Market and Economic Analyses on Financial sustainability of Protected Areas and its Landscapes within the Amazon Biome

TERMS OF REFERENCE

Unit Background

IUCN is the world’s oldest and largest global environmental organisation. In South America the Regional Office (IUCN-Sur) was established in 1991 in Quito, Ecuador. Together with more than 100 member organizations and nearly 1,000 volunteer scientists on its Commissions, IUCN-Sur has been working for more than 20 years on the implementation of projects for the sustainable management and conservation of biodiversity and natural resources in the region.

IUCN-Sur is recognized as a leader in the strengthening of regional networks, the generation and dissemination of information, and the promotion of conservation strategies and policies. In addition, it has played an important role in assisting national governments and civil society organizations with the development of public policies, supporting and advising decision-making processes, and promoting the implementation of actions for sustainable development. The Union is regionally recognized as a convening organization due to its capacity to facilitate multi stakeholder dialogue by bringing together academics, field practitioners, and governmental, non-governmental and multilateral organizations, including the private sector.

Project Background

The Amazon biome covers 6.7 million km² and is spread over eight countries and one territory. It covers the largest contiguous tropical forest on the planet, with an unequalled diversity of species, habitats, and ecosystem functions that are critical to the regional and global climate dynamics. The Amazon is today increasingly threatened by logging, cattle ranching, agriculture, infrastructure and mining. The negative effects of these activities coupled with poor planning and weak governance are aggravated by the impact of climate change.

The second Latin American congress of protected areas (Bariloche, 2007) was carried out with the aim to establish networks and ecological systems of protected areas at all levels, with particular emphasis on a regional approach. The event included the Amazon as a pilot case to complement national systems and as means for seeking representativeness through different conservation efforts. Subsequently, in the meeting held in Mexico (2008), the Latin American technical cooperation network of national parks and other protected areas of fauna and flora (REDPARQUES), considered searching for dialogue opportunities at subregional level, as priority when implementing the protected areas work plan. According to them, the Amazon Biome has been highlighted as one of the priority subregions.

In this sense, with the leadership of REDPARQUES and under supervision of WWF, IUCN and the Secretariat of the Convention on Biological Diversity (CBD), the "Ecosystem-based Conservation Vision for the Amazon Biome" was built. As part of the implementation of the protected areas work plan at regional level, the process also enabled the participation of directors and technicians, belonging to the protected area systems of Amazonian countries, in meetings and discussions. As a result of this work, an action plan to strengthen the protected area system of the Amazon Biome was approved at the Nagoya COP (2010).
In order to implement this action plan, REDPARQUES and its partners have been formulating and managing initiatives at the regional level that promote the consolidation of the regional technical cooperation network and contribute to conservation through the strengthening of the protected area system. The Amazonian Protected Areas Integration (IAPA) Project is financed by the European Union, coordinated by the Food and Agriculture Organization of the United Nations (FAO), and implemented by three initiatives: the United Nations Environment Program (UN), the International Union for the Conservation of Nature (IUCN), and the World Wildlife Fund (WWF). The project seeks to increase the resilience of the ecosystem to the effects of climate change, while maintaining the provision of goods and services that benefit biodiversity, communities and local economies.

One of the objectives of the project is to strengthen REDPARQUES. This will be done by: providing information on the analysis of the Biome's vulnerability to climate change, implementing local actions and contributing to local planning instruments. In regards to protected areas, this project aims to strengthen its governance, financial sustainability, conservation and management.

In order to be able to systematize lessons learned and experiences exchanged at the biome level, two priority conservation landscapes have been selected. These landscapes are:

- The northern landscape, located on the triple border of Ecuador, Colombia and Peru, which includes the protected areas "Cuyabeno Fauna Production Reserve" in Ecuador, "La Paya Natural National Park" in Colombia and "Güeppi-Sekime National Park" Communal reserves "Huimekí" and "Airo Pai" in Peru. The landscape benefits from a very important regional articulation established. The Trinational Program is an initiative at the Amazonian border to integrate conservation and sustainable development in the protected area corridor of Colombia, Ecuador and Peru, located in the watersheds of the Putumayo, Napo and Caquetá rivers. The purpose of the Trinational Program is to generate a coordinated regional management model for conservation and sustainable development, which in turn allows management of protected areas and their areas of influence in areas such as: control and monitoring; research and monitoring; promotion of ecotourism and environmental goods and services; zoning and regulation of uses of protected areas; training and strengthening of local and national teams.

- The southern landscape, located on the triple border between Bolivia, Peru and Brazil, which includes the "Manuripi Amazon National Wildlife Reserve" in Bolivia, "Alto Purús National Park" and "Purús Communal Reserve" in Peru; and finally, the "Cazumbá-Iracema Extractivist Reserve" and the "Chandless State Park" – both in Brazil. The landscape is characterized by an important mosaic of protected areas and indigenous territories responsible for conservation of extensive areas of native forests. These areas not only have great importance for biodiversity but also for thousands of people that rely on provision of ecosystem services.

In order to contribute to the financial sustainability of these target landscapes, the project requires a consultancy that must work in an articulated way and in close collaboration with the national focal points of the two landscapes mentioned above, with the coordination of REDPARQUES and with the implementing partners of the project.
Consultancy Objectives

The consultancy’s main objective is to undertake a market analysis and economic feasibility study regarding the financial sustainability of protected areas (PAs) and their surrounding settlements in both target landscapes: North and South. In the northern region the economic activity to be assessed is the tourism, while in the South emphasis shall be given to the development of a brand that unifies the sustainable non timber forest products (SNTFP) of the region under a common denomination of origin. Therefore, the following specific objectives were established:

A. North target landscape (tourism):

A1. Conduct a market study to identify in quantitative and qualitative terms, for each PA and surrounding settlement, attractive factors to the tourism sector – so that the region improves its conditions to become a touristic route in the future. This study will include basic aspects of a market study such as: market segmentation, target market and its needs, market competition, market establishment barriers, and legal aspects;

A2. Undertake an economic feasibility study (EFS) to demonstrate the net benefit of the establishment of a strong and well-structured touristic route in the northern landscape to both: selected protected areas and their surrounding settlements.

