE SOURCE OF FINANCING	NUMBER OF TREES	AMOUNT NEEDED	AMOUNT CONFIRMED BY PARTNERS	PARTNER	SOURCE OF FUNDING FOR GAP	FINANCIAL GAP
Trees on public roads, urban corridors, water resource protection areas, ASADAS (public lands) fostering ecosystemic services	FDVII contributes with 10K trees + maintenance (\$4.3 each)	10.000	\$ 143.000,00	\$ -43.000,00	FDV II (GIZ + CAAD)	Crowdfunding	\$ 100.000,00
	FDVII contributes 50K trees	50.000	\$ 625.000,00	\$ 125.000,00	FDV II (GIZ + CAAD)	??	\$ 500.000,00
	Huella crowdfunding contribution	5.000	\$ 75.000,00	\$ -		Crowdfunding	\$ 75.000,00
Trees in agroforestry and silvopastoral systems (private lands) for connectivity and commercial	FDV I trees for agroforestry and agrosilvopastoral purposes	120.000	\$ 515.600,00	\$ 515.600,00	FDV I(GIZ + CAAD)	N/A	\$ -
Enrichment of secondary forests (private lands)	Huella crowdfunding contribution	15.000	\$ 225.000,00	\$ -		Crowdfunding	\$ 225.000,00
Crowdfunding and complementary strategic projects (ASADAS, public lands, strategic projects, forest fire protection areas, fences, nurseries, Brigades, seed collection)	Huella crowdfunding contribution	20.000	\$ 300.000,00	\$ -		Crowdfunding	\$ 300.000,00
<b>SUBTOTAL 1</b>		<b>220.000</b>	<b>\$ 1.883.600,00</b>	<b>\$ 683.600,00</b>			<b>\$ 1.200.000,00</b>
<b>Other expenses</b>							
Costs of personnel	person to support manager Huella del Futuro, 3 months	N/A	\$ 33.600,00	\$ 7.000,00	BROFIN, 3 months		
	Manager FDV 18 months			\$ 26.600,00	FDV/GIZ		\$ -
	Manager Transforma. Fondo de Carbono			\$ 15.250,00			
Administrative, legal arrangements	5% operation costs FUNBAM (crowdfunding and maintenance amount to platforms, fees on transactions)	N/A	\$ 60.000,00				\$ 60.000,00
	Overhead manager FDV		\$ 30.900,00	\$ 30.900,00	FDV /GIZ		
<b>TOTAL</b>			<b>\$ 1.977.200,00</b>	<b>\$ 717.200,00</b>			<b>\$ 1.260.000,00</b>

In summary, the Project has the following main partners, co-financing and expected gap to be raised from the crowdfunding mechanism.

Table 6. Financial gap to be collected for crowdfunding mechanism

TOTAL COST	\$ 1 977 200,00
CONFIRMED COFINANCE	\$ 822 200,00
<b>FINANCIAL GAP FOR INITIATIVE</b>	<b>\$ 1 260 000,00</b>
CROWDFUNDING GOAL TO ADDRESS GAP	\$ 760 000,00
OTHER SOURCES TO MOBILIZE FUNDING (EX, MINISTRY OF WORK)	\$ 500 000,00
COMMS STRATEGY GAP	\$ 65 000,00

The budget includes the financing costs associated with the definition of the communication strategy, landing page, management of social networks and financing of workshops and meetings already funded by BIOFIN UNDP and the costs of their maintenance and co-financing by FVS.

Each funding mechanism will have its own accountability mechanism, depending on its agreements and conditions.

# HUELLA DEL FUTURO COMBOS PACKAGES

## PRODUCT ARCHITECTURE

INTRO

### SIMPLE. LESS IS MORE

3 SPONSORSHIPS WITH ONLY ONE NAME: FOOTPRINT4OURFUTURE

SPONSORSHIPS AND CONTENTS

#### **My Footprint (Mi huella)**

RECIVE: a pre-recorded video of an influencer and the person who generated employment for him, where they will thank him for his contribution and where they can see symbolically how the donation was planted

#### **Our Footprint (Nuestra Huella)**

RECIVE: a pre-recorded video of an influencer and the person who generated employment for him, where they will thank him for his contribution and where they can see symbolically how the donation was planted

#### **Our Business Footprint (Nuestra Huella Empresarial)**

A thank you video.  
Branded content grid with 5 digital publications. Digital certificate.  
Sponsorship of Art Gallery

#### **Our Cosporate Footprint (Nuestra Huella Corporativa)**

A thank you video.  
International Influencer.  
Branded content grid with 10 digital publications.  
Piece of art signed by the artist and the protagonist.

