

Please note that this is NOT a UNDP office position.

ToR and Request for Proposal for Providing National Consultancy on "Green Value Chain"

GENERAL INFORMATION

Services/Work Description:	National Consultant for Green Value Chain
Project/Program Title:	Conservation of Iranian Wetlands Project (128285)
Direct Supervisor:	The National Project Manager (NPM)
Duty Station:	Home office with missions to the project sites
Expected Places of Travel:	West Azerbaijan, East Azerbaijan, Khuzestan, Fars
Duration:	35 working days from August to November 2023
Tentative Expected Start Date:	August 2023

A. BACKGROUND/PROJECT DESCRIPTION

After the successful completion of the Conservation of Iranian Wetlands Project (CIWP) as a joint initiative between the Government of the Islamic Republic of Iran (led by the Department of Environment), Global Environmental Facility (GEF), and the United Nations Development Program (UNDP) in 2013, a scale-up phase was started by DoE and UNDP to sustain the achievements of CIWP throughout the country, ensuring that its outcomes are systematically up-scaled both vertically and horizontally throughout the country.

Shortly after this fresh start, and with the financial contribution from the Government of Japan, a new component for "Modelling Local Community Participation in Restoration of Lake Urmia through Establishment of Sustainable Agriculture and Biodiversity Conservation" was added to CIWP in 2014. In the following, "The Project for Promoting Environmental Management and Sustainable Livelihoods in Lake Urmia and other Wetlands" began since 2021.

At the national level, CIWP supports the development and implementation of Wetlands Integrated Management Plans through inter-sectoral coordination structures for more than 20 Iranian wetlands and has put in place a strong wetlands ecosystem management legislative platform and inter-sectoral administrative structures, supporting the implementation of the "Ecosystem Approach". Establishing sustainable agriculture and developing wetland friendly livelihood have been the main activities of CIWP in the rural areas of Lake Urmia since 2014 and extending the achievements to Fars and Khuzestan provinces for rural areas of Shadeghan and Bakhtaghan wetlands. 222 villages of Lake Urmia Basin (West and East Az) were covered by establishing sustainable agriculture and more than 68 villages were target areas for wetland friendly livelihood activities in this basin. Also, 28 villages in the Khuzestan province and 27 villages in Fars province have been exposed to as same innovative run in rural areas of West and East Az. According to CIWP's activities, more than 5000 farmers adopted the innovations and technologies and as per the recent evaluation of CIWP, the project efforts have resulted in an over 27% decrease in the consumption of irrigation water at the farm level and about a 40% reduction in the use of chemical fertilizers and pesticides.

At the same time, the yield increased by more than 16%. Also, more than 1500 women were exposed to training periods and capacity development by supporting CIWP in developing wetland-friendly livelihood. Despite the valuable changes and achievements of CIWP, the engagement between these achievements and green value chain in order to sustain them in the current social-economic structures is a significant gap for CIWP's activities.

Moreover, in a joint initiative, the United Nations Development Programme (UNDP) cooperated with Digikala under a project known as "Green and Digital: Empowering Green and Socially Responsible Production through E-commerce" in 2022 to support local livelihoods in East and West Azerbaijan provinces to gain access to the market. This was realized by establishing and equipping a series of mini-hubs run by the locals who received the required training and capacity development. Furthermore, to create a nexus between wetland conservation and green value chain while sustaining the CIWP's achievements in the Lake Urmia Basin, CIWP joined the aforementioned initiative to further add synergy to this intervention through a tripartite agreement. In fact, providing the consultancy for mapping the green value chain and its linkage with the achievements of CIWP and also for designing the strategies of CIWP for sustaining the outputs of CIWP within green value chain are considered as the main contributions of the **National Consultant for Green Value Chain (NCGVC)**. It is supposed that the NCGVC has sufficient competencies scientifically and practically to draw the value chain of agricultural products as well as livelihood measures based on the CIWP's achievements. Furthermore, he/she should do a gap analysis based on the standards of the Green Value Chain and the status quo of value chain in the sites of CIWP. Moreover, it is expected that the NCGVC describes how and how much CIWP's activities have impacted the transition process from the current value chain in order to the Green Value Chain. Finally, to facilitate the greening process of the value chain he/she should provide the innovative ideas.

In view of the above, the **NCGVC** will lead the linking and facilitating access of the farmer communities and the existing/future wetland-friendly livelihoods in the CIWP's pilots and beyond to the local, national, and regional markets using the established platforms and mini-hubs under the tripartite cooperation.