A3. Design a strategy to strengthen the tourism component in the northern landscape and to implement a touristic route in 2018. This strategy has to include the project’s implementing team, and local stakeholders/partners.

A4. Develop indicators to measure the implementation success of the strategy (process indicators) and indicators to measure the impact of the strategy once it is implemented (impact indicators).

B. South target landscape (SNTFP brand):

B1. Conduct a market study to analyse the quantitative and qualitative aspects regarding the establishment of a strong brand, which unifies all SNTFP produced in the region, under a common denomination of origin. The study must be carried out for both the selected protected areas and their surrounding settlements, so that the trade of SNTFP is strengthened, therefore, contributing to the financial sustainability of the southern target region.

B2. Undertake an economic feasibility study (EFS) to demonstrate the net benefit of the establishment of a strong brand of SNTFP in the southern landscape. The study must include the protected areas selected for the region and their surrounding settlements.

B3. Design a strategy to develop, implement and communicate the brand, which aims to unify all SNTFP produced in the southern landscape under the same origin. This strategy has to include the project’s implementing team, and local stakeholders/partners.

B4. Develop indicators to measure the implementation success of the strategy (process indicators) and indicators to measure the impact of the strategy once it is implemented (impact indicators).
Activities

a) Participate in planning and strategic meetings with Project IAPA staff (FAO, IUCN, WWF, PNUMA) and specialists hired to provide technical support;
b) Develop a working plan to be discussed and approved with the IUCN staff;
c) Coordinate interviews (Skype) with the IUCN staff, local stakeholders, partners and consultants hired by the Project to gather first ideas, insights and expectations about the development of the financial sustainability strategies;
d) Conduct field visits (as needed and respecting funds availability) to the two landscapes in order to have direct contact with local stakeholders, especially through bilateral meetings previously scheduled;
e) Carry surveys to gather available information and data to subsidize analyses;
f) Define main challenges, opportunities and recommendations for deploying a successful financial sustainability strategy for both target landscapes, including PA and their surrounding settlements;
g) Consolidate one detailed technical report for both target region. The report must describe main definitions, results (graphic records are desirable), challenges, opportunities and recommendations;
h) Present of results for project partners in two specific sessions (one in each target landscape) at local level (in Spanish).
i) Provide technical support to IUCN staff to consolidate successful institutional arrangements needed to implement the financial sustainability plans;

Deliverables

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<th>Products</th>
<th>Language and File Format</th>
<th>Due Dates</th>
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<tr>
<td>1. Draft version of technical report for target region North describing main definitions and results about both studies: market and economic feasibility. The report must also include the financial sustainability strategy highlighting the challenges, opportunities and recommendations related to its implementation. Indicators to monitor the success of the strategy have to be described as well;</td>
<td>Spanish – Word Document (approximately 30 pages)</td>
<td>30th March, 2018</td>
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<tr>
<td>2. Draft version of technical report for target region South describing main definitions and results about both studies: market and economic feasibility. The report must also include the financial sustainability strategy highlighting the challenges, opportunities and recommendations related to its implementation. Indicators to monitor the success of the strategy have to be described as well.</td>
<td>Spanish – Word Document (approximately 30 pages)</td>
<td>30th March, 2018</td>
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<td>3. Presentation with the main topics of the technical report</td>
<td>Spanish – PDF and PowerPoint Document</td>
<td>15th April, 2018</td>
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<td>4. Final version of technical report including for each target region:</td>
<td>Spanish – Word and PDF Document (approximately 100 pages)</td>
<td>30th April, 2018</td>
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<td>- Market study;</td>
<td>The executive summary must be translated into English as well.</td>
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<td>- Economic feasibility study;</td>
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<td>- Financial sustainability strategy describing its challenges, opportunities and recommendations;</td>
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<td>- Detailed description of indicators to monitor the success of the strategy once implemented and running;</td>
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Executive summary of technical report.

Professional Profile

The candidate should be a Natural Person expected to have the following skills and expertise:

- Graduation in Economics, Environmental Sciences, Marketing or related fields;
- Proved experience in market and economic feasibility studies involving protected areas and livelihoods;
- Proved experience in developing strategies aiming at financial sustainability of protected areas and/or livelihoods;
- More than 5 years of professional experience;
- Proven experience in sustainable production and management of natural resources at the Amazon region;
- Excellent Spanish, written and spoken, skills (professional level);
- Ability to work remotely with little oversight and under pressure, and to set own work priorities as appropriate with capacity to meet deadlines.
- Ability to work as part of a multicultural team composed by professionals of different organization and based in different countries.
- Availability to travel to specific sites within the target landscapes.

Supervision and Collaboration

The Consultant will work under the supervision of the IUCN Coordinator of the IAPA Project in Quito, Ecuador, but also in close collaboration with FAO-Colombia and WWF-Colombia. To coordinate the work, regular meetings, preferably by Skype but also face-to-face if possible, are expected with the team.

SUBMISSION OF THE PROPOSAL

The proposal must be sent to: sayda.paz@iucn.org, under the reference "Market and Economic Analyses on Financial sustainability of Protected Areas and its Landscapes within the Amazon Biome" "maximum until 31/01/2018 For questions of clarification of these terms of reference please contact: Maria.MorenodelosRios@iucn.org