



TERMS OF REFERENCE:
SOUTH AFRICAN OCEANS ECONOMY INNOVATION CHALLENGE

Location: South Africa

Application Deadline: 31 May 2022

Category: Accelerator Lab

Language Required: English

Duration of Assignment: 7 months

1. BACKGROUND & CONTEXT

The world is increasingly acknowledging the importance of oceans in maintaining ecological balance, combating climate change, providing livelihoods, and as an unchartered area for innovation application. The Ocean Economy is focused on protecting and restoring the ocean resource base and marine health, as well as opening areas for new sustainable economic activity.

South Africa's coastline is approximately 3900km and has an Exclusive Economic Zone of approximately 1.5 million square kilometres. South Africa is one of the most marine biodiverse countries in the world with the third highest level of endemism¹. The ocean is rich with untapped living and non-living resources that could contribute to economic growth and job creation, while also leading to greater sustainability and the protection of marine ecosystems.

Currently the oceans economy contributes only 2% to Gross Domestic Product (GDP). However, the Department of Forestry, Fisheries and Environment has estimated that the oceans economy has the potential to contribute up to R177 billion (approx. \$35 billion)² to GDP by 2033 and create approximately 1 million jobs. South Africa has a comparative advantage in this sector which it has yet to begin fully leveraging and exploring.

¹<https://www.biofin.org/south-africa#:~:text=South%20Africa%20ranks%20as%20the,deserts%2C%20estuaries%20and%20marine%20systems.>

² <https://www.dffe.gov.za/projectsprogrammes/operationphakisa/oceanseconomy>



Government has begun implementation of an Oceans Economy initiative under Operation Phakisa with a focus on: Marine transport and manufacturing activities; Offshore oil and gas exploration; Aquaculture; Marine protection services and ocean governance; Small harbours; and Marine and coastal tourism.

Though this provides an established action plan for unlocking the oceans economy, there is growing concern that this will result in the exclusion of small-scale fisheries and coastal communities, as well as concern regarding the focus on mineral and gas extraction which prioritises economic growth without considering environmental sustainability.

There is little known regarding existing innovations and SMMEs in the oceans economy, as well as pathways for growth and enterprise development. This project will address this gap through a National Oceans Economy Innovation Challenge which will surface innovations and entrepreneurs within the ecosystem and create a community of practice for a thriving oceans economy.

This project will contribute to unlocking the oceans economy by building on three core pillars:

- Innovation to accelerate the achievement of the Sustainable Development Goals and increase impact in the delivery of development;
- Entrepreneurship to contribute to economic growth, job creation, and the diversification of the economy;
- Connection to bring together actors in the ecosystem to enhance collaboration, knowledge sharing, and network creation to leverage existing activities to enable growth of the industry.

2. SCOPE, TASKS AND EXPECTED DELIVERABLES

This assignment requires the engagement of an implementing partner to plan, launch, manage, and deliver a National Oceans Economy Innovation Challenge, including related deliverables as described below.

As this is a relatively undeveloped sector in South Africa, broad parameters for the thematic focus will be utilised to ensure we surface innovations that we may not have knowledge of, as well as use the challenge to gain a better understanding of the enterprise landscape and innovation ecosystem in this sector.

As such, the challenge will be open to all innovators and enterprises operating in the “Oceans Economy” which can be defined as the sustainable use of ocean resources for economic growth, job creation, and

improved livelihoods, while preserving the health and sustainability of the ocean ecosystem. Enterprises and innovators whose core functions align to the above definition will be eligible to apply. For example, this will apply to sectors such as aquaculture and fisheries, marine tourism, transport and manufacturing, renewable energy, marine protection, and others.

