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## TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF A NATIONAL CONSULTANT

### GENERAL INFORMATION

**Services/Work Description:** Assessment of Ecotourism feasibility for the off-reserve areas around the Atewa Forest enclave

**Project/Program Title:** Fostering Reforestation, Environmental Sustainability and Tourism in the Okyeman Area (FOREST Okyeman): Accelerating the SDGs through a multi-stakeholder, community-based approach to sustainable livelihoods and wellbeing

**Duty Station:** Accra, Ghana

**Expected Places of Travel:** Kyebi, Akyem Abuakwa

**Duration:** 50 working days (within 5 months)

**Expected Start Date:** 1 October 2022

### I. BACKGROUND / PROJECT DESCRIPTION

The FOREST Okyeman project is an initiative that seeks to use the human security approach to facilitate the acceleration of the UN sustainable development goals in Akyem Abuakwa. The project aims to achieve this by providing a sustainable means of addressing key interconnected challenges on forest degradation in the area relating to economic, environmental, political, educational, nutrition and health insecurities.

One of the means by which the project plans to attain its objectives is through the set up of sustainable community-led natural resource management tools. In Ghana one such key tool is the Community Resource Management Area (CREMA) concept. The CREMA mechanism, as applied in Ghana, is a natural resource management and landscape-level planning tool for community initiatives. It was developed by the Wildlife Division of the Forestry Commission to support community resource management in off-reserve areas. CREMA creates the platform that offers communities a right to manage and benefit economically from their natural resources.

The CREMA concept represents a profound policy shift that affords communities, land owners and land users an opportunity to govern and manage forest and wildlife resources within the boundaries of the CREMA, for direct and indirect socio-economic benefits. It is denoted by a geographically defined area endowed with sufficient resources where the people had organized themselves for sustainable management of their natural resources. Though it was originally aimed at encouraging local people to integrate wildlife management into their farming and land management systems as a legitimate land-use option, it can be broadened to compass other biodiversity issues based on the landscape approach.

A key way to sustain CREMAs, over time, is the incorporation of strong and viable financially sustaining components during their set up. In most places where CREMAs have thrived, eco-tourism has been seen to be a key driver of success. Especially since community based tourism ventures aim to ensure that members of local communities have a high degree of control over the activities taking place, and a significant proportion of the economic benefits accrue to them.

In this regard, the project would like to engage the services of a national consultant with requisite expertise in the ecotourism to explore the potential in the Atewa enclave and how it can help sustain community-led natural resource management.

### **Objective of the Assignment**

The purpose of the consultancy assignment is to conduct a feasibility study for a community-based ecotourism business model and investment strategy which supports the conservation the Atewa Forest Reserve with a plan on how any potential identified can be harnessed. Specifically, the study would assess the features and natural resources (both renewable and non-renewable) of the area through:

1. the philosophy of enhancing on intrinsic and inner values;
2. the protection of natural areas, benefiting local communities,
3. strengthening properties of local cultures,
4. enhancing job creation and preventing immigration,
5. saving non-renewable resources,
6. providing opportunities for local partnerships,
7. environmental education and in other words proper development and protection of the environment and cultural heritage.

In addition, provide an action plan of how the potential aspects identified would be utilized to drive traffic and generate revenue for the area and the proposed CREMA.

## **II. SCOPE OF WORK AND EXPECTED DELIVERABLES**

The Consultant will undertake this assignment in close consultation with the UNDP Ghana Country office, Okyeman Environment Foundation, A Rocha Ghana, the Ghana Tourism Authority (especially the local office the project area or the Eastern Region) and the Project Coordination Unit at Kyebi.

### **Specific Tasks**

- Assess the feasibility in economic, social, and environmental terms of community-based ecotourism business model for the enclave around the Atewa Forest
- Develop a community-based (or CREMA-led) ecotourism business model using a design thinking and human security approach.
- Develop an implementation plan for the community-based ecotourism business model

### **Deliverables**

- 1. Inception Report:** The Consultants will clearly articulate how they would complete the tasks, 3 weeks after signing of contract.
- 2. Ecotourism feasibility report:** reflecting inputs and comments of on any draft versions.
- 3. Community-based ecotourism business model and plan:** reflecting inputs and comments on draft versions

<b>No.</b>	<b>Deliverables / Outputs</b>	<b>Estimated deadline</b>	<b>Review and Approvals Required</b>
1	Inception Report	3 weeks upon signing the contract	UNDP, OEF and A Rocha Ghana
2	Ecotourism feasibility report	2.5 months upon signing the contract	UNDP, OEF and A Rocha Ghana
3	Community-based ecotourism business model and plan	5 months upon signing contract	UNDP, OEF and A Rocha Ghana

A proposed timeline of activities should be submitted as part of a detailed work plan in the proposal to be submitted by interested applicants.

### **III. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS**

- Duty station: Home based
- The Consultant will report to the UNDP Ghana's Deputy Resident Representative. On a day to day basis, they will liaise with the UNDP Forest Specialist and the FOREST Okyeman Project Coordinator.
- Payments will be made upon satisfactory delivery of output and acceptance and confirmation from UNDP on output delivered.

