



Terms of Reference

Consultancy for the Mesoamerican Reef Rescue Initiative

Success stories of the local businesses implementing coastal-marine conservation in the MAR Region Phase I

1. Introduction

The Mesoamerican Reef Fund (MAR Fund) is a regional environmental fund whose primary goal is to protect the Mesoamerican Reef Ecoregion (MAR) shared by Belize, Guatemala, Honduras, and Mexico. Its mission is to drive regional funding and partnerships for the conservation, restoration, and sustainable use of the Mesoamerican Reef.

The MAR Fund is carrying out the Mesoamerican Reef Rescue Initiative (RRI). 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.

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 reefs.

The Reef Rescue Initiative is carried out by the MAR Fund, with the support of the Central American Commission on Environment and Development (CCAD), with the participation of the four countries that share the Mesoamerican Reef System. The implementation and advances of the RRI is supervised by Technical Supervisory Committee –TSC-, which is represented by MAR Fund, the CCAD and the biodiversity and natural resources agencies of the four countries of the MAR.

2. Objective of the consultancy

Develop success stories of the local businesses that support the coastal-marine conservation in the MAR Region.

3. Area of intervention

The project area is limited to the Mesoamerican Reef System -MAR-, shared between Mexico, Belize, Guatemala and Honduras.

4. Main tasks and responsibilities of the consultant

- a. Identify and contact the local business, by country, that in the MAR carry out productive activities related to coastal marine conservation (e.g. coral reef conservation and restoration, aquariums, recreation activities, scientific expeditions, snorkeling, conservation diving, volunteer and others).
- b. Build a data base (in Excel format) of the local businesses and private initiatives contributing to reef conservation and restoration.
- c. Develop and validate with the Reef Rescue Initiative Coordinator the methodology that will be implemented to achieve the tasks described in items **a.** and **b.** of this section.
- d. Elaborate eight (8) success stories, two by country. The minimum content will be discussed with MAR Fund team and the TSC.
- e. Develop and lay out **one** factsheet, for distribution, summarizing the success stories found in the MAR.
- f. Maintain communication with the Reef Rescue Initiative coordinator and MAR Fund's technical team.
- g. Conduct online interviews with the local businesses, in each country.
- h. Develop one, executive very well organized, Power Point presentation with the main results of the consultancy and the key aspects of the success stories found.

Note: Activities will be conducted online and through desk revision. No travel or mobilization are considered for this consultancy.

5. Expected products of the consultancy

1. Workplan of the consultancy, including timeline and proposed methods to carry out the consultancy.
2. Data base, in Excel format, in English, well organized, by country, of the local businesses and private initiatives contributing to coastal marine conservation and reef restoration.
3. Eight (8) success stories identified, two by country, in word document, in both languages (English and Spanish). The minimum content will be discussed and approved by MAR Fund and the TSC.
4. One factsheet, in Word format, very well laid out, in English and Spanish, summarizing the success stories found (in both languages, English and in Spanish).
5. One executive presentation summarizing the results of the consultancy and key points of the success stories found (both English and in Spanish).

6. Duration of contract

The consultancy will be conducted in two months, from the day of signing the contract.

7. Workplace

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

8. Oversight

The monitoring and follow up of this activity will be carried out by the MAR Fund's Reef Rescue Initiative Coordinator. The final products will be reviewed by the RRI Coordinator and will required the RRI Technical Committee approval.

9. Reports submission and format

All products must be delivered in electronic format only, via email to the Reef Rescue Initiative Coordinator (cruiz@marfund.org) and copy Magda Lares (mlares@marfund.org)

10. Payments and deliverables

Payments will be made upon reception and full acceptance of the final version of products as follows:

Payment	Product	Amount (%)
1	6. Workplan, in English or Spanish, of the consultancy, including timeline and proposed methods to carry out the consultancy.	30%
2	<ul style="list-style-type: none">• Data base, in excel format, in English, well organized, by country, of the local businesss and private initiatives contributing to coastal marine conservation and reef restoration.• Eight (8) success stories identified, two by country, in Word document, in both languages (English and Spanish).	40%
3	<ul style="list-style-type: none">• One factsheet, in Word format, very well layed out , sumaryzing the success stories found (in both languages, English and in Spanish).• One executive presentation summarizing the results of the consultancy and key points of the success stories found (both English and in Spanish).	30%

11. Key qualifications

- a. Professional, with minimum of 3 of experience working in the MAR Region.
- b. Desireable experience working in the tourism sector.
- c. Desirable work experience in conservation and coastal marine resources.
- d. Proven capacity in the preparation of written materials for the effective communication of results.
- e. Proven capacity in analyzing and systematizing information.
- f. Bilingual (English and Spanis)
- g. Technical-scientific leadership, and ability to interact with a diversity of actors
- h. Available to travel conduct online interviews within the MAR region.

12. Documentation required

- a. Technical proposal in MS Word that describes the methodology to carry out the consultancy and schedule of activities (in English or Spanish).
- b. Economic proposal with detailed budget for the development of the consultancy in American dollars (in English or Spanish)
- c. Resumé or short version of the CV of the main consultant and support staff (if any).
- d. Letter of Interest indicating its experience in the topics relating to these Terms of Reference

13. Deadline and contact

Send the required information to Claudia Ruiz cruiz@marfund.org with copy to Magda Lares mlares@marfund.org, no later than May 18th, 2020.