



Terms of Reference
**Exploring and evaluating viable and innovative financial mechanisms for reef
restoration in the MAR region and for the Emergency Fund**

Mesoamerican Reef Rescue Initiative

1. Introduction

The Mesoamerican Reef Fund (MAR Fund) is a regional environmental fund whose primary goal is to protect the Mesoamerican Reef Ecoregion shared by Belize, Guatemala, Honduras, and Mexico. Its mission is to enable innovative, transnational solutions to critical Mesoamerican Reef issues through providing meaningful, long-term financial support and trustworthy reef management advice so that future generations can enjoy and benefit from a thriving reef system.

It was established by four pre-existing environmental funds, one from each country in the region:

- Protected Areas Conservation Trust (Belize),
- Fundación para la Conservación de los Recursos Naturales y Ambiente en Guatemala,
- Fundación Biosfera (Honduras), and
- Fondo Mexicano para la Conservación de la Naturaleza.

The founding members have provided their technical, administrative and financial capabilities to make the MAR Fund operational. This regional fund builds on the existing structures, experiences and knowhow, looking for the most efficient and effective arrangement to attain its objectives. The founding funds comprise the MAR Fund's Board of Directors, in addition to a representative of the regional Central American Commission on Environment and Development (CCAD), notable conservation experts from each participating country, and international collaborators and donors.

It is registered in the United States as a 501 (c) (3) tax-exempt charitable organization. Although it is legally established outside the Mesoamerican Reef region, its purpose is to provide sustainable funding for conservation in the ecoregion. A MAR Fund chapter was registered in Guatemala City, where the coordinating office is established, in August of 2014.

Thanks to the generous support of the German Government through the KfW, a specific sub-account of €7 Million has been established within the MAR Fund endowment for the Reef Rescue Initiative. The objective of the initiative is to increase the resilience and ability to recover of the Mesoamerican Reef -and of the environmental and cultural services it provides- through capacity building, regulations, economic incentives and financial sustainability required for effective and timely restoration.

Under this initiative, reef restoration is addressed through two approaches: a. Continuous Restoration and b. Emergency Response.

Four key strategies guide the initiative:

1. To ensure sustainable long-term funding for continuous and emergency restoration through the establishment of an Emergency Fund and other innovative mechanisms such as, for example, creating insurance mechanisms for reefs;
2. To support and develop reef restoration and rehabilitation in the region;
3. To develop alternative sources of income and new employment opportunities for local communities, based on resource conservation, and
4. To promote the commitment of governments from all four countries in the region through the development of policies and regulations aimed at facilitating the restoration of the reefs.

This innovative enterprise will be carried out by the Mesoamerican Reef Fund (MAR Fund) and the Central American Commission on Environment and Development (CCAD), with the participation of the four countries that share the reef system: Belize, Guatemala, Honduras and Mexico; which conform the Technical Supervisory Committee (TSC).

Among the activities that the TSC will implement to promote this Initiative are, formulating a Fundraising Plan and exploring and evaluating viable and innovative financial mechanisms for reef restoration in the MAR region, and to capitalize on the Emergency Fund.

2. Background

The Emergency Fund will be housed within the MAR Fund. It should be progressively increased until it is fully capitalized at \$1,000,000. The activities initially proposed for the long-term sustainability of the Emergency Fund include, among others: **a)** explore and implement innovative financial mechanisms to secure funding for reef restoration and for emergency response; **b)** raise additional funding for the Emergency Fund by leveraging the Reef Rescue Initiative as match; and **c)** reach agreements with member governments to use part of the income received from fines for coral reef damage to the Emergency Fund.

3. Objective of the consultancy

Explore, evaluate and propose viable and innovative financial mechanisms to ensure sustainable financing for reef restoration in the MAR region, and to capitalize the Emergency Fund.

3.1 Specific Objectives

1. Defined viable mechanisms at regional level and how they will operate to strengthen the Emergency Fund.
2. Carry out conversations with potential donors, and with the actors that will be part of the mechanisms to be proposed, and determine the feasibility of such mechanisms.

3. Evaluate mechanisms that incorporate the participation of the private sector, especially those activities that depend on healthy reefs for their business model (e.g. hotels, diving businesses, yacht charters, others)
4. Propose innovative strategies for meaningful and long-term financial support for reef restoration in the MAR region and for the Emergency Fund.
5. Develop, for the viable mechanisms, the procedures for their establishment, the contacts, and the requirements to carry them forward, and budget. For the viable mechanisms identified, provide at least one follow-up meeting with potential donors and the Initiative Coordinator.

