



Request for Proposal

Consultant – Tourism Expert

Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia

GEF Project ID: 11264

Issued by:

Caribbean Natural Resources Institute

Date: May 2026

1. Introduction

Project title	Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia (UNEP/GEF Blue Green Island Saint Lucia Project)
Funder	Global Environment Facility (GEF)
Project number	GEF Project ID: 11264
Project Executing Partner	Caribbean Natural Resources Institute (CANARI)
Procurement title	Tourism Expert
Objective of consultancy	To conduct and facilitate a policy dialogue on current tourism strategies, market projections, project development options, imaging and branding.
Reports to	National Project Coordinator
Location	Saint Lucia
Contract type	Fixed price – Professional services: Individual
Contract duration	3 months
Expected start date	June 2026

The Caribbean Natural Resources Institute (CANARI) invites qualified persons (individual consultants) to submit a technical proposal and a financial proposal to provide services for the assignment as detailed below and in Annex 1 - Terms of Reference.

Applicants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. They should also familiarise themselves with the local context and take this into account in preparing their proposals.

The applicant who submits the highest ranked technical proposal, with a financial proposal which does not exceed the budget for the procurement, shall be selected and invited to negotiate a contract.

If there are any questions or clarifications, information can be obtained by contacting the National Project Coordinator, Caroline Eugene, at caroline@canari.org.

All queries or requests for clarification must be submitted by **May 15th, 2026**, to ensure a timely response.

The deadline for submission of proposals is **May 22nd at or before 11:59 pm Atlantic Standard Time (AST)**.

2. Eligibility

All qualified persons (individual consultants only) are invited by CANARI to offer consulting services for the project.

3. Preparation of proposals

Applicants are expected to examine the Request for Proposals (RFP) and Terms of Reference (TOR) in detail in preparing the proposal. Deficiencies in providing the requested information in the RFP and TOR may result in the rejection of the proposal.

Applicants will bear all costs associated with the preparation and submission of their proposals and CANARI will not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. CANARI is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to the award of the contract, without thereby incurring any liability to any applicant.

The proposal must include a technical proposal and financial proposal. See 3.1 and 3.2 below for further details on content and format of the proposal. Applicants will provide information on commissions, gratuities and fees, if any, paid or to be paid to agents or any other party relating to this proposal and, if awarded, for contract execution as part of the financial proposal.

The proposal, as well as all correspondence and documents relating to the proposal exchanges with CANARI, must be written in English.

The selected consultant must not sub-contract any of the services under the project.

Applicants' proposals must remain valid for a period of 90 days after the submission deadline for the proposal. During this period, the applicants will maintain their original proposals without any changes, including the proposed rates and the total price.

CANARI will make every effort to complete negotiations within the proposal's validity period. However, should the need arise, CANARI may request in writing or via email that all applicants who submitted proposals prior to the submission deadline extend the proposals' validity.

If an applicant agrees to extend the validity of their proposal, it will be done without any change to the original proposal. An applicant has the right to refuse to extend the validity of their proposal in which case such proposal will not be further evaluated.

3.1. Technical proposal

The technical proposal must include the following:

- A brief description of the applicant's experience that is most relevant to the assignment (no more than 2 pages).
- A description of the approach and methodology for performing the assignment specified in the TOR (no more than 3 pages).
- A proposed work plan.
- Any comments and suggestions on the TOR that could improve the quality and/or effectiveness of the assignment, including any technical or logistics support required from CANARI.
- The applicant's CV, which should be no longer than 2 pages, and include contact details for three references.

The technical proposal must not include any financial information. A technical proposal containing any financial information will be declared non-responsive.

3.2. Financial proposal

The financial proposal must be submitted as a separate spreadsheet (XLS) file. It should list all the costs associated with the assignment, including remuneration for the applicant's services.

The financial proposal must be undertaken in US Dollars (USD).

The total available budget for this Fixed-Budget assignment is **Fifteen Thousand United States Dollars (USD 15,000)**, exclusive of taxes. Financial proposals exceeding the total available budget will be rejected.

