



**Wildlife Conservation Society  
Marine Program Kenya**

**Small-Scale Fisheries Value Chains TOR: southern Kenya & northern Tanzania**

**Post Title:** Contract: Small Scale Fisheries Value Chain - TBCA  
**Supervisor:** Regional Marine Program Coordinator

### **Project Background**

The Wildlife Conservation Society (WCS) and partners are tackling the issue of deteriorating marine environments in the Western Indian Ocean by working with coastal communities and MPAs on fisheries and marine management. The Western Indian Ocean is a socially and biologically diverse region that contains some of the world's most extensive and most climate resilient coral reefs and mangroves, which are critical sources of protein, coastal protection, and income to coastal populations. Yet, the integrity of the region's ecosystems is threatened by the overexploitation of fisheries, habitat clearing, and pollution. These threats are exacerbated by the impacts of climate change, including sea level rise, coral bleaching, and storm events, as well as the insufficient levels of financing available to provide adequate protection and management.

WCS is currently leading a project on the proposed Trans-Boundary Conservation Area (TBCA) between southern Kenya and northern Tanzania. The project addresses these challenges by supporting improved intergovernmental coordination, small scale fisheries management, and MPA management.

For small-scale artisanal fisheries, fishing and fish trading are primary livelihoods and there are few options and sometimes low interest in livelihood diversification. Seeking ways to simultaneously reduce fishing pressure while maintaining community livelihoods is a challenge. We are seeking to explore the history of and options for fisheries value chain additions in six focal communities (3 in each nation) on either side of the Kenya-Tanzania border. We are seeking a consultant to lead this work.

### **Essential and Strategic Functions**

Listed below is a proposed workplan. The consultant may submit a revised workplan as long as expected deliverables are achieved. See Table 1 for proposed timeline.

#### **Phase 1 – Desk Review – Assemble existing value chain data and information**

- Identify past and current value addition initiatives from both peer-reviewed and grey literature for Kenya and Tanzania marine systems
- Interview 4-6 NGOs to learn about value chains implemented and success/challenges in Kenya/Tanzania marine systems including any legal and financial constraints
- Analyze results and outcomes of aforementioned initiatives to identify potential value chain solutions and any barriers that need to be addressed
- Assemble WCS data relevant to value chains in southern Kenya and northern Tanzania and any other available data sets (e.g. from government fisheries departments)

- Identify and collate existing landings and value chain data into spreadsheet including but not limited to catch composition by species, volumes, prices, seasonality, etc.

**Expected Deliverables:** 1) Shared folder of peer reviewed or grey literature for Kenya and Tanzania; 2) Spreadsheets detailing past and current value addition initiatives and their outcomes; and 3) Spreadsheet summaries of available value chain data.

### **Phase 2 – Field Assessments - map and identify economic agents (production, distribution, marketing, sales) in value chains for TBCA reef & pelagic fish**

- Undertake value chain assessment in six focal communities through some combination of the following techniques:
  - Focus groups
  - Interviews of core stakeholders
  - Participatory rural assessments
  - Collation of existing data
- For any data missing from desktop review - Collect and verify landings data for reef as well as small-pelagic fisheries (e.g. catch composition, volumes, prices, seasonality, etc). Verify data accuracy.
- Document volumes and prices of reef fish complexes and one small pelagic as they move to final buyers, identifying all transactions and characterizing inputs, roles and outputs.
  - Assess economic agents and their characteristics: profit and cost structures, flows of goods throughout the chain, employment characteristics and the destination and volumes of priority species

**Expected Deliverables:** 1) Spreadsheet with landings data (volumes by species or species group, over time), value chain data (postharvest) and data sources including any data limitations and inconsistencies. 2) Diagram of fish flow from fishers to final market for small pelagics and reef fish, 3) Spreadsheet with how many economic agents including distribution, marketing, and sales (and names/contacts of key people) in the 6 focal communities for reef fish and small pelagics.