4. Main tasks and responsibilities of the consultant

1. Develop a Fundraising Plan for reef restoration in the MAR region, with viable strategies by donor, and a timetable for its implementation.
2. Propose innovative but feasible financial mechanisms to raise funds and define how they will operate to support reef restoration activities, and to capitalize the Emergency Fund.
3. Establish contacts with potential fund sources and initiate conversations with key actors to implement the mechanisms.
4. Elaborate at least four proposals for fundraising, and initiate negotiations with possible funding sources.
5. Develop a database of potential fund sources/donors.
6. Coordinate with the Reef Rescue Initiative's Coordinator the development of activities of this consultancy.
7. Attend to an initial planning meeting with MAR Fund's Reef Rescue Initiative Coordinator.
8. Attend to the review and follow-up meetings, at the request of MAR Fund.
9. Assure the capture of information and timely delivery of products.
10. Others that are required for the successful development of this consultancy.

5. Expected products of the consultancy

1. Fundraising Plan for reef restoration in the MAR region, with viable strategies by donor, and a timetable (or Gantt diagram) for its implementation.
2. Database with potential funding sources/donors, including a description and contact information.
3. Document describing the innovative financial mechanisms and how they will operate to strength reef restoration and the Emergency Fund. Include the technical, economic-financial, legal and sustainability conditions of the proposed mechanisms, as well as the strategies for their implementation, and potential actors involved.

4. A document that lists and describes potential donors and key actors at the regional level to contribute to the implementation of financial mechanisms for reef restoration and emergency response.
5. Four proposals -duly organized- to raise funds for reef restoration in the MAR region, and a report with the results of the negotiation initiated.
6. Report of the consultation process, including lessons learned, sources of information and actors interviewed.

6. Duration of the Activity

The consultancy will be carried out in a period of 6 months, upon the date of signing the contract.

The duration of the contract includes the compilation and analysis of information, preparation of documents, meetings, elaboration and delivery of the final products specified in these terms of reference.

7. Workplace

The consultant's office in her/his country of residence.

8. Organization and implementation of activities

The monitoring and follow up of this activity will be carried out through MAR Fund's Reef Rescue Initiative Coordinator.

The final products will be reviewed by the Coordinator, by the Executive Director of MAR Fund, and by the Supervisory Technical Committee.

9. Delivery of products

The documents will be prepared in MS Word Office format, in English and Spanish. Figures and photographs must be prepared in JPG format at 300 dpi.

The documents will be sent properly organized and labeled via File transfer (FTP), to cruiz@marfund.org.

10. Payments

The payments will be disbursed as follows:

Products		Payment
1	• Signing of the contract and work plan	30%
2	• Fundraising Plan for reef restoration in the MAR region, with viable strategies by donor, and a timetable (or Gantt diagram) for its implementation.	40%

	<ul style="list-style-type: none"> • Database with potential funding sources/donors, including a description and contact information. • Document describing the innovative financial mechanisms and how they will operate to strength reef restoration and the Emergency Fund. Include the technical, economic-financial, legal and sustainability conditions of the proposed mechanisms, as well as the strategies for their implementation, and potential actors involved. • A document that lists and describes potential donors and key actors at the regional level to contribute to the implementation of financial mechanisms for reef restoration and emergency response. 	
3	<ul style="list-style-type: none"> • Four proposals -duly organized- to raise funds for reef restoration in the MAR region, and a report with the results of the negotiation initiated. • Report of the consultation process, including lessons learned, sources of information and actors interviewed 	30%

11. Qualifications

1. Individual consultant or consulting firm with specific training in financial planning, strategic planning, marketing, economics, or other similar to those required in these terms of reference.
2. Proven experience in the formulation and implementation of financial mechanisms.
3. Demonstrable experience in fundraising.
4. Ample understating of conservation, natural resources and environmental topics.
5. Experience working in the MAR Region is an asset.
6. Proven ability to produce documents in Spanish and English.
7. Leadership and ability to interact with diverse actors.
8. Bilingual (Spanish-English)

12. Documentation required

1. Technical proposal describing the methodology for achieving the products of the consultancy. Include a timetable of activities.
2. Maximum 2-page essay describing the experience of the consultant or proposing company, in English and Spanish. Highlighting their experience on topics similar to those described in these terms of reference.
3. Curriculum Vitae of the lead consultant.
4. Resume or CV of the backstopping staff.
5. Financial proposal with the estimated budget for the development of the consultancy
6. Attach a document/publication in English and Spanish prepared by the consultant in relation to the subject of the consultancy.

13. Deadline and contact

Send the required information to Claudia Ruiz cruiz@marfund.org and to Luisa García (lgarcia@marfund.org), no later than the September 11th, 2017.