



Terms of Reference

Consultancy

Documenting Success Stories on Coastal-Marine Conservation in the MAR Region

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 Mexico, Belize, Guatemala, and Honduras. Its mission is to drive regional funding and partnerships for the conservation, restoration, and sustainable use of the Mesoamerican Reef.

The MAR Fund implements the Mesoamerican Reef Rescue Initiative (RRI), which is a long term project whose primary goal is to increase the resilience and ability to recover of the Mesoamerican Reef -and of the environmental and cultural services it provides-, by helping to develop the human capacity, regulatory environment, local economic incentives and financial sustainability required to carry out sound, effective and timely science-based coral reef conservation and restoration.

This innovative project is carried out with the support of the Central American Commission on Environment and Development (CCAD in Spanish), with the participation of a Technical Supervisory Committee -TSC-, which is represented by MAR Fund, the CCAD, and the biodiversity and natural resources agencies of the four MAR countries.

2. Objective

MAR Fund and the RRI Technical Supervisory Committee (TSC) are looking for a consultant to identify and write success stories about the local businesses collaborating and participating in coastal marine conservation in the MAR region.

3. Area of intervention

The project is circumscribed to the MAR region.

4. Key tasks and responsibilities of the consultant

1. Identify private initiatives or local businesses that carry out productive activities related to the use and conservation of coastal marine resources in the MAR (e. g., coral reef conservation, coral reef restoration nurseries, aquariums, recreation activities, scientific expeditions, snorkeling, conservation diving, community volunteer activities regarding restoration and tourism, and others).
2. Create a directory that includes the technical information of identified private initiatives/local businesses, who also agree to be part of the directory as future contacts and exchange experiences.
3. Identify at least four (ongoing) success stories of private initiatives/local businesses supporting coastal marine resource conservation in the MAR.
4. Develop the selecting criteria for success stories.
5. Develop briefs for each of the four identified success stories in the MAR region.
 - The MAR Fund team and the TSC will discuss the minimum content of documents. The content to be considered must include adaptation measures carried out by private businesses due to COVID-19 and how they are planning to continue supporting conservation efforts.
6. Develop and submit an executive fact sheet, carefully outlining the identified success stories and highlighting their key aspects.
7. Summarize the information gathered during the consultancy in an executive and organized PowerPoint presentation.
8. Prepare a final report of the consultancy, including results, conclusions, and recommendations.
9. Deliver all the products duly written in English or Spanish. MAR Fund will translate the documents (see section 9 of this ToR).
10. Revise the translations of final drafts to ensure that the content is accurately consistent with the original language.
11. Develop the methodology to fulfill the tasks described in these ToR and obtain the approval of the Reef Rescue Initiative Coordinator.
12. Conduct the necessary interviews and communications in each country to gather information to support this consultancy.
13. Hold coordination and follow-up meetings with MAR Fund.

Note: All activities for this consultancy will be conducted online and through desk revision. Due to the COVID-19 contingency, this consultancy will not require traveling unless it is extremely necessary and under viable conditions.

5. Deliverables

The consultant will deliver the following products in English or Spanish:

1. A Word document describing the timeline and proposed methodology for consultancy activities.

2. A directory organized by country (Excel format only) listing local business/private initiatives contributing to coastal marine conservation (highlighting reef conservation activities).
3. Four (4) Word documents describing the four (4) identified success stories. MAR Fund and the TSC will discuss the minimum content and approve it.
4. One (1) fact sheet in Word format, carefully outlining the identified success stories, including their key aspects.
5. Final report of the consultancy in Word format, including results, conclusions, and recommendations.

The consultant will deliver the following product in English and Spanish:

1. One executive PowerPoint presentation summarizing the consultancy results and key points of the identified success stories.

6. Duration of contract

The consultancy has a duration of four (4) months from the signing of the contract.

7. Workplace

The consultant will work independently from their office in their country of residence.

8. Oversight

MAR Fund's RRI Coordinator will monitor and follow up on this activity. The RRI Coordinator will review the final products, which will require TSC approval.

9. Submission and format of reports

- All products must be delivered in electronic format only via email to the Reef Rescue Initiative Coordinator (cruiz@marfund.org), including a copy to Claudia Ocaña (cocana@marfund.org).
- All products must be delivered in Office format (Word, Excel, PowerPoint). PDFs or other formats incompatible with Office will not be accepted.
- Diagrams and images must be submitted separately in JPG format at 300 dpi.

Note: MAR Fund will translate the documents submitted in English or Spanish by the consultant once they have been approved in the original language.

10. Payments and deliverables

The maximum amount for this consultancy is US\$ 6,000 including fees and taxes incurred by the consultant.

Payments will be made upon reception and complete acceptance of the agreed products, as follows:

Payment	Deliverables	%
1	1. A Word document describing the timeline and proposed methodology for the consultancy activities.	20%
2	1. An Excel database, organized by country, of the local business/private initiatives contributing to coastal marine conservation (highlighting reef conservation activities). 2. Four (4) Word documents describing the four (4) identified success stories. MAR Fund and the TSC will discuss the minimum content and approve it.	40%
3	1. One (1) fact sheet carefully organized in Word format outlining the identified success stories, including their key aspects. 2. One executive PowerPoint presentation summarizing the consultancy results and key points of the identified success stories. 3. Final report of the consultancy, including results, conclusions, and recommendations.	40%

2. Key qualifications

1. Minimum of three (3) years of professional experience in the MAR region.
2. Desirable experience working in the tourism sector.
3. Desirable work experience in environmental topics, natural resources conservation, and coastal marine resources.
4. Fieldwork experience working with various sectors in the MAR region.
5. Proven capacity in effective written communication of results.
6. Proven capacity to analyze and systematize information.
7. Excellent communication skills both in English and Spanish.
8. Technical-scientific leadership and ability to interact with a diversity of stakeholders and sectors in the MAR.
9. Availability to conduct online interviews within the MAR region.
10. Availability to travel within the MAR.

3. Required documentation

1. Technical and financial proposal, including methodology and timeline for the consultancy. Maximum eight pages in English or Spanish. **In Word format only.**
2. Letter of interest highlighting the experience relevant to this consultancy.
3. Résumé of the principal consultant and backstopping team (if any), describing their relevant experience to this consultancy. Maximum three pages.
4. At least three work references indicating their work experience in the MAR.

4. Application deadline

Send the required documentation to Claudia Ruiz at cruiz@marfund.org, including a copy to Claudia Ocaña at cocana@marfund.org, no later than **September 28th, 2021**.