The selected consultant is responsible for meeting all tax liabilities arising out of the contract.

3.3. Clarification and amendment of the RFP

Applicants may request a clarification of any part of the RFP, including the TOR, before the proposal submission deadline until **May 22nd 2026**. Any request for clarification must be sent via email to CANARI at the email address indicated in section 1. CANARI will respond via email within two business days and will send copies of the response to all applicants, including an explanation of the query without identifying its source.

If it is deemed necessary to amend the RFP as a result of clarification, CANARI may do so as follows:

- At any time before the proposal submission deadline, CANARI may amend the RFP by issuing an amendment via email to all applicants. Applicants must acknowledge receipt of all amendments via email, and these amendments will be binding on them.
- If the amendment is substantial, CANARI may extend the proposal submission deadline to give applicants reasonable time to take into account the amendment in their proposals.

Applicants may submit a modified proposal, or a modification to any part of it, at any time prior to the proposal submission deadline. No modifications to the technical or financial proposals will be accepted after the deadline.

4. Submission process

Applicants must submit their technical and financial proposals accompanied by the contact details of three references.

Proposals should be submitted to the Executive Director, CANARI via email to info@canari.org by **11:59 p.m. AST on May 22nd 2026** with the subject line **"RE: Tourism Expert – UNEP GEF BGI SLU Project"**.

The technical proposal and financial proposal must be submitted as separate PDF and XLS files to the same email. Failure to comply with this requirement will render the proposals non-responsive.

Any modifications, erasures or overwriting will be valid only if they are signed or initialled by the authorised representative signing the proposal.

5. Opening and evaluation of the proposals

CANARI will conduct the evaluation solely on the basis of the submitted technical and financial proposals. Applicants are not permitted to alter or modify their proposals in any way after the proposal submission deadline except as detailed under section 3.

The RFP evaluation committee will open and review only the technical proposals submitted by all applicants and will have no access to the financial proposals until the technical evaluation is concluded.

The RFP evaluation committee will evaluate the technical proposals based on their responsiveness to the TOR and RFP, applying the evaluation criteria and point system specified below in 5.1. Each responsive proposal will be given a technical score. A proposal will be rejected at this stage if it fails to achieve the minimum technical score indicated in 5.1 or does not address important aspects of the RFP.

Following the evaluation of the technical proposals, the financial proposals will be opened for those applicants whose proposals have met the minimum technical score. Financial proposals that exceed the budget as indicated in section 3.2 of the RFP will be rejected. Financial proposals within the budget will be ranked according to their technical score, and the applicant who has submitted the highest ranked technical proposal of those within the budget will be recommended for award of contract.

Activities and items described in the technical proposal but not priced in the financial proposal, will be assumed to be included in the prices of other activities or items, and no corrections will be made to the financial proposal.

After the evaluation is completed, CANARI will contact the selected consultant via email for contract negotiation. Feedback to unsuccessful applicants may be provided at CANARI's discretion.

5.1. Evaluation criteria

Proposals will be evaluated using the below evaluation criteria and point system.

For technical proposals, applicants must meet a **minimum score of 55 points** on the following evaluation criteria to be considered in the financial opening:

Table 1. Evaluation criteria

		Maximum Score	Minimum Score Required
CRITERIA FOR TECHNICAL PROPOSAL		70	55
1.	Qualifications	10	10

		Maximum Score	Minimum Score Required
J1.1	Advanced degree in Tourism Management, Economics, Policy Studies, Marketing, or a related field.	10	
2.	Experience	20	15
2.1	Does the applicant have at least 7 years of experience in tourism policy, planning, destination management, or sustainable tourism development?	4	
2.2	Does the applicant have expertise in designing and facilitating multi-stakeholder policy dialogues or policy workshops?	4	
2.3	Does the applicant have knowledge of national and international tourism market trends, branding, and product development, including for sustainable and niche tourism.	4	
2.4	Does the applicant have experience in preparing strategic analyses and/or policy recommendations for tourism development?	4	
2.5	Does the applicant have experience working in Saint Lucia, in the Caribbean, or in other small island developing states?	4	
3.	Skills	15	12
3.1	Does the applicant have strong communication and interpersonal skills, and the ability to engage effectively with diverse community groups and stakeholders?	5	
3.2	Does the applicant have excellent oral and written communication skills and fluency in English?	5	
	Does the person have familiarity with Saint Lucian Creole (Kwéyòl)?	5	
4.	Approach and Methodology	20	15
4.1	Is the proposal clear and complete?	10	
4.2	Are the proposed concepts and methods appropriate for the scope of the project?	10	
5.	References	5	3
5.1	Has the applicant supplied references that can verify the quality of their work?	5	
Total		70	55