200 JOBS AND 200.000 TREES PLANTED

VALUE

\$15 dollars  
1 tree  
5 years

\$150 dollars  
10 trees  
5 years

\$1.500 dollars  
100 trees  
5 years

\$15.000 dollars  
1000 trees  
5 years

# ANNEX 1. ELIGIBLE PROJECTS AND SELECTION CRITERIA FOR HUELLA DEL FUTURO CROWDFUNDING MECHANISM

## General aspects

Table 4. General Aspects Invitation for proposals for planting and maintenance projects Footprint of the Future

ORGANIZATION IN CHARGE OF THE INVITATION:	FUNBAM
ELIGIBLE ENTITIES:	<p><b>Communal axis:</b> Community-based organizations, collectives and consortiums.</p> <p><b>Private axis:</b> natural and legal persons</p>
GENERAL REQUIREMENTS:	<p>-Submit proposal during the period defined by the invitation and according to the guidelines.</p> <p>-Legal person in good standing or identification in force.</p> <p>-<b>For consortia:</b> attach a current cooperation agreement between organizations. The agreement should state which of the organizations would eventually receive the funds.</p>
PRIORITY GEOGRAPHIC AREA FOR 2020-2022	Northern strip, border cantons of the Northern Zone, Costa Rica, namely: La Cruz, Upala, Los Chiles, Guatuso, San Carlos, Río Cuarto, Sarapiquí, Pococí and the district of Peñas Blancas in San Ramón.
AMOUNT AVAILABLE:	Maximum \$40,000 per proposal
DEADLINE FOR PROJECT EXECUTION:	<p><b>Tree-planting stage:</b> until September 2022</p> <p><b>Maintenance:</b> until December 2026..</p>
STRATEGIC LINES:	<p>See project categories.</p> <p>Projects for connectivity, conservation and regeneration of ecosystems and timber production</p>

## Category of activities to be supported by Huella del Futuro

Huella del Futuro will be a program that can support tree planting, maintenance and care projects by funding activities in the following categories:

Table 5. Details of the categories proposed for activities funded by the Huella del Futuro program.

AXIS	CATEGORY	DESCRIPTION
COMUNAL	1. Trees on public roads	Fruit trees, and with flowers. Emblematic trees of the area
	2. Trees in urban corridors (public lands)	Fruit and flowering shrubs, emblematic species prioritized to revitalize public spaces and enhance biological connectivity, pollination.
	3. Trees in areas of water importance and riverine forests	Trees for regeneration of direct and indirect recharge zones, river protection area.
	4. Maintenance crews	Hiring of exclusive personnel for the maintenance of trees in public areas
	5. Community brigades for fighting forest fires	Support for training, purchase of equipment and hiring of personnel to form part of forest fire fighting brigades.
PRIVATE (NATURAL AND LEGAL PERSONS)	6. Trees in agroforestry and silvopastoral systems (private lands) for connectivity purposes	Native trees important for wildlife both as support and food
	7. Trees in agroforestry and silvopastoral systems (private lands) for timber production	Timber trees with economic potential
	8. Pure forest plantations (private land)	Timber trees with economic potential
	9. Enrichment of secondary forests (private land)	Native wood trees with economic potential

## Profile of eligible beneficiaries/proponents

### Communal axis

- Community-based organizations: ASADAS, Federations, Leagues and Unions (FLU) of ASADAS, ADI (Indigenous Development Associations), educational centers (schools, high schools, Professional Technical Colleges, universities found in the region), producers' associations, cantonal agricultural centers, Local Committees of ASP (protected wildlife areas), Local Committee of Biological Corridors, NGOs, foundations or similar bodies.
- Consortia of organizations, groups and individuals with current agreements in force.
- Proven experience and/or training: organizations that produce reforestation material, plant trees and/or are in charge of maintenance

### Private Axis

- Natural or legal persons.
- Consortia of natural or legal persons with agreements in force.
- To be the owner of the land where the project will be carried out or to have a lease contract registered in the Land Registry or a rental contract.

