



Kenya Marine Fisheries Socioeconomic Development (KEMFSED) Project
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NAIROBI

MINISTRY OF MINING, BLUE ECONOMY AND MARITIME AFFAIRS
STATE DEPARTMENT FOR BLUE ECONOMY AND FISHERIES

TERMS OF REFERENCE FOR CONSULTING SERVICES FOR
DEVELOPMENT OF BLUE ECONOMY STRATEGY AND MASTER PLAN
FOR THE KENYA MARINE FISHERIES SOCIO-ECONOMIC DEVELOPMENT
(KEMFSED) PROJECT – INDIVIDUAL CONSULTANT SELECTION (ICS)

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1.0. PROJECT BACKGROUND

The Government of Kenya (GoK), through the State Department for Blue Economy & Fisheries (SDBE&F) and with support from the World Bank, is implementing the Kenya Marine Fisheries and Socio-Economic Development (KEMFSED) project, which aims at supporting the country in its efforts to leverage emerging opportunities in the Blue Economy. The development project's overall goal is to improve management of priority fisheries and mariculture and increase access to complementary livelihood activities in coastal communities. The KEMFSED project, which is implemented in Kenya's coastal counties namely Mombasa, Kwale, Kilifi, Tana River, and Lamu, aims to strengthen the management of fisheries that are priority to coastal livelihoods, thereby securing stocks at sustainable levels of harvesting. At the same time, the project purposes to strengthen coastal households' access to complementary livelihood activities toward diversifying sources of household income to reduce dependence on capture fisheries. By better managing and conserving marine and inland water resources, reducing illegal fishing activity, and enhancing the value of the fish products in the value chains, the sector is expected to enhance its contribution to the overall economy.

The project comprises of the following three components:

- a) **Component 1: Governance and Management of Marine Fisheries** focusing on improving the management of marine fisheries in Kenyan waters. Fisheries governance interventions will be promoted through strengthened co-management of near shore fisheries, and **infrastructure development** to support the management of fisheries at both the national and county level.

- b) **Component 2: Coastal Community Empowerment and Livelihoods** contributing to the Project Development Objective (PDO) by strengthening livelihoods in coastal communities through a combination of technical and financial support for the implementation of livelihood, social welfare, and environmental subprojects; provision of scholarship grants and complementary capacity-building and mentoring of beneficiaries.

- c) **Component 3: Project Management** that support financially the project management at both national and county levels to ensure coordinated and timely execution of project activities.

1.1 Rationale For Consultancy

Kenya is endowed with diverse aquatic ecosystems and resources therein including rivers, dams, lakes and the Indian ocean. These aquatic ecosystems provide significant socio-economic and ecological benefits such as food and nutrition security from fisheries resources, marine and coastal tourism, shipping, mining, energy and ecosystem services such as carbon sequestration, water filtration, atmospheric and temperature regulation, protection from erosion and extreme weather events. As the pressure for land-based resources increases, the ocean economy is receiving more attention, and with this shifts the need to use oceans and water resources in a more sustainable manner.

In 2018, Kenya hosted the first ever international Sustainable Blue Economy Conference (SBEC 2018) alongside the Government of Canada and the Government of Japan. The

focus of the conference was to harnesses the potential of oceans, seas, lakes and rivers to improve the lives of people, particularly women, youth and Indigenous peoples in developing states and to leverage the latest innovations, scientific advances and best practices to build prosperity while conserving our waters for future generations. The conference acknowledged the limited capacity of public sector to finance the scale of investments needed to realize a sustainable blue economy and the role of private sector to step in to bridge the financing gap. Further, it provided the platform for strategic deliberations on promoting the productivity, inclusivity and the sustainability aspects of the resources of a sustainable blue economy in an integrated, balanced and holistic manner. It also recognized the crucial role of science and research as an interdisciplinary approach for human geography, accounting, finance, policy development, implementation and evaluation.

The conference identified **nine (9) priority areas** for scaling up productive and conservation activities including smart shipping, ports, transportation and global connectivity; employment, job creation and poverty eradication; cities, tourism, resilient coasts and infrastructure; sustainable energy, mineral resources and innovative industries; managing and sustaining marine life, conservation and sustainable economic activities; ending hunger, securing food supplies and promoting good health and sustainable fisheries; climate action, agriculture and fisheries, waste management and pollution-free oceans; maritime security, safety and regulatory enforcement, and People, culture, communities and societies – the inclusive blue economy. The Kenya Government on its part made the following commitments among others: addressing the challenge of waste management and plastic pollution; maritime safety and security; sustainable fisheries development; blue economy financing, infrastructure development and capacity building interventions in key sectors that harness the ocean economy including technology, research, science and innovations.