### **Phase 3 – Synthesis and Co-development: describe opportunities to add value and upgrade TBCA small-scale fishery value chains**

- Synthesize research findings to understand risks, opportunities and constraints to be factored into solution design and value chain development
- Identify the major risks that need to be mitigated or managed and seek to recommend the enabling conditions for the interventions to be successful, based on findings
- Identify ways to ensure that proposed interventions contribute to improved management and safeguard existing sustainability
- As possible given the COVID-19 pandemic, co-develop solution(s) through formal co-design process with stakeholders in the 6 focal communities such as fishers, groups of buyers, etc., (stakeholders to be proposed by consultant and confirmed by WCS )

**Expected Deliverables:** 1) Draft report detailing risks, opportunities and constraints; 2) draft report detailing co-designed solutions including socioeconomic and environmental safeguards. *Each report should balance ecosystem health (including fish stocks), social impacts and*

*economic outcomes, to ensure interventions to promote improved financial value are not at the expense of the ecosystem or communities.*

#### **Phase 4 – Validate Findings**

- Present findings (remotely) from synthesis and co-development in Phase 3 to stakeholders to review and validate findings before wider distribution.

**Expected Deliverables:** 1) Stakeholder presentation, agenda, and participant list; and 2) Report detailing feedback received.

#### **Phase 5 – Finalize Deliverables**

- White paper and presentation on best value chain interventions for TBCA communities and coastal ecosystems, including risks, opportunities and constraints

**Expected Deliverable:** 1) White paper and 2) Presentation

#### **Work station**

Desktop work can be done from any location. For field-based work, given the COVID-19 situation, the consultant can choose to do the work themselves under the consultancy budget or to work with local contracts (developed by the consultant and covered by the consultancy budget) in each nation.

#### **Terms**

The work will take place over a period of three months and involve approximately 25-30 working days.

The consulting fees agreed will include time and all other associated costs (e.g. travel, printing, internet, web communications, phone).

We are accepting bids for this work. Please submit:

- Cover letter outlining relevant experience and expressing reason for interest in the position
- CV including clear reference to relevant experience in related projects (if firm, please submit details of firm projects, deliverables, and accomplishments in lieu of CV).
- Quotation for consulting fees and services to achieve the deliverables outlined

The successful consultant should demonstrate experience in fisheries value chain analysis, with particular emphasis on marine artisanal fisheries. Experience in East Africa or the Western Indian Ocean is desirable.

Send materials to Dr. Jennifer O’Leary ([joleary@wcs.org](mailto:joleary@wcs.org)), WCS Western Indian Ocean Marine Program Coordinator. Deadline for receipt of applications is **November 15<sup>th</sup>**.

**Table 1: Proposed Timeline** (Payments will be based on receipt of deliverables)

<b>Month</b>	<b>Activity Description</b>	<b>Deliverables</b>
January 2022	Phase 1 – Desktop review	1. Shared folder of peer reviewed or grey literature for Kenya and Tanzania; 2. Spreadsheets detailing past and current value addition initiatives and their outcomes;

		3. Spreadsheet summaries of available value chain data.
February 2022	Phase 2 – Field Assessments Phase 3- Co-Develop Phase 4 - Validate Findings	<ol style="list-style-type: none"> <li>1. Spreadsheet with landings data, data sources, and data limitations</li> <li>2. Diagram of fish flow from fishers to final market for small pelagics and reef</li> <li>3. Spreadsheet with numbers of economic agents involved in distribution, marketing, and sales) (names/contacts of key people) in the 6 focal communities</li> <li>4. Draft report detailing risks, opportunities and constraints</li> <li>5. Draft report detailing co-designed solutions including socioeconomic and environmental safeguards</li> <li>6. Stakeholder presentation, agenda, and participant list</li> <li>7. Report detailing stakeholder feedback</li> </ol>
March 2022	Phase 5 – Finalize Deliverables	<ol style="list-style-type: none"> <li>8. Final White paper</li> <li>9. Final Presentation on results</li> </ol>