B. SCOPE OF THE WORK

The **NCGVC** is expected to deliver the following specific tasks:

1. Consultancy for linking the value chain and wetlands conservation; the CIWP's actions taken to conserve wetlands in areas such as reducing irrigation water (improving water efficiency and water productivity), reducing chemical inputs, and increasing production per water are less. Determining the contribution of these actions in the greening process of the value chain needs to be investigated, as well as what other actions in achieving the green value chain are needed. Also, in the CIWP's livelihood actions, local people, especially women, have been empowered in the direction of self-employment in the fields of food production, handicrafts, and services jobs, which ultimately empower the economy of the local communities around the wetland. The NCGVC should find solutions for linking these livelihoods to markets and bring out innovative ways to green their value chain.
2. Mapping the green value chain for the productions in agriculture section and livelihood (the agriculture and livelihood products¹ which has been developed by the support of CIWP in Lake

¹ The products which are analyzed by the NCGVC are the most water-intensive crops in the pilots including apple, tomato, sugar beet, wheat, etc. It is noted that three products in agriculture sector will be selected based on factors such as the available data, and feasibility to develop its green value chain with final approval of CIWP. Also three

Urmia Basin, and Shadeghan and Bakhtaghan wetlands since 2014) to assess the product's availability, packages, the supply side readiness and etc based on the criteria of the green value chain.

3. Conduct marketing research to identify the relevant market trends and commercial opportunities;
4. Developing a marketing strategy plan considering the CIWP targeted area 's competitive advantages and territorial branding and according to Green Value Chain of the CIWP's achievements
5. Develop a capacity development plan for implementation of the relevant part of the CIWP's business-oriented plan and lead its scalability and sustainability of the achievements.
6. Explore alternative links to connect the target communities to the national/regional/international markets;
7. Provide and lead necessary training in market research, green and marketing, and branding for the target community and providing consultancy for developing linkage between target communities' products with Green Value Chain;
8. Explore, develop and implement feasible mechanism(s) for incentivizing project facilitators and other partners to bring in new ideas for marketing opportunities (traditional market and digital marketplaces) and for filling the gaps in order to the inclusion of the target communities' products in the Green Value Chain;
9. Work closely with the CIWP's team of experts and consultants to ensure the creation of nexus between wetland conservation and marketing activities of the mini-hubs.

The following principles/resources will apply to the assignment:

1. Ecosystem-based wetland management approach and the relevant management plans and management structure (at the national, province, and local levels);
2. Focus on the CIWP's pilots and target communities;
3. Using the CIWP's existing literature and UNDP's relevant initiative on the socioeconomics, currently established local livelihoods, and the associated local knowledge in order to provide consultancy;
4. The recommendations put forward by the consultant should be explicit so that the involved parties and the target communities may be able to understand and use them when revising their plans, strategies, programs, and budgets.
5. Identifying and providing the climate-smart value chain best practices.
Taking participatory approaches to address the needs and readiness of the value chain actor

C. EXPECTED OUTPUTS AND DELIVERABLES

The NCGVC will provide the contributions and support outlined above according to the coordination and scheduling proposed by CIWP. Therefore, the deliverables and the timing for each task will be mutually agreed upon accordingly. The expected deliverables/outputs and the indicative timeline follows:

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
1	Mapping the green value chain for CIWP's actions	Mid-August 2023	NPM, CIWP
2	Analysis of strategy for CIWP in order to link the value chain and wetlands conservation	Mid-August 2023	NPM, CIWP
3	Marketing profile and needs	Mid-September 2023	NPM, CIWP

products in the livelihood sector which classify in three cluster (food production, handicrafts, and services) will be selected based on the mention factors.

4	Marketing strategy	Mid-September 2023	NPM, CIWP
5	Capacity Development Plan	Early October 2023	NPM, CIWP
6	Training (local and CIWP team)	From mid-September to early November 2023	NPM, CIWP
7	Linkage to markets	From mid-September to early November 2023	NPM, CIWP
8	New ideas for green marketing opportunities	Early November 2023	NPM, CIWP
9	Monthly reports (progress, status, lessons learned, risks, bottlenecks, and challenges)	Monthly	NPM, CIWP

D. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The **NCGVC** will report to and work under the direct supervision of the **National Project Manager (NPM)** and **Deputy NPM** accordingly. He/she is expected to work closely with the project staff and consultants, government officials, donors, NGOs, CBOs, the private sector, and other relevant stakeholders in order to deliver the assigned tasks. The **NCGVC** is expected to submit the periodic reports as indicated above.