Kenya is making good progress towards harnessing the potential for the sustainable Ocean economy. Kenya is a member of the High-Level Panel for a Sustainable Ocean Economy, a group of world leaders from around the globe committed to developing, catalyzing and supporting solutions for Ocean health and wealth in policy, governance, technology and finance. Sustainable Blue economy has been identified as one of the priorities under the Kenya Government development agenda namely; Kenya Vision 2030; Big Four agenda; African Union Agenda 2063 and UN Sustainable Development Goals No. 14 and 15 with potential of promoting economic growth, social inclusion, and improving livelihoods.

In 2018, the Country established The Blue Economy Implementation Standing Committee (BEISC) with its Secretariat under the Office of the President. The BEISC is mandated to coordinate and overseeing implementation of prioritized programmes. As outlined in the Executive Order No. 1 of 2020 (Revised May, 2020), the State Department for Fisheries, Aquaculture and the Blue Economy among other is mandated to: coordinate development of policy, legal, regulatory and institutional framework for the fisheries industry and the blue economy; coordinating maritime spatial planning and integrated coastal zone management; protection and regulation of marine ecosystems; and protection of the marine resources in the EEZ. Further, Kenya launched the Coast Guard Service to beef up

maritime security and safety to enable profitable and sustainable business to thrive in the maritime space, curb illicit trade and illegal fishing activities.

To enhance a sustainable blue economy sector and tap on the potential of inland waters and marine based assets to spur socio-economic development, a comprehensive blue economy policy framework is very crucial.

2.0. OBJECTIVES OF THIS ASSIGNMENT

The main objective of this assignment is to develop an all-inclusive Sustainable Blue Economy Master Plan and Strategy for Kenya. The Sustainable Blue Economy Master Plan and strategy is expected to provide a comprehensive framework to consolidate the national efforts and provide strategic guidance to harness and maximize the potential of sustainable blue economy in Kenya to spur socio-economic growth and development

3.0 SCOPE OF THE CONSULTING SERVICES AND SPECIFIC TASKS

The thematic scope of the envisaged Sustainable Blue Economy Strategy for Kenya is informed by the African Union concept of sustainable blue economy which encompass rivers, lakes, reservoirs and oceans. Further this work is informed by the recommendation of the JICA report, “ Data collection survey on blue economy in the Republic of Kenya (JICA, 2018). In this respect, the focus of this strategic framework will include but not limited to;

- Sustainable fisheries and aquaculture
- Aquatic biodiversity and conservation
- Coastal and maritime tourism
- Maritime transport, security and safety
- Sustainable mining and energy
- bio-prospecting
- Legal, policy and institutional frameworks
- Regional collaboration and cooperation
- Implementation arrangements

3.1 Key tasks of the assignment

The consultant is expected to work closely with the relevant technical experts from blue economy sectors to support in the process of the assignment including but not limited to fisheries, wildlife, coastal and maritime tourism, maritime transport, security and safety; mining and energy; and consider the relevant legal, policy and institutional frameworks and regional collaboration. The consultant is therefore expected to;

1. **Review the current draft Blue Economy Strategy paper, and prepare an inception report** with a comprehensive work plan and methodology on how to deliver the assignment; – a national blue economy masterplan and strategy for Kenya and how to achieve it.
2. **Gather, collate, review and synthesize any further relevant data and information** (baseline assessment) with respect to sustainable blue economy and climate risks

including strategic and development plans, policy and legal documents at national, regional and global level for each pillar of the Blue Economy

3. **Conduct stakeholder consultative meetings to gather views and** input from the different stakeholders to inform the development of the sustainable blue economy strategy and master plan, and agree their commitments and timelines to achieve the necessary steps
4. Identify key national institutions in the blue economy sectors and propose an appropriate **institutional framework** and or coordination mechanism for the effective and efficient implementation of the sustainable blue economy strategy and a master plan.
5. Conduct a review on the blue **economy public expenditure, including a stocktaking of financial mechanisms** to support this implementation of the Sustainable Blue Economy strategy.
6. On the basis of **data, information and views gathered** from 3 to 5 above, synthesize and compile a comprehensive sustainable blue economy strategy with the commitments, work plans, budgets and timelines of each Blue Economy Institution to reach their agreed targets
7. Present the draft **sustainable blue economy strategy** and master plan to the State Department for Blue Economy & Fisheries for further input.
8. Incorporate the inputs from the State Department for Blue Economy & Fisheries into the **sustainable blue economy strategy and submit the final document** including monitoring plan to the State Department for Blue Economy & Fisheries.
9. Present the revised **Sustainable Blue Economy Strategy and master plan** to the national stakeholder for validation.
10. Incorporate comments / input from the **national stakeholder validation workshop**
11. Submit a final version Sustainable Blue Economy strategy and master plan to the State Department for Blue Economy & Fisheries for onward adoption and implementation.

4,0 DURATION OF THE ASSIGNMENT

The duration of the assignment is **6 calendar months** from the date of contract commencement.