## Weighting criteria for evaluating initiatives and proposals

The projects that present proposals to be financed by funds raised through the crowdfunding mechanism will be evaluated by weighing the following criteria: technical, impact, trajectory of the organization, human development index, empowerment of women, community partnerships and counterpart evaluation.

## Indicators of success

Projects can define their own indicators according to the proposed results framework, always considering also incorporating goals with the following macro indicators of the Footprint of the Future program:

- Intervened area (Ha) with trees that survive after 5 years.
- Number of trees that survive after 5 years.
- Number of direct and indirect green jobs generated.

## Direct work strategy for other types of partners

Community-based organizations that already work in the Northern Zone could get involved with partners who are implementing Huella del Futuro funds to obtain:

- Preferential access to genetic material
- Technology transfer
- Access to educational resources via web page and App

## Program Stages

It is recommended to engage the educational institutions from the beginning, in this case those specialized in the area (technical and university level), as well as the interested citizen organizations, in order to have volunteer labor at all times. The need for labor is combined with the need for learning.

The technical stages into which the projects supported by Huella del Futuro would be divided include:

1. Selection of the area or spaces to be planted with trees.
2. Selection of species.
3. Germination stage.
4. Soil preparation and planting.
5. Maintenance

## Creative Strategy and Crowdfunding Communication Campaign

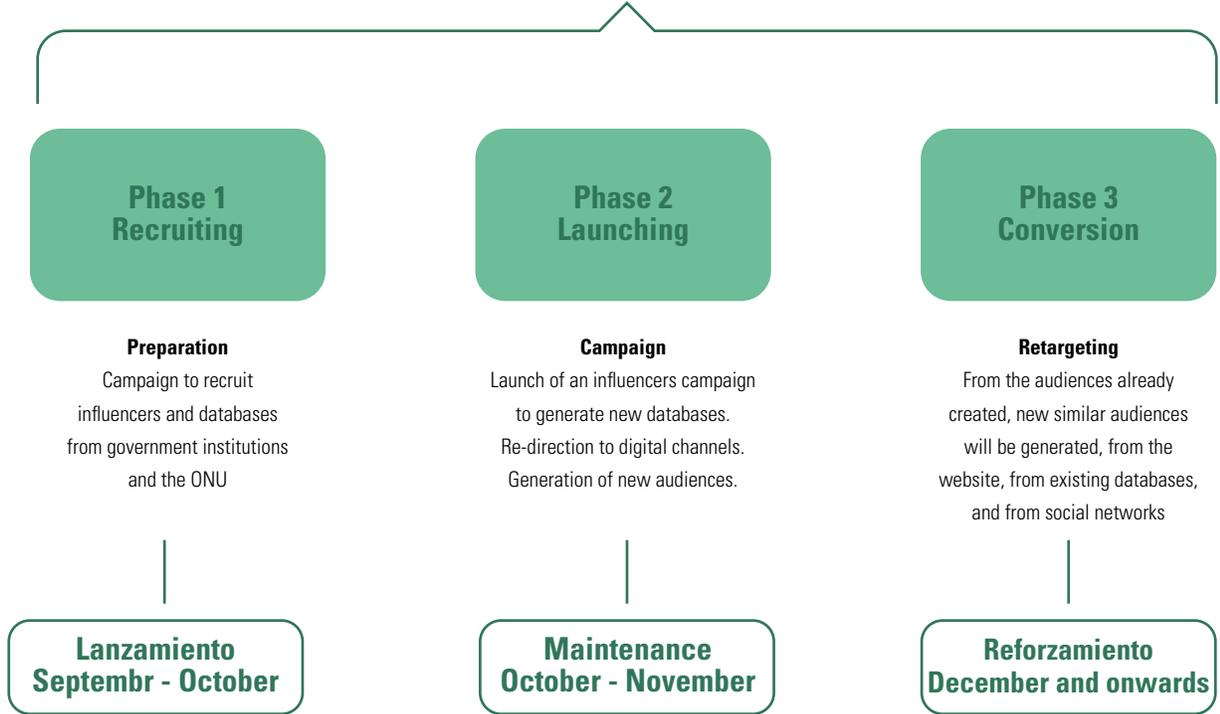
**Marketing objective to raise** \$ 700,000 dollars, in addition to FVD donations, and co-financing (500,000 to be raised for wages) for the planting and care of 200,000 trees in the northern zone during a period of five years, through contributions, donations and sponsorships from government entities, NGOs, private companies and the general public, whether of Costa Rican or international origin. General Communication Objective.

