

## **Call for Proposal**

### **Feasibility Study of Sustainable Ecotourism Village Model in Bali**

#### **A. Background Information**

The required investment for funding the Sustainable Development Goals (SDGs) has been estimated to be US\$4.5 trillion per year. The Official Development Assistance is not sufficient to implement this agenda. The financing gap required for the SDGs is only 1.1 percent of the estimated value of global capital markets, which calls for exploring new global partnerships and innovative sources of finance to leverage private investments alongside official development assistance.

Global initiatives from some international financial institutions have been made to support sustainable development. Some of the initiatives are the Rio Declaration; the Equator Principles (EP) that is implemented by 70 financial institutions committed not to give loan to projects if debtor candidate does not comply with the prevailing social and environmental regulations and to follow procedures stipulated in EP; and United Nations Environment Programme Finance Initiative (UNEP-FI), which has been established since 1972 and until 2013 has more than 200 members from financial institutions.

UNDP Indonesia has been exploring various ways to mobilize resources among others strategizing Islamic Funds for SDGs and matching private sector fund including financial institutions by engaging with local and institutional partners such as Badan Amil Zakat Nasional (BAZNAS), the Financial Services Authority (Otoritas Jasa Keuangan, OJK), University, and the Ministry of Finance to strengthen the collaboration between these institutions to advance innovative finance to support the effective implementation and achievement of the SDGs.

Indonesia is currently one of the 17 mega-biodiverse countries in the world, having 17 percent of the world wildlife. It's 17,000 islands are home to a high variety of species, including many endemic types. This emphasize the potential of natural and cultural resources for livelihood of the people. In this context, there is great opportunity for supporting community who depends their livelihood from natural and cultural resources and benefited from these assets without harm the environment through sustainable tourism or commonly term as ecotourism.

For Indonesia, tourism business contributes a revenue of US \$ 10,761.0 million with the number of international tourist arrivals as much as 10.406.759 tourists in 2015. Travel and tourism industry GDP amounted to US \$ 28,208.9 million and there were 3.5 million jobs in the tourism sector. With increasing numbers of foreign visitor arrivals (both tourists and foreign businessmen) in combination with +5 percent GDP growth and investment growth, there is growing awareness of tourism model that seek more community-based, less waste, resource efficient and preservation of biodiversity.

Bali is the most popular island tourism destination and known for the home to an ancient culture, warm hospitality, exotic temples and natural places. However, its tourism development is uneven which lead to economic disparity across region. The Indonesian Hotel and Restaurant Association (PHRI) Bali recorded a total of 120,000 hotel rooms across Bali at the end of 2015, most of which were located in southern Bali.

Regulation on sustainable finance implementation for Financial Institutions, Listed Companies and Public Companies (POJK 51/2017) guided financial institution to implement sustainable finance in various area including sustainable tourism. The integration of financial institution to support ecotourism business will allow community to gain new insight and capacity, extend coverage of financial product and services leading to improve financial literacy. This approach requires joint effort and cooperation from stakeholders i.e., government, private, university and financial institutions.

#### **B. Scope of Services, Expected Outputs and Target Completion**

The service organization will take the lead in developing a compelling, evidence-based feasibility study under guidance from Project Manager Biodiversity Financing (BIOFIN) Project, Financial Service Authority/Otoritas Jasa Keuangan (OJK) and other potential donors. The service organization will bring to the programme design process from previous experience, developing and writing successful integrated,

multi-sectoral approach to the problem and presenting systematically with concise recommendation. It is desirable that the SC also brings a core understanding of issues relating to job creation, livelihoods, financial literacy and socio-cultural sectors.

To deliver this aim, the objectives are to develop:

- A completed draft with a comprehensive ecotourism business plan that can significantly contribute to poverty alleviation, promote sustainable consumption and production, improve financial literacy, protecting nature including addressing biodiversity threats — based on primary and secondary data findings or analysis. This should be developed with involvement from UNDP, OJK, and other partners/stakeholders as identified during the consultancy.
- Final drafts of all business plan proposal-related documents as per identified donor requirements (including, but not limited to: brief project proposal for each target village, budget, and role arrangements between OJK, BIOFIN, and other partners.