### **IV. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC**

- The Consultants will be given access to relevant information necessary for execution of the tasks under this assignment;
- The Consultants will be responsible for providing their own working station (i.e. laptop, internet, phone, etc.) and must have access to reliable internet connection.
- UNDP will handle the organization of the in-person training needs associated with this assignment in collaboration with OEF, A Rocha Ghana and the consultant. All in-person meetings will be organized while strictly adhering to COVID-19 safety protocols in line with national guidelines.

### **V. DURATION OF THE WORK**

- The work requires 50 working days (including community visits) between October 2022 and March, 2023.

### **VI. REQUIRED QUALIFICATIONS OF THE ORGANIZATION**

The assignment will be undertaken by a national consultant and is expected to meet the following qualifications:

#### **Experience**

- Advanced Degree (Masters or a PhD) in Natural Sciences, Social Sciences, Business Administration, Natural Resource Management or any other related field.
- **5 years'** experience with establishing and developing adventure/eco/cultural tourism experiences or working with business models for community-based natural resources management schemes would be an advantage.
- Knowledge of relevant international tourism market trends and demands, and preferably knowledge of the tourism sector in Ghana and particularly the Akyem Abuakwa traditional area.
- Demonstrated experience working with the UN or communities.

#### **Functional Competencies:**

- Comprehensive understanding of community-based natural resource models and functional requirements
- A track record of delivering successful consultancy service in a timely manner
- Ability to multi-task and have good time management skills
- Strong analytical aptitude, communication and presentation expertise.

#### **Core Competencies:**

- Demonstrates integrity by modeling the UN's values and ethical standards;
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favoritism; and
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment

### **VII. EVALUATION CRITERIA**

The technical proposal shall demonstrate clearly how the Consultant intends to carry out the assignment. The detailed implementation plan will include an outline of the implementation strategy, conceptual framework and approach, as well as monitoring and reporting framework/format.

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (especially professional fees and any others applicable cost). Any anticipated local travel costs will be included in the proposal of the national consultant.

The Consultant will be evaluated based on a cumulative analysis taking into consideration the combination of the qualifications, experience and competencies. A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposals prior to any price proposal being considered and compared. The Financial Proposals will be considered only for proposals that passed or attained the minimum technical score in the evaluation of the Technical Proposals. The technical proposals are evaluated on the basis of its responsiveness to the TOR.

For proposals to be considered technically compliant, the average technical evaluation score must exceed the minimum as show below.

No	Description	Minimum Score required	Maximum score required
1	Technical proposal	50%	70%
2	Financial proposal	N/A	30%

The award of the contract shall be made to the Consultants after the offer has been evaluated and determined as:

- Responsive/compliant/acceptable;
- Having been deemed to meet both technical and financial criteria related to the scope of works, and
- Technical Criteria - 70% of total evaluation; Financial Criteria - 30% of total evaluation

**Technical criteria (70%) :**

Weightings and criteria that would be applied in order to evaluate technical and financial proposals are shown below.

Criteria	Weight	Max. Point
<b>Technical Competence (based on Company Profile, CV, Proposal and interview (if required))</b>	<b>70%</b>	100
<ul style="list-style-type: none"> <li>• Advanced Degree (Masters or a PhD) in Natural Sciences, Social Sciences, Business Administration, Natural Resource Management or any other related field (20 points)</li> </ul>		20
<ul style="list-style-type: none"> <li>▪ 5 years' experience with establishing adventure/eco/cultural tourism experiences or working with business models for community-based natural resources management schemes would be an advantage. (20 points)</li> <li>▪ Knowledge of relevant international tourism market trends and demands, and preferably knowledge of the tourism sector in Ghana and particularly the Akyem Abuakwa traditional area. (25 points)</li> <li>▪ Demonstrated experience working with the UN or communities. (15 points)</li> </ul>		60

▪ Methodology and approach to achieving deliverables		20
<b>Financial (Lower Offer/Offer)*30</b>	<b>30%</b>	30%
<b>Total Score</b>	<b>Technical Score + Financial Score</b>	

### VIII. PAYMENT MILESTONES AND AUTHORITY

The Consultant shall receive their lump sum service fees upon certification of the completed task satisfactorily, as per the following payment schedules:

<b>Installment of Payment/ Period</b>	<b>Deliverables or Documents to be Delivered</b>	<b>Approval should be obtained</b>	<b>Percentage of Payment</b>
3 weeks upon signing the contract	Inception Report	Yes	20% of total contract sum
2.5 months upon signing the contract	Ecotourism feasibility report	Yes	40% of total contract sum
5 months upon signing contract	Community-based ecotourism business model and plan	Yes	40% of total contract sum

### IX. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the Consultant under the assignment shall become and remain properties of UNDP.

**This TOR is prepared by:**

**Name:** Ayirebi Frimpong

**Designation:** Forest Specialist

**Signature:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_

**This TOR is reviewed by:**

**Name:** Stephen Kansuk

**Designation:** Cluster Lead (Environment and Climate Change)

**Signature:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_

**This TOR is approved by:**

**Name:** Sukhrob Khoshmukhamedov

**Designation:** Deputy Resident Representative

**Signature:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_