



## Terms of Reference

***Provision of services for the development of an ecotourism business cluster for the Experience Nariva Initiative – Creating a community-driven, sustainable cluster and brand to transform ecotourism in Nariva Swamp, Trinidad and Tobago-  
Extended deadline to apply (11<sup>th</sup> May 2022)***

### **1. Background**

The Caribbean Natural Resources Institute (CANARI) is executing the '[Experience Nariva](#)' project under the Beyond Tourism Challenge facilitated by the Inter-American Development Bank Innovation Laboratory (IDB Lab) and the United Nations World Tourism Organisation. The project supports tourism pandemic recovery efforts, has a total funding of USD \$450,000 and will finish in 2024. The project supports the management plan for the Nariva Swamp Protected Area (NSPA) 2019 -2029 particularly as it relates to promoting sustainable and resilient livelihoods within and around the NSPA.

The 'Experience Nariva' project seeks to coordinate the ad hoc local ecotourism offerings through establishing and supporting a small and micro enterprises (SMEs) cluster. It aims to design and implement this low-density community-based ecotourism model to support conservation efforts in the NSPA. The four major components of the project focus on:

- Formation of eco-tourism cluster and strategic partnership development;
- capacity building of SMEs to fully leverage economic activities available under the tourism trust;
- building the capacity of community members to participate in ecosystem stewardship activities for biodiversity conservation in the NSPA through development and implementation of participatory Geographic Information Systems (PGIS)'; and
- designing and piloting a conservation fund to provide grant funding for conservation-based activities within the NSPA.

### **2. Job summary and deliverables**

CANARI has completed the stakeholder consultation phase of this initiative. Community members, civil society organisations (CSOs), small and micro enterprises (SMEs), Government agencies and other stakeholders have participated in these consultations. Stakeholders have contributed to the design of the project and have identified synergies with relevant national policies, programmes as well as local initiatives within and around the NSPA. A number of local ecotourism businesses have been identified

for possible inclusion in the business cluster. These businesses are all SMEs including tour guides, caterers, guesthouses, handicraft and produce vendors.

At this time, CANARI is seeking the services of a consultant to work with the CANARI team and key stakeholders to design and establish the Experience Nariva ecotourism business cluster including:

- Defining the vision, mission, values and goal of the cluster
- Determining parameters/competences for membership in the cluster
- Assisting in the establishment of the interim cluster management team
- Identifying and fulfilling requirements for the appropriate legal form or status
- Determining cluster structure including roles, responsibilities of members
- Identifying capacity needs of the cluster members
- Defining operating procedures, knowledge transfer and decision-making mechanisms
- Making recommendations for marketing, branding and promotion of the cluster
- Identify potential mechanisms for financing and overall sustainability of the cluster

The table below highlights relevant activities and deliverables for the consultant.

Activities	Deliverables	Deadline	# of days	Amount (US\$)
<ul style="list-style-type: none"> <li>• Prepare methodology and work plan for establishing the business cluster</li> </ul>	<ul style="list-style-type: none"> <li>• Methodology and work plan for establishing the cluster</li> </ul>	May 24, 2022	3	1,200
<ul style="list-style-type: none"> <li>• Conduct interviews with SMEs and other stakeholders, gather data and research national requirements for establishing the eco-tourism cluster</li> </ul>	<ul style="list-style-type: none"> <li>• Draft report including outlining the business cluster's:               <ul style="list-style-type: none"> <li>○ Vision, mission, values and goal</li> <li>○ Parameters/competences for membership</li> <li>○ Requirements for the appropriate legal form or status</li> <li>○ Structure including roles, responsibilities of members</li> <li>○ Capacity needs of the cluster members</li> <li>○ Operating procedures, knowledge transfer and decision-making mechanisms</li> <li>○ Recommendations for marketing, branding and promotion of the cluster</li> <li>○ Mechanisms for financing and overall sustainability of the cluster</li> </ul> </li> </ul>	June 30, 2022	15	6,000

	<ul style="list-style-type: none"> <li>Final report based on one round of comments from CANARI and other stakeholders</li> </ul>	July 15, 2022	7	2,800
<b>Total</b>			<b>25</b>	<b>10,000</b>

### **3. Qualifications of Consultant**

The Consultant has expertise and experience as follows:

- At least a Master's degree in business development or a related field;
- experience in designing; developing and establishing business clusters;
- proficiency in the use of the Microsoft suite of tools;
- excellent oral and written communication skills and fluency in English;
- experience working in business development in Trinidad and Tobago and/or Caribbean; and
- understanding of the eco-tourism sector in Trinidad and Tobago and/or Caribbean.

### **4. Description of Outputs**

CANARI will provide written guidelines and templates for the submission of reports and other deliverables by the Consultant. Deliverables must be submitted in electronic format.

### **5. Application Process:**

Please submit a CV and cover letter highlighting relevant experience. Applications should be sent to Aaron Peter at [Aaron@canari.org](mailto:Aaron@canari.org) by 4pm AST 11<sup>th</sup> May, 2022.