

TERM OF REFERENCE

Consultant supporting the YKAN Fisheries Program: Reef-Positive Fisheries Proposal Development for Impact Investment

*Konsultan pendukung Program Perikanan YKAN: Pengembangan Proposal Perikanan
Terumbu Karang Positif untuk Investasi Berdampak*

	: RFP (Request for Proposal)
Work Area	: Savu Sea (FMA 573)
Work Location	: Jakarta / Bali
Deadline for submitting proposal	: 09 August 2024
Development Area	: Services

Overview

The Yayasan Konservasi Alam Nusantara (YKAN) is seeking consultant to create and execute a collaborative fisheries conservation program in Indonesia. This program will utilize innovative management approaches, particularly through the establishment of public-private partnerships, to facilitate the conservation of fisheries and ecosystems. It aims to support the Indonesian government in developing effective data-poor stock assessment methodologies by involving the private sector in data collection. The use of communication technology, specifically the widespread internet connectivity in Indonesia, is expected to significantly improve traceability and data collection cost-effectively. The consultant will assist the YKAN fisheries program in carrying out activities for Koralestari project.

I. Background

Yayasan Konservasi Alam Nusantara (YKAN) is a non-profit organization established in Indonesia in 2014. YKAN's mission is to protect the lands and waters on which all life depends. To fulfill this mission, YKAN implements innovative solutions that foster harmony between nature and people. This involves implementing effective natural resource management, advocating collaborative approaches, and establishing a network of partners and stakeholders to build a sustainable Indonesia.

The Global Fund for Coral Reefs (GFCR) is a forum for mobilizing action and resources for efforts to protect and restore coral reefs by the Prince Albert II of Monaco Foundation and the Paul G. Allen Family Foundation—in partnership with the United Nations (UN). YKAN is one of the recipients of funding from GFCR through the KORALESTARI Program. The KORALESTARI program aims to help overcome the degradation of coral reefs in Indonesia which originates from destructive fishing, the impact of

environmentally unfriendly cultivation, unsustainable coastal development, land and sea pollution, the impact of climate change, and invasive species. The KORALESTARI program will run from 2023 – 2029 in three priority areas: (i) Berau, East Kalimantan; (ii) Savu Sea, East Nusa Tenggara, and (iii) Natuna Sea, Riau Islands.

One of the efforts to encourage sustainable fishing practices will be implemented in collaboration with key partners who have accelerated sustainable marine capture fisheries efforts. In the initial stage, national mapping of feasible capture fisheries adjacent to coral reef areas will be carried out. Furthermore, an investment roadmap for the Indonesian marine capture fisheries sector will be developed in close collaboration with key partners working on marine capture fisheries in the Savu Sea. This includes identifying feasible sustainable coral-reef fisheries projects, potential ecolabel-certified supply lines, pipeline development, and priority investment opportunities to set up Coral Reef Funding Facility (CRFF) that supports a portfolio of reef-positive projects.

During the assignment of this contract, the consultant(s) shall work closely coordinated with YKAN Sustainable Fisheries Program's team in Jakarta and Denpasar but may also need to travel to several project locations, including but not limited to, the following areas: Kupang, Sumba, Rote Ndao, Sabu Raijua and other locations if necessary.

II. OBJECTIVE

1. **Insights Capture and Summarization:** Provide YKAN Sustainable Fisheries Program with a comprehensive understanding of the current state of the capture fisheries industry and investor trends for a sustainable (reef-positive) fisheries business. Develop key criteria for “reef-positive” fisheries businesses including key business practice criteria and impact outcome metrics for tracking and explain how this could be applied in 2-3 illustrative models.
2. **Risk Identification and Mitigation:** Analyze seasonal, environmental, and market fluctuations risks, map potential partners, and develop strategies to mitigate risks and optimize partnerships for sustainable growth.
3. **Feasibility Study for Specific Fishery Type:** Assess the feasibility, profitability, and sustainability of the chosen fishery type in specific locations to align with CRFF objectives and funding requirements.
4. **Business Model Development for Reef-Positive Fisheries Project:** Outline the value proposition, target market segments, revenue streams, cost structures, and revenue projections, for a model of reef-positive fisheries business or project. This could include, but not be limited to, eco-label markets to ensure sustainability and profitability.
5. **Market Connection Enhancement Strategies:** Identify and propose actionable strategies to strengthen market presence, partnerships, and sales channels, with a specific focus on eco-label markets to differentiate the project and attract environmentally conscious buyers.

6. **Impact Assessment for Positive Incentives:** Assess and quantify the positive outcomes and benefits that could motivate fishers to engage in sustainable practices, foster conservation efforts, and promote the long-term health of fishery resources and coral-reef ecosystems through incentivization strategies.
7. **Field Visit and Information Gathering:** Gather first-hand insights, data, and perspectives through on-site visits to landing ports and companies, enabling a deeper understanding of local practices, challenges, and opportunities to inform project decisions and strategies effectively.

III. SCOPE OF WORK

1. Capture and summarize insights from capture fisheries industry and investor landscapes.
2. Provide key investment criteria for “reef-positive” fisheries businesses or projects, and 2-3 illustrative models of reef-positive fisheries businesses or projects.
3. Identify potential risk and opportunities that may impact partnership decision, such as seasonal and environmental factors, or market fluctuations, and strategies to reduce these risks for capture fisheries business, from list of potential partners and supply chain mapping provided.
4. Conduct feasibility studies for a specific fishery type in selected locations to support Coral Reef Funding Facility (CRFF) proposal.
5. Develop a comprehensive business model for a sustainable reef-positive fisheries project, detailing the value proposition, target market, revenue streams, and cost structure. This model will include estimates of potential revenue from various markets and buyers, including eco-label markets where applicable. For this model, provide details of and facilitate introduction to 2-3 potential partners or investees.
6. Recommend strategies to enhance market connections, with a particular focus on eco-label markets.
7. Identify the potential impact, which will provide positive incentives for fishers to protect and sustainably utilize fishery resources and coral-reef ecosystems.
8. Conduct field visits to several landing ports and companies in Kupang, Sumba or other selected areas to obtain deeper information and analysis, if necessary.

IV. EXPECTED OUTPUT

Within contract period (5 months), consultant is expected to submit the deliverable report below:

- Feasibility Studies for a specific fishery type in selected locations to support Coral Reef Funding Facility (CRFF) proposal, including potential partner and supply chain risks and opportunities.
- Business Model for reef-positive fisheries project, which include value proposition, target market segments, revenue streams, cost structures, and revenue projections, with a focus on eco-label markets and impact investment.
- Strategy recommendation on connecting reef-positif fisheries business to market and enabling potential impact along the supply chain while sustainably utilize fishery resources.

V. CONTRACT PERIOD

This consulting activity will be carried out for five effective months, start from **1 September 2024 to 31 January 2025** and can be extended according to YKAN's needs. The contract value that will be given to the selected local consultant during the working period in total of **USD 30.000**

VI. CONTACT PERSON

Interested applicants (eligible companies who have licenses to work in Indonesia) should send full proposal and budget as a team with details of day rate for each consultant to harxylen.purnomo@ykan.or.id and nandana.godjali@ykan.or.id with cc to gperdanahardja@ykan.or.id and submit the proposal through <https://procurement.ykan.or.id/>.