Financial proposals will only be opened for applicants that have a technical score of 55 or above.

6. Negotiations and award of contract

The negotiations will be held between CANARI and the selected consultant.

The negotiations will include discussions of the TOR, proposed methodology and work plan and finalising the description of services as part of the consultant's contract. These discussions should not substantially alter the original scope of work under the TOR or the terms of the contract, such that the relevance of the initial evaluation is affected.

After completing the negotiations, CANARI and the selected consultant will sign the contract as agreed.

The selected consultant is expected to commence the assignment on the date and at the location specified in section 1.

ANNEX 1 – TERMS OF REFERENCE

Consultancy to Conduct and facilitate a policy dialogue on current tourism strategies, market projections, product development options, imaging and branding.

Objective of Consultancy	Conduct and facilitate a policy dialogue on current tourism strategies, market projections, product development options, imaging and branding.
Project Title	Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia ((UNEP/GEF Blue Green Island Saint Lucia)
Procurement Title	Consultant
Reports to	National Project Coordinator
Location	Saint Lucia
Duration	3 months
Expected Start Date	June 2026

1. Background

- 1.1. The [Caribbean Natural Resources Institute \(CANARI\)](#) is an independent, non-profit organisation, headquartered in Trinidad and Tobago and legally operating throughout the Caribbean.
- 1.2. CANARI has received funding from the Global Environment Facility (GEF) to execute a project titled, *Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia (BGI Saint Lucia)*, which seeks to remove technical, financial and policy bottlenecks to nature-positive development in Saint Lucia’s tourism and agri-food sectors.
- 1.3. This project is being executed over a five (5) year period (May 2025 – April 2030) in partnership with the Government Department of Sustainable Development and is implemented by the United Nations Environment Programme (UNEP). Other partners include the UNEP Economics of Nature Unit (TEN) in the Ecosystems Division, the Laborie Development Foundation and the Inter-American Institute for Cooperation on Agriculture (IICA). This national ‘Child Project’ falls under the overarching GEF [Blue and Green Islands Integrated Programme \(BGI IP\)](#) led by United Nations Development Programme (UNDP).
- 1.4. The geographic focus of the project is the southwestern corridor of Saint Lucia, particularly the Laborie to Choiseul region, selected for its potential in tourism and agricultural development and its vulnerability to environmental degradation. The project includes five (5) key components:
 - **Component 1:** Leveraging Natural Capital Accounting, ecosystem service valuation and scenario modelling to enable Nature-positive development (NbS) in tourism, agri-food and urban sectors.

- **Component 2:** National investment model for sustainable tourism development that balances costs and benefits to tourism, agriculture and urban sectors and leverages private sector investments.
- **Component 3:** Direct landscape and seascape-level interventions and on-the-ground implementation of NbS.
- **Component 4:** Knowledge Management and communication.
- **Component 5:** Monitoring and Evaluation (M&E).

