

## **Terms of Reference (ToR)**

### **Title**

Consultancy for the preparation of a Community Engagement, Investment, and Communication Strategy and Plan for Turneffe Atoll Sustainability Association (TASA).

### **Background**

The Turneffe Atoll Sustainability Association (TASA) is advancing the protection of biodiversity and sustainable fisheries management in the Turneffe Atoll Marine Reserve (TAMR). TASA is piloting a blended finance and adaptive management model to effectively manage Marine Protected Areas. Through financial support from the Belize Fund and MAR Fund KfW, TASA is implementing a project to harness digital technology to enhance management effectiveness, conservation, and sustainable use of marine resources in Turneffe Atoll Marine Reserve towards the achievement of key milestones and commitments under the Belize Blue Bonds.

In 2024, TASA commissioned a national socioeconomic assessment of the impacts and perceptions of marine protected areas management for several marine protected areas across Belize. The study was done using the SOCMON methodology incorporating extensive consultations with local stakeholder communities as well as other stakeholders of marine protected areas. The results of the study should be used as a key source of information when developing this community engagement, investment, and communication strategy and plan.

### **Objective**

The objective of this consultancy is to develop a comprehensive Community Engagement, Investment, and Communication Strategy and Plan to support the effective management of TAMR by addressing the needs of its stakeholder communities.

### **Scope of Work**

The Consultant will be responsible for the following tasks:

#### **1. Conduct Background Research:**

- Gather detailed demographic, economic, and social information on the stakeholder communities of the TAMR (Sarteneja, Chunox, Copper Bank, Belize City, San Pedro, Caye Caulker).

#### **2. Community Consultations:**

- Conduct consultations with stakeholder groups to determine their specific needs related to investment, community engagement, and communication.
- Identify key issues, concerns, and opportunities in each community.

### **3. Develop the Strategy and Plan:**

The consultant may propose a structure for the Community Engagement, Investment, and Communication Strategy and Plan; however, it must be aligned with the guidelines for preparing such plan prepared by the Meso American Reef Fund (MAR Fund). A copy of this guideline is available upon request. Some considerations for developing the plan are outlined below; however, the consultant can augment the plan with additional relevant considerations as necessary.

- Create a detailed Community Engagement, Investment, and Communication Strategy and Plan based on insights gathered from community consultations.
- Incorporate community meetings, educational workshops, and volunteer programs into the engagement strategy.
- Review and incorporate TASA's gender action plan, sexual exploitation, abuse, and harassment, and grievance mechanism into the Community Engagement, Investment, and Communication Strategy and Plan.
- Develop additional social safeguard policies for TASA related to community participation, information disclosure, community health, safety, and security.
- Propose a budget that uses a blended finance model combining donor funds, visitor contributions, and other income streams for sustainable funding for implementing the strategy and plan.
- Develop a communication plan utilizing digital platforms and incorporating monthly community meetings and feedback mechanisms. The consultant will not be required to produce communication materials. TASA has a branding kit that will be used to publish communication materials.
- Develop a monitoring tool to measure the level of implementation success of the plan.

### **4. Present the Plan:**

- Present the draft strategy and plan to TASA for feedback.
- Finalize the strategy and plan based on feedback received.

## **Deliverables**

### **1. Inception Report:**

- Detailed work plan and methodology for the assignment.

### **2. Community Profile Report:**

- Comprehensive background information on stakeholder communities.

### **3. Consultation Summary Report:**

- Summary of findings from community consultations.

### **4. Draft Strategy and Plan:**

- Initial version of the Community Engagement, Investment, and Communication Strategy and Plan for review.

## 5. Final Strategy and Plan:

- Finalized document incorporating feedback from TASA.

### Duration

The consultancy is expected to be completed within 3 months from the start date.

### Required Qualifications

- Degree in Environmental Management, Communications, or a related field.
- Proven experience in design and implementation of a communications strategy, plans, and campaigns, community engagement, sustainable development, and strategic communications planning.
- Strong understanding of marine conservation and fisheries management.
- Excellent communication and facilitation skills.
- Experience working with diverse stakeholder groups, including local communities, government agencies, and NGOs.

### Application Process

Interested consultants are invited to submit the following:

1. **Technical Proposal:**
  - Detailed approach and methodology for undertaking the assignment.
  - Work plan with timelines.
2. **Financial Proposal:**
  - Detailed budget breakdown.
3. **Curriculum Vitae (CV):**
  - Including relevant experience.
4. **References:**
  - Contact details for three professional references.

Applications should be submitted via email to [samuel@tasabelize.com](mailto:samuel@tasabelize.com) by September 6, 2024.

### Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of the assignment and proposed methodology.
- Relevant qualifications and experience.
- Cost-effectiveness of the financial proposal.
- Feedback from references.

### Contact Information

For any inquiries regarding this ToR, please contact:

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