Specific tasks include the following:

1. Design and launch the National Oceans Economy Innovation Challenge;
 - 1.1. Develop co-branded content to launch the challenge;
 - 1.2. Promote the challenge through digital channels, targeted media, and broad networks;
 - 1.3. Capture and report on all applications, related data, and lessons learned.
2. Assess and evaluate applications to the challenge
 - 2.1. Design evaluation criteria, co-creating priority areas with partners and industry experts;
 - 2.2. Assess applications;
 - 2.3. Identify highest ranking enterprises and solutions to provide a pipeline for future investment.
3. Establish an Oceans Economy network and community of practice
 - 3.1. Identify technical experts, industry professionals, entrepreneurs, and other key actors across the private, public, civil society, and academic sectors to join the Oceans Economy network;
 - 3.2. Establish and maintain an online community engagement platform to foster collaboration and knowledge sharing across the network;
 - 3.3. Actively engage with local actors within coastal communities;
 - 3.4. Identify and recruit industry experts to join the advisory board for the challenge.
4. Develop content to raise awareness regarding the oceans economy
 - 4.1. Produce audio and video podcasts with industry experts to discuss the solutions, opportunities and challenges within the oceans economy;
 - 4.2. Capture inspirational stories of entrepreneurs in the oceans economy;
 - 4.3. Unpack the needs, opportunities and potential to grow and scale entrepreneurship in the oceans economy;
 - 4.4. Scope and model interventions and opportunities that could scale South Africa's oceans economy;
 - 4.5. Identify critical stakeholders to enable the growth and scale of blue economy markets.

Phase 2 of this project will focus on the scaling of selected entrepreneurs and innovations and represents in-kind support from the selected implementing partner. In this second phase, UNDP will work closely with the implementing partner to jointly mobilise resources for selected entrepreneurs. The number of entrepreneurs selected for additional support will be based on the number of applications received through the innovation challenge, and will be decided by the partners at the close of the challenge.

*To be noted regarding the selection of entrepreneurs: UNDP operates with a core value of Leaving No One Behind, and as such at least 50% of selected entrepreneurs will be female, and 30% youth (18 – 35 years old). Preference will be given to applicants from previously disadvantaged backgrounds and persons with disabilities.

*All content and material produced through the project will be co-branded according to the UNDP Brand Manual and will include the logos of all relevant partners.

Find below a breakdown of the expected deliverables and tranche allocations:

DELIVERABLE	DESCRIPTION	PAYMENT (% of total contract value)
1. Inception Phase		
1.1. Inception meeting	UNDP will organise the inception meeting. Implementing partner to present a preliminary approach at the inception meeting.	
1.2. Draft Inception report	Implementing partner to submit an inception report incorporating the discussions in the inception meeting.	
1.3. Final inception report	Implementing partner to present a final inception report, incorporating input from project stakeholders	30%
2. National Oceans Economy Innovation Challenge		
2.1. Design the challenge	Design including all co-branded materials and content, identify relevant stakeholders and platforms for promotion, and develop relationship with key actors in the sector.	

2.2. Launch the challenge	Provide reports monitoring application numbers and initial quality assessments, as well as reach of challenge	
2.3. Close the challenge	Providing reports on all applications disaggregated by specified demographic data, as well as reporting on insights and lessons learned through the process	
2.4. Assess applications	Co-create evaluation criteria with UNDP and other relevant partners; Identify highest ranking enterprises and solutions to provide a pipeline for future investment; Provide report with a summary of evaluation process and profiles of selected entrepreneurs	40%
3. Oceans Economy Network		
3.1. Network identification and selection	Identify technical experts, industry professionals, entrepreneurs, and other key actors across the private, public, civil society, and academic sectors to join the Oceans Economy network; Identify and recruit industry experts to join the advisory board for the challenge.	
3.2. Establish Online Platform	Establish and maintain an online community engagement platform to foster collaboration and knowledge sharing across the network; Publish relevant content on platform.	
4. Awareness and Knowledge Development		
4.1. Content development	Produce audio and video podcasts with industry experts to discuss the solutions, opportunities and challenges within the oceans economy; Capture inspirational stories of entrepreneurs in the oceans economy.	
4.2. Insights for scale	Unpack the needs, opportunities and potential to grow and scale entrepreneurship in the oceans economy and capture for publishing and dissemination.	
5. Reporting		
5.1. Final Report	Produce final report capturing all relevant information and insights from the inception to closure of the project. The report will draw on lessons learned through the project and will additionally include scoping and modelling interventions and opportunities to scale South Africa's ocean economy, as well as identifying	30%

	critical stakeholders to enable the growth and scale of ocean economy markets.	
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Specific timelines will be determined after contracting and during the inception phase of the project, however the following are envisioned:

DELIVERABLE	TIMELINE
1. Inception Phase	June 2022
2. National Oceans Economy Innovation Challenge	June – July 2022
3. Oceans Economy Network	June – August 2022
4. Awareness and Knowledge Development	June – September 2022
5. Final Report	September 2022
Joint resource mobilisation for scale / replication / development of enterprises	September – December 2022

3. EVALUATION CRITERIA

The evaluation of proposals will be conducted according to UNDP procurement rules. A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 100% in the evaluation of the technical proposals.

The technical proposal will be evaluated based on the following criterion:

Selection criteria	Score (total 100)
Proposed Work Plan and Approach: <ul style="list-style-type: none"> The scope of work is well defined and responds to the TOR; The proposal is clear, the sequence of activities and the planning are logical, realistic and promise efficient implementation to the project, within prescribed timelines; The approach will result in quality and depth of deliverables. 	40
Expertise of organisation submitting proposal demonstrates the following: <ul style="list-style-type: none"> The project leader and team have knowledge and expertise in the required thematic areas as per the TOR, namely innovation, entrepreneur support, and enterprise development; 	30

<ul style="list-style-type: none"> The organisation should demonstrate experience in scaling and / replicating enterprises, including access to networks of investors. 	
The organisation demonstrates the necessary capacity and network for broad promotion of the innovation challenge as well as dissemination of content produced.	15
The application includes supporting evidence demonstrating success in similar assignments.	10
The organisation has worked with UNDP before, and successfully delivered on project activities.	5

4. REPORTING

The Service Provider will be appointed through UNDP processes.

The Service Provider will report to the UNDP Accelerator Lab designated focal point who will provide general oversight and overall supervision of the Assignment.

The Service Provider is required to work closely with UNDP designated staff and the UNDP Communication Analyst. The Service Provider is required to be pro-active in taking the lead in direct engagements with the above-mentioned UNDP personnel. The Service Provider is required to participate in-person/virtually during meetings as required.

During the inception meeting, which UNDP will convene, the service provider is expected to present the project implementation plan, a detailed work approach and associated timelines. Clarifications can be provided and elaboration on the expected deliverables will be exchanged. UNDP will provide the necessary raw material and information to the Service Provider, as and where needed.

UNDP is responsible for making payments and administration associated with contract management.

Any proposed deviations from the original project implementation plan shall be communicated via written email.

The project report (s) must be concise and submitted in electronic format in English.

5. RESPONSE FORMAT

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated. The vendor will be hired on a UNDP contract.

Interested organisations must submit the following documents/information as part of their application:

1. Technical Proposal:



- 1.1. Provide a motivation explaining why the organisation is the most suitable for the work.
- 1.2. Provide a brief methodology on how the company will approach and conduct the work.
- 1.3. Provide a work / activity plan that will ensure achievement of project objectives/TOR.
2. Summarised Curriculum Vitae of project team members including past experience in similar and or related projects;
3. Evidence of successfully implementing similar projects, for example project reports;
4. All-inclusive (including VAT) financial proposal, indicating consultancy fee (South African Rand) and a breakdown of expenses (unit price together with any other expenses) related to the assignment. The proposal must incorporate all the costs including travel etc. for the service provider to achieve the required deliverables (*TO BE SUBMITTED SEPERATELY TO THE OTHER SECTIONS OF THE APPLICATION).

Applicants are required to submit their technical and financial proposals to **through mail** bid.pretoria@undp.org on or before the 31st May 2022.