5,0 REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The consultant will be expected to deliver the following outputs:

Table 1: Reporting requirements

S/No.	Deliverables/Reports	Timelines after contract commencement	Format of submission
1.	Inception report outlining the work plan and methodology to deliver on a sustainable blue economy strategy and master plan	0.5 months	2 hard copies and a soft copy
2.	Progress report submitted post contract signature	1.5 months	Soft copies

3.	Baseline assessment report as detailed in the scope of work	2 months	2 hard copies and soft copy
4.	First draft blue economy strategy and a master plan (with clear strategic interventions, including financial mechanism and results framework for realizing the potential sustainable blue economy in Kenya)	3 months	Soft copies
5.	Second draft blue economy strategy and a master plan (based on stakeholder input)	4 months	Soft copies
6.	Final (draft) Sustainable Blue Economy Strategy and master plan	6 months	1 hard copy and a soft copy
7.	Technical report and other deliverables as guided in the scope of work for each assignment	6 months	2 hard copies and a Soft Copy

6.0 PAYMENT SCHEDULE/REMUNERATION

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful consultant will be as presented in Table 2 below. Upon submission of every report, the consultant is expected to make a presentation of the submitted report to the Client in a scheduled meeting. The acceptance of the report shall be recorded in the minutes of the meeting.

Table 2: Proposed payment schedule

S/No.	Deliverables/Reports	Timelines after contract commencement	Percentage of the contract amount
1.	Inception report outlining the work plan and methodology to deliver on a sustainable blue economy strategy and master plan	0.5 months	20%
2.	Progress report submitted post contract signature	1.5 months	0%
3.	Submission and Acceptance of first draft of the maritime resources baseline assessment report	2 months	20%
4.	Final Baseline assessment report as detailed in the scope of work		
5.	First draft blue economy strategy and a master plan (with clear strategic interventions, including financial mechanism and results framework for realizing the potential sustainable blue economy in Kenya)	3 months	30%
6.	Second draft blue economy strategy and a master plan (based on stakeholder input)	4 months	0%

7.	Final (draft) Sustainable Blue Economy Strategy and master plan	6 months	10%
8.	Technical report and other deliverables as guided in the scope of work for each assignment	6 months	20%

7,0 MINIMUM REQUIREMENTS FOR CONSULTANT'S QUALIFICATIONS AND EXPERIENCE

The Consultant shall have the following minimum qualifications and experience:

- (i) A master's degree in natural resources or aquatic resources environment, or natural resource economics or related fields of fisheries and aquaculture from a university recognized
- (ii) A minimum of 15 years of progressively responsible experience in public policy and strategies development and research in the fields of natural resources management including fisheries, marine and wildlife, environment, conservation, agriculture, rural development, social sciences, political science, international relations, administration, financial management, budget or related field is required;
- (iii) Proven experience in working with stakeholders in the Maritime sector;
- (iv) Good understanding of government procedures and knowledge of the policies, strategic plans, institutional frameworks at national, regional and global processes;
- (v) Proven experience and ability to produce reports, papers on technical issues and to strategic and policy related documents;
- (vi) Excellent oral and written communication skills
- (vii) Computer skills and familiarization of commonly used software
- (viii) Registration with professional body/society in Kenya or equivalent with currently valid membership and valid annual practicing licensing (if applicable)

8,0 MANAGEMENT AND ACCOUNTABILITY OF THE ASSIGNMENT

The State Department Blue Economy and Fisheries is the Client for these services. The consultant will report to the National Project Coordinator, KMFSED National Project Coordination Unit (NPCU) on behalf of the Principal Secretary, the State Department for Blue Economy & Fisheries. The National Project Coordinator working closely with the with the Component 1 Task Team Leader and the Blue Economy Development Directorate Head will oversee the day-to-day running of the project in all matters pertaining to the assignment.

9,0 OBLIGATIONS OF THE CLIENT

- (i) The client SDBE&F and National PCU will provide all developed and available policies that can assist in this assignment,
- (ii) Organize meetings with relevant stakeholders as may be required by the consultant.

10,0 OBLIGATIONS OF THE CONSULTANT

- i. The consultant will be answerable to the National PCU Coordinator, Component 1 Lead Blue economy directorate, SDBE&F and will work closely with project staff in the execution and delivery of this consultancy.
- ii. The consultant will be required to make his own travel and accommodation arrangements during consultations with different stakeholders to ensure the assignment is carried on smoothly and seamlessly within the timeframe provided.
- iii. The consultant will consult and include inputs from the stakeholders and is responsible for organizing and achieving the evaluation and delivering the final report.

11,0 CONFIDENTIALITY, PROPRIETY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

- i. All the reports, data, and information developed, collected, or obtained from the implementing agencies etc, Client, and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.
- ii. At the end of the Services, the Consultant shall relinquish all data, manuals, reports and information (including the database, codes, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.