To raise awareness among audiences about the vital importance of rebuilding our future hand in hand with nature: a greener, more supportive, inclusive and sustainable future.

Key Concepts: Emotional Reward. Environmental awareness as a generator of jobs. In addition to the environmental sensitivity that will awaken the reforestation of the northern zone, it is of vital importance in these times to highlight within the framework of the campaign the generation of more than 150 jobs and what this will impact on the families and communities of the northern zone.

Creative Concept: The name of the program is an excellent brand concept, to which is added a call for key action to dimension the importance of the immediacy of the action. SOW TODAY, YOUR FOOTPRINT OF THE FUTURE

We are considering 3 strategic phases



## ARCHITECTURE OF THE AUDIENCES

### WE HAVE 4 LARGE GROUPS OF AUDIENCES

INTRO

AUDIENCES

CONTACT CHANNELS

#### Local Companies

Private companies oriented to improve their ecological status: Ecological flag and carbon neutrality.

LINKEDIN  
PROGRAMMATIC

#### International Companies.

Companies in markets of interest with past conversions that have a neutral footprint within their credentials.

LINKEDIN  
TWITTER  
PROGRAMMATIC

#### Local Investors

Costa Ricans with an interest in preserving the environment. Foreign residents in general

FACEBOOK  
INSTAGRAM  
SEARCH

#### International Investors

Costa Ricans with purchasing power who are living abroad

FACEBOOK  
INSTAGRAM  
SEARCH

## ARCHITECTURE OF MEDIA

### FROM THE BEGINNING OF THE CAMPAIGN, THE CREATION OF OUR OWN AUDIENCES IS FUNDAMENTAL

INTRO

AUDIENCES

CONTACT CHANNELS

#### Programmatic

Audiences interested in creating an ecological footprint

#### Databases

Use existing and new clients to build new audiences

#### Website

Create audiences from visitors to our information channels

#### Social Media

Create audiences of people who have interacted and shown interest in social networks

PROGRAMMATIC + RETARGETING

### **Target audience:**

See Architecture of the Audiences

### **Launching period:**

- Date to be confirmed (pre-campaign)
- Date pending (launch) 24 September 2020
- International Launch mid-October 2020
- Launches and activations during the year of the campaign

### **Digital Platforms Crowdfunding Campaign:**

- Classy (UNDP Crowdfunding Platform)
- Landing page: [www.footprints4ourfuture.cr](http://www.footprints4ourfuture.cr) [www.huellasdelfuturo.cr](http://www.huellasdelfuturo.cr)
- English and Spanish
- Geospatial Viewer

### **Messages:**

Clear, simple messages will be used that evoke feelings and the human side of things, as well as the need as a country to take a greener path as part of rebuilding after the impacts of the pandemic and decarbonizing with a gender perspective.

The target audiences are very different from each other, so a package of offerings will be generated for each of these audiences (national, international, companies) as well as general messages that encompass the entire objective of the campaign.

It is expected that there will be several powerful CTA that will encourage people to enter the landing to donate or to add their footprint of the future.

Also, it is expected that they will propose us ambassadors (influencers) not only in the environmental part but also in the investors' part. An example of a potential ambassador: Malpaís

### **Media:**

Social Networks (Facebook, Instagram, Twitter, LinkedIn). As much as possible, differentiated content will be generated for each platform, for its message style and audience, and not just replicated. For example, on Instagram we will give more strength to the Stories, or that the type of images that are shared are more experiential.

Traditional media: Radio, TV, Newspapers.

### **Impact Packages Huella del Futuro Contribution Packages for Crowdfunding**

To address the funding gap, the following Impact Packages have been developed (see fully linked communication strategy).



**HUELLA**  
DEL FUTURO



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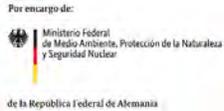




Photo: Giancarlo Pucci / PNUD Costa Rica



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