2. Objectives and Scope of Work

2.1. The overall objectives are:

- i. To review and present an overview of the current and relevant prior national tourism strategies, plans, and performance indicators, with emphasis on sustainable, nature-based, heritage, eco-tourism, and community-based tourism priorities. Consideration should be given to the lesson learned and experiences of the Saint Lucia Nature Heritage Tourism Programme (launched in the late 1990s).
- ii. To analyse market projections and trends influencing tourism demand and competitiveness to inform the development of a national sustainable tourism investment model.
- iii. To examine destination imaging, branding, and marketing strategies for enhancing national positioning in sustainable tourism and niche tourism markets.
- iv. To assess product development opportunities, including traditional and non-traditional geographic niche markets and emerging tourism products, with particular attention to sustainable, nature-based, heritage, eco-tourism, and community-based tourism offerings. Give case-study focus to the proposed Dorée-Piaye Protected Landscape (DPPL) and adjacent areas, as the focal area for the project, to demonstrate local area application of these opportunities.
- v. To facilitate a participatory policy dialogue to define strategic approaches, actions and policy directions for a national sustainable tourism development investment model.
- vi. To develop recommendations for demonstrating the application of selected strategic approaches and actions in Laborie and Choiseul, as emerging hubs for both conventional and sustainable niche tourism.

The deliverables of this consultancy will be used to inform the development of a gender-responsive Investment Model for sustainable tourism development that balances costs and benefits between tourism, agriculture, and urban sectors and accounts for the value of natural capital assets and flow of ecosystem service benefits. Additional complementary project activities include the assessment of tourism attractions to determine ecological vulnerabilities and downstream impacts and an assessment of existing and potential products and services that have demonstration value for feasible nature-based solution (NbS) interventions. Further, the work will provide inform the formulation of a replicable Payment for Ecosystem Services (PES) model to incentivize downstream users to incorporate NbS into sustainable tourism investment planning that conserves upstream ecosystem benefits. It will also support the design of an appropriate financial instrument for the PES scheme, combining traditional lending approaches with ecosystem valuation and serving as a demonstration for existing national financing mechanisms.

The proposed Dorée-Piaye Protected Landscape (DPPL) is of national conservation importance (as identified within proposed St. Lucia Systems Plan for Protected Areas) and clearly demonstrates the link between nature, heritage conservation and tourism-based economic opportunities. It will be highlighted in this work as a local case example to illustrate an approach for continued development of sustainable niche tourism across the Laborie to Choiseul landscape.

The specific tasks to be undertaken include:

1	<ul style="list-style-type: none"> • Prepare an inception report outlining the approach, methodology, stakeholder engagement plan, workplan, assumptions and risks.
2	<ul style="list-style-type: none"> • Review, taking into account gender and social inclusion, relevant policy, strategic, and market documents, including the national tourism strategy, marketing plans, visitor statistics, and economic impact reports. Consideration should be given to the lessons learned and experiences from the Saint Lucia Nature Heritage Tourism Programme that is relevant to this effort.
3	<ul style="list-style-type: none"> • Conduct a situational analysis of current and relevant prior tourism strategies, institutional frameworks, markets, and performance indicators, with a focus on sustainable, nature-based, heritage, eco-tourism, and community-based priorities. There should be consideration given to the proposed St. Lucia Systems Plan for Protected Areas, which aims to establish an integrated network of management areas to protect biodiversity, cultural heritage, and landscapes, in the context of the proposed establishment of the Dorée-Piaye Protected Landscape (DPPL) (focal area for the project) in terms of opportunity for local area nature tourism development. Consider also relevance of the Social Management Guidelines for sustainable tourism developed for nature-based tourism enterprises under the GEF-UNEP-GOSL South-East Coast Project. • Prepare a brief analytical paper summarising: <ol style="list-style-type: none"> i. Current tourism strategies, plans and performance. ii. Market trends and projections. iii. Conventional and niche tourism product development opportunities. iv. Destination imaging, branding, and marketing considerations. v. Key gender and social inclusion considerations. • Identify key policy issues and discussion questions to guide the national policy dialogue.
4	<ul style="list-style-type: none"> • Design and facilitate a one-day policy dialogue with national tourism stakeholders and representatives from government, private sector, academia, and civil society, ensuring participation of key stakeholders from the communities of Laborie and Choiseul. • Employ participatory methods to ensure inclusive and results-oriented discussions. • Prepare a summary report of dialogue proceedings, capturing key findings, proposed policy and strategy recommendations, and agreed follow-up actions for dissemination to dialogue attendees and other tourism stakeholders.
5	<ul style="list-style-type: none"> • Prepare a comprehensive report consolidating the outcomes of the situational analysis and policy dialogue, presenting key insights for development and implementation of a national sustainable tourism development investment model, and offering recommendations for local level actions in Laborie and Choiseul.