E. DURATION & TIMELINE

The consultant is supposed to complete 35 working days over the period of August to November 2023.

No	Activity	Number of Days
1	Mapping the green value chain for CIWP's actions	5
2	Analysis of strategy for CIWP in order to engage the value chain and wetlands conservation	5
3	Marketing profile and needs	3
4	Marketing strategy	2
5	Capacity Development Plan	3
6	Linkage to markets	3
7	Training (local and CIWP team)	6
8	New ideas for green marketing opportunities	3
9	Monthly reports (progress, status, lessons learned, risks, bottlenecks, and challenges)	5
Total days		35

F. Duty Station

Duty Station: Home-based subject to providing smooth communication means. The necessary missions for a total of 35 days are also expected to be done during the assignment:

Site	Duration of Stay	Expected date of site visit
Project Sites in East and West Azerbaijan, Fars and Khouzestan provinces	8 days	TBD

Note: The Consultant is expected to use his/her personal laptop during the assignment

G. QUALIFICATIONS

This assignment requires the services of an expert who can demonstrate adequate analytical capacity and provide expertise relevant to the terms of reference as described above and below:

- A Ph.D./ MSc. in business administration, marketing management, or other directly related fields with a minimum of 7 years of experience or interchangeably a relevant BSc. with a minimum of 10 years of experience;
- Proven experience in value chain analysis and environmental activities;
- Working knowledge of customer relationship management (CRM) and content management;
- Strong research and analytical skills applied to business and marketing profiling;
- A good understanding of value chain, digital marketing tools and tactics and content management systems;
- A good understanding of challenges related to marketing needs and profiling for rural and agricultural products;
- Demonstrated project management experience;
- Good interpersonal, communication, networking, and negotiating skills, along with good inter-sectoral relations;
- Highly proficient in English and Farsi, both verbal and written;
- Ability to identify needs and interventions for capacity enhancement of counterparts, clients, and potential partners;
- Ability to take responsibility for achieving agreed outputs within set deadlines adopting Result-Based Management (RBM) approach;
- Openness to change and ability to receive/integrate feedback.

H. HOW TO APPLY AND DOCUMENTS TO BE SUBMITTED

Interested applicants are requested to submit the following documents (in English) to ciwp.vacancy@gmail.com:

1. Proposal (Annex I):

(i) Explaining why the applicant is the most suitable for the work.

(ii) Provide a brief methodology on how the applicant will approach and conduct the work and at least two references. The proposal should be prepared in accordance with the templates provided in Annex I, Individual's Information Sheets.

2. Financial Offer (Annex II):

The financial offer should be submitted in accordance with the Financial Proposal Template attached hereto as Annex II.

3. Personal CV including past experience in similar projects.

Note 1: Any request for clarification must be sent via electronic communication to ciwp.vacancy@gmail.com. The response will be via electronic email and will be sent to all applicants, including an explanation of the query without identifying the source of inquiry;

Note2: Please include the vacancy ID in the subject line of your email: "CIWP/III- NCGVC";

Note3: The contract's total payment is expected to cover cost of travel, communication, typing and preparing the soft and hard copies of documents and any other relevant costs regarding this activity;

Note 4: The travel costs to join duty station and repatriation, if applicable, shall be included in the financial Proposal;

Note 5: The cost of each travel (Accommodation, Ticket, Insurance, Living Allowance and Terminal fees) shall be included in the Financial Proposal.

I. EVALUATION

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation (Please see below).
 - Technical Criteria weight: 70%
 - Financial Criteria weight: 30%

Only if the candidate obtains a minimum of 70% of the technical score in technical evaluation, he/she will be considered for the Financial Evaluation.

Technical Evaluation Criteria	Max. Point
Qualifications	20%
Eexperience	20%
Proposal and Methodology - Methodology and approach for carrying out the activities and obtaining the expected outputs - Understanding of the expected challenges and problems in the implementation of this work and explain your approach to address and resolve them - Action plan & Timeline.	30%
Interview	30%
Total	100%

J. Approval

This TOR is approved by:
National Project Manager

Signature
Name and Designation
Date of Signing