**Table 1. Expected Outputs**

<b>No</b>	<b>OUTPUTS</b>	<b>Activities/Scope of Works</b>	<b>Estimated number of working days</b>	<b>Review and Approvals Required (Indicate designation of person who will review output and confirm acceptance)</b>
1	Conduct preliminary study	1. Identify key stakeholders 2. Desk review on social, economic and environmental situation of ecotourism area 3. Outline full scope of ecotourism business plan 4. Develop detail work plan	5	UNDP Indonesia, BIOFIN Indonesia Project Manager, Fiscal Policy Agency of the Ministry of Finance, Senior Technical Advisors in Global BIOFIN Team
2	Analysis of existing and potential of ecotourism	1. Assessment of scope of sustainable ecotourism 2. Analysis of existing successful ecotourism business in the location or nearby and compare with the potential ecotourism plan 3. Develop draft analysis of existing and potential of ecotourism plan 4. Prepare final draft Analysis of existing and potential ecotourism plan	10	UNDP Indonesia, BIOFIN Indonesia Project Manager, Fiscal Policy Agency of the Ministry of Finance, Senior Technical Advisors in Global BIOFIN Team
3	Analysis of market condition and financial cost	1. Conduct analysis including defining target market, spending habit of target market, the potential and projected income of ecotourism and outlining marketing strategy 2. Conduct analysis of resource required for the plan, the source of resources, realistic revenue flow, financial break-even and financial risk 3. Conduct and facilitate in depth interview or	15	UNDP Indonesia, BIOFIN Indonesia Project Manager, Fiscal Policy Agency of the Ministry of Finance, Senior Technical Advisors in Global BIOFIN Team

No	OUTPUTS	Activities/Scope of Works	Estimated number of working days	Review and Approvals Required (Indicate designation of person who will review output and confirm acceptance)
		workshop to support market condition analysis with expert and stakeholders 4. Referring to the workshop result, and cost benefit analysis develop marketing strategy for ecotourism		
4	Formulation of feasibility study and technical proposals for ecotourism business	1. Develop draft technical documents describing core elements of viable ecotourism business 2. Prepare final technical proposals	10	UNDP Indonesia, BIOFIN Indonesia Project Manager, Fiscal Policy Agency of the Ministry of Finance, Senior Technical Advisors in Global BIOFIN Team
5	Develop communication materials (fact sheet, summary reports, recommendations, and policy briefs.)	1. Develop fact sheet/ brochure and infographic on ecotourism Plan 2. Develop summary report on feasibility of ecotourism plan 3. Develop policy brief of ecotourism Plan	5	UNDP Indonesia, BIOFIN Indonesia Project Manager, Fiscal Policy Agency of the Ministry of Finance, Senior Technical Advisors in Global BIOFIN Team

### **C. Institutional Arrangement**

- The Service organization will have close supervision and coordination with Biofin Project Manager UNDP and Financial Service Authority to build feasibility of ecotourism;
- The Service organization will interact, liaise with other BIOFIN stakeholders, i.e.: Ministry of Finance, Development Planning Agency (BAPPENAS), Ministry of Environment and Forestry, and LIPI;
- The Service organization will report to the BIOFIN National Project Manager of UNDP Indonesia; and Senior Technical Advisors in Global BIOFIN Team.
- The payment will be made to the at each payment schedule, upon technical clearance and approval of the satisfactory submission of results from BIOFIN National Project Manager of UNDP Indonesia; and Senior Technical Advisors in Global BIOFIN Team.

### **D. Duration of the Work**

The assignment will cover for approximately 45 working days within 2 months, from November to December 2018. Detail estimate time table is presented in Table 2.

The timetable has considered lead time needed by the BIOFIN National Project Manager of UNDP Indonesia; and Senior Technical Advisors in Global BIOFIN Team to review outputs, provide feedback and certify on the outputs/workdone. Delay on the completion of the work might affect total budget approved unless it is due to reasons beyond the selected organization's control.

### **E. Location of Work**

The selected organization will work in Bali, in coordination with Project Management Unit (PMU) Biofin which is based at Centre Climate Finance and Multilateral Policy, Fiscal Policy Agency, Ministry of Finance. They shall responsible for its own logistic arrangements for necessary field work, reflected in the financial proposal.

## **F. Qualifications of the Successful Service Provider at Various Levels**

### **Institutional Qualification:**

- Two years of work experience in the area of economic of environment/natural resources management/biodiversity, business and management, institutional arrangements, accountability and coordination mechanisms for environment/natural resources management/biodiversity.
- Two years experiences in providing policy and strategy advisory services for government institutions.
- Have experiences working with the Government of Indonesia and/or at environment/natural resources management biodiversity finance would be an advantage.
- Have knowledge on Indonesian key policies related to environment/natural resources management/biodiversity finance and management effectiveness of protected areas.

## **G. Scope of Proposal Price and Schedule of Payments**

A result-based budget proposal shows amount required to achieve each output and a breakdown of cost of inputs for each activity to be carried out for a given output should be submitted. The budget should also specify cost component items, i.e: professional fees, travel, living allowances, etc.