	<ul style="list-style-type: none"> Present findings for validation to the Project Steering Committee (PSC) or Technical Advisory Committee (TAC). Where appropriate opportunities arising during the project duration, CANARI will also arrange for the Consultant to present findings at relevant Saint Lucia Hotel and Tourism Association or Chamber of Commerce events.
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3. Deliverables

Deliverables	Contents	Timeline	% Payment
Inception Report	Detailed work plan, methodology and stakeholder engagement plan.	Week 1	20
Situational and Market Analysis Report	<p>1. A concise analytical report summarising:</p> <ul style="list-style-type: none"> National tourism strategies, plans and performance indicators Market projections and competitiveness trends relevant to conventional, sustainable, and niche tourism Product development opportunities in traditional and non-traditional market segments Implications for the design of a national sustainable tourism investment model with a local area application approach considering the proposed Dorée-Piaye Protected Landscape (DPPL) <p>The report should take into account (i) gender and social inclusion, (ii) the Social Management Guidelines for sustainable tourism developed for nature-based tourism enterprises under the GEF-UNEP-GOSL South-East Coast Project and (iii) lessons learned and experiences from the Saint Lucia Nature Heritage Tourism Programme.</p> <p>2. An agenda for the National Tourism Policy Dialogue</p>	Week 4	30

Policy Dialogue Event and Outputs	<ol style="list-style-type: none"> 1. National Policy Dialogue Workshop 2. Report of workshop deliberations, highlighting strategic approaches, actions and policy directions emerging from stakeholder discussions 	Week 8	25
Approved Final Synthesis Report	<ol style="list-style-type: none"> 1. Final and approved consolidated report including <ul style="list-style-type: none"> • Summary of the Policy Dialogue Workshop • Recommended strategic approaches, actions and policy directions for an investment model for sustainable tourism development • Recommendations for demonstrating application of the strategic approach, actions and policy direction in Laborie and Choiseul based on the proposed Dorée-Piaye Protected Landscape (DPPL) • Presentation of findings for validation to the Project Steering or Technical Advisory Committees, and to other tourism stakeholders as opportunities arise. 	Week 10	25

4. Key Competencies and Qualifications

Consultant	
Education	Advanced degree in Tourism Development and Management, Economics, Policy Studies, Marketing, or a related field.
Experience and competencies	<ul style="list-style-type: none"> • At least 7 years of experience in tourism policy, planning, destination management, or sustainable tourism development. • Proven expertise in designing and facilitating multi-stakeholder policy dialogues or policy workshops. • Demonstrated knowledge of national and international tourism market trends, branding, and product development, including for sustainable and niche tourism. • Experience in preparing strategic analyses and/or policy recommendations for tourism development.

	<ul style="list-style-type: none"> • Excellent analytical communication, and report-writing skills. • Experience working in Saint Lucia, in the Caribbean, or in other small island developing states.
Language requirement	<ul style="list-style-type: none"> • Fluency in English is required. Familiarity with Saint Lucian Creole (Kwéyòl) will be considered an asset.

5. Selection Criteria

Applications will be assessed based on the following criteria.

Assessment Criteria	Maximum Points (100)
1. Technical Capacity and Related Qualifications	70
2. Financial	30

6. Application Process

The Consultant must submit his/her expressions of interest including their CV, in addition to the financial proposal. Applications must be submitted in English via email to National Project Coordinator, Caroline Eugene at info@canari.org by 12:00 p.m. AST on **May 22nd, 2026**.

Documents to be included when submitting the proposal:

- **Cover letter** and a technical proposal outlining the methodology and workplan
- **CV:** in alignment with the required qualifications and relevant experience.
- **Financial Proposal:** The Consultant must submit the financial proposal containing all associated costs for the full range of services required.