The schedule of payment will be made as per following timetable

<b>No</b>	<b>Expected Deliverables and Indicators</b>	<b>Target Date</b>	<b>Payment (%)</b>
<b>1.</b>	1 <sup>st</sup> payment: upon signing of contract	13 Nov 2018	30 %
<b>2.</b>	2 <sup>nd</sup> payment shall be made upon submission of satisfactory outputs and approval by UNDP and Implementing Partner on the following: a. preliminary study b. Analysis of existing and potential of ecotourism c. Analysis of market condition and financial cost	30 Nov 2018	30%
<b>3.</b>	3 <sup>rd</sup> payment shall be made upon submission of satisfactory outputs and approval by UNDP and Implementing Partner on Formulation of feasibility study and technical proposals for sustainable ecotourism village	20 Dec 2018	20%
<b>4</b>	4 <sup>th</sup> payment shall be made upon submission of satisfactory outputs and approval by UNDP and Implementing Partner on Develop communication materials (fact sheet, summary reports, recommendations, and policy briefs.)	31 Dec 2018	20%

### **I. Criteria for Selecting the Best Offer**

Proposal will be selected on the basis of technical (70%) and financial (30%) assessments. The technical assessment will review the following:

<b>Summary of Technical Proposal Evaluation Forms</b>		<b>Score Weight</b>
1.	Expertise of Firm / Organization	30%
2.	Proposed Methodology, Approach and Implementation Plan	40%
3.	Management Structure and Key Personnel	30%
<b>TOTAL</b>		<b>100%</b>

Technical Proposal Evaluation Form 1		Score Weight
<b>Expertise of the Firm/Organization</b>		
1.1	Reputation of the Organization and its capability to implement the task including quality assurance procedure for the final product	10%
1.2	Relevance of: <ul style="list-style-type: none"><li>- Specialized Knowledge</li><li>- Experience on Similar projects in the region</li><li>- Working experience with international donors</li></ul>	20%
<b>TOTAL</b>		<b>30%</b>

Technical Proposal Evaluation Form 2		Points Obtainable
<b>Proposed Methodology, Approach and Implementation Plan</b>		
2.1	Have the important aspects of the task been addressed in sufficient detail?	10%
2.2	Is the conceptual framework adopted appropriate for the task?	10%
2.3	Is the scope of task well defined and does it correspond to the TOR?	10%
2.4	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	10%
<b>TOTAL</b>		<b>40%</b>

Technical Proposal Evaluation Form 3		Points Obtainable
<b>Management Structure and Key Personnel (Minimum Requirement)</b>		
No	Description	Score
3.1	Team Leader	10%
	-PhD 6 years experiences or Master 8 years experiences	
	- Experiences in nature conservation and strategic planning for biodiversity	
	- Substantive experience in Economics of biodiversity.	
	- Language Qualifications: well versed in English. Indonesia language (Bahasa) ability is an advantage	
3.2.	Senior Specialist	10%
	-Master 8 years experiences or Bachelor 6 years experiences	
	- Relevant knowledge in Biodiversity policy, economic, institutional arrangements, accountability and coordination mechanisms for biodiversity; government and institutional roles on biodiversity	
	- Language Qualifications: well versed in English. Indonesia language (Bahasa) ability is an advantage	

3.3.	Support Assistant	10%
	- Bachelor 3 years experiences	
	- National professional experiences and networks in the areas of biodiversity finance and PA management	
	- Knowledge of Indonesia	
	- Language Qualifications: well versed in Bahasa and fluent in English.	
	<b>TOTAL</b>	<b>30%</b>

The institutional assessment will analyse the institutional profile as described in the narrative and the supporting documentation provided. The organization could propose additional experts with clear qualifications and scope of works to ensure quality and timely submitted of the outputs. The financial assessment will assess the value for money expected to be achieved for the result with budget proposed.

The UNDP on behalf of the Implementing Partner/Ministry of Finance will select based on Combined Scoring method – where the qualifications and methodology will be weighted a maximum of 70%, and combined with the price offer which will be weighted a maximum of 30%.

#### **J. Recommended Presentation of Proposal**

Given the attached Terms of Reference, the candidate should submit technical and financial proposal form as provided in Section 6 and Section 7.

#### **Where and When**

Applicants are expected to submit proposals via email to: [bayuni.shantiko@undp.org](mailto:bayuni.shantiko@undp.org); [liza.martiananda@undp.org](mailto:liza.martiananda@undp.org) and must be submitted by English language

**The deadline for submission of the Project Proposal is on 8 November 2018 at 17.00 hrs (GMT+7).**

Project Proposals received after the deadline will not be considered.