



## Request for proposals

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**To Provide technical assistance to EBOTOUR to develop a strategy to source basic products to support tourism in Ebodjé.**

**Issued: March 24, 2023**

**Responses Due Date: April 7, 2023.**

Location: Ebojie, South Region Cameroon.

Type of Contract: Individual Contract

Post Level: National Consultant

Languages Required: English/French, Report in English

Expected Duration of Assignment: up to 12 working days

Vendors may email questions and responses to the following contact:

[procurement@awf.org](mailto:procurement@awf.org) copying [LAkenji@awf.org](mailto:LAkenji@awf.org)

**African Wildlife Foundation**

Bastos, N°729, Rood 1792, Yaounde 1. Located between the Canada High Commission and the Belgium Embassy

P.O Box: 5333 Yaoundé-Cameroon



## **Background**

African Wildlife Foundation (AWF) is an international conservation organization formed in 1961. Together with the people of Africa, AWF works to ensure that the wildlife and wild lands of Africa will endure forever. Headquartered in Nairobi, Kenya, AWF has field offices in Tanzania, Uganda, Cameroon, Zimbabwe, Ethiopia, the Democratic Republic of Congo, Niger, and Rwanda) and is registered in the USA, UK, Canada, Switzerland, and South Africa.

In Cameroon, AWF has developed a 10-years strategic plan with a vision statement of; “AWF Cameroon envisions healthy ecosystems and thriving biodiversity that supports human well-being and contributes to Cameroon’s National Development Strategy 2020 – 2030”. Currently, three protected areas and their peripheries are benefiting from the support of AWF: Faro National Park, Dja Faunal Reserve, and Campo-Ma’an National Park (CMNP).

AWF Cameroon has received funding from The Global Environment Facility (GEF) under a project Titled: Integrated Management of Cameroon’s Forest Landscapes in the Congo Basin as an implementer of this project at Campo-Ma’an Landscape. Component 4 under this grant is focused on increasing benefit generation from biodiversity through sustainable tourism development. Under this component, one activity was **to provide technical assistance to EBOTOUR to develop a strategy to source basic products to support tourism in Ebodjé and provide equipment and supplies (agricultural inputs, tools, storage, processing equipment) to implement the strategy.**

To implement the above activity, AWF is soliciting bids from eligible and qualified consultants. The successful consultant will work closely with AWF’s Campo Ma’an Technical Advisor and the conservation service of the Mayange-na-elombo Campo Marine national park to provide the services described below.

### **a. Justification:**

Recently, Campo Ma’an National Park Ecotourism Development and Management Plan for 2018-2027 was developed through a platform for collaboration between MINFOF and MINTOUL, under the coordination of AWF and thanks to support from AWF, FEDEC, and the KfW – Basket Fund. At the same time, a public-private partnership for ecotourism in and around CMNP has been signed between MINTOUL, MINFOF, and AFRICAN TRAVEL MANAGEMENT. The coordinated framework that is being established to develop a more sustainable value chain for ecotourism provides a critical basis for this project. As early as 1999, ecotourism has also been under development in Ebodjé. This work started as part of the WWF Campo-Ma’an conservation project and was further supported by the Dutch Cooperation Agency (SNV). As part of this development, local houses have been converted to eco-lodges and tourist products have been developed.

Three community lodges exist in the area, Campo Beach Lodge, Nkoelon Lodge, and Memve’ele facility. All three community facilities are not operational. Currently, the only operational lodge is the community-run facility at Ebodjé which is now managed by community initiative EBOTOUR with limited capacity in terms of facilities and services provided. Thus, a need to strengthen their capacity to increase tourist products for the Campo-Ma’an Landscape.

### **b. Objective**

This TOR is for a national consultant to develop a strategic plan to source basic tourist products for Ebotour Community initiative in Ebodjie village. The objective is to carry out a study and Document/produce a strategy to source basic tourism products to support tourism for the Ebotour community initiative in Ebodjie village. In concept, it seeks to develop a tourism product sourcing strategy that will help the Ebotour community tourism initiatives in Ebodjie and the Ebojie people as a whole to implement the strategy and develop and or source other tourism products in other to improve their services.

The assignment is also to assist the project partners (notably relevant government agencies, local community initiatives, and the village of Ebodjie) in developing a strategic plan for sourcing tourism products which will ensure that Ebotour is will improve to source other products and thereby generate tangible benefits from the ecotourism initiatives.

### **c. Scope of Work:**

The Consultant will carry out the following tasks:

- i. Carry out a study in Ebodjie village to develop a strategy to source basic tourism products for the Ebotour Community initiative.
  - Visit Ebojie village and Assess the current situation at and around Ebotour Community tourism initiative/eco-lodge and Ebojie village – Types of products identified, infrastructure needs and other need assessment/training needs, benefits versus barriers in developing an eco-tourism product;
  - Synthesize value chains of ecotourism services generated by conservation-oriented activities compared to impacts from existing economic activities and livelihoods;
  - Analyze policy framework and beneficial factors to incentivize relevant stakeholders to foster the concept of wildlife-based and other products of eco-tourism as a niche of eco-tourism;
- ii. Scenario projection on the benefits of products source or identified of impacts to Ebotour initiative and habitat protection from ecotourism activities;
- iii. Conduct stakeholder consultation (MINFOF, MINTOUL, ATM, AWF) on the study to develop the strategy to identify complementary information.
- iv. Facilitate the validation workshop to validate the strategy document (workshop cost covered by AWF).

### **d. Expected Outputs and Deliverables:**

The consultant is expected to deliver the followings:

- Detailed Work Plan and Approach – Approximate Date of Submission: One week after contract signing;
- Produce a document of the strategy of sourcing basic tourism products for Ebotour in Ebojie Village and submit it to AWF for validation.
- Organize jointly with AWF the validation workshop of the strategy document (AWF will cover the cost).
- Submit to AWF the final validated strategy document to source basic products of tourism for Ebotour Community initiative.

### **e. Required Skills and Experience**

#### **Education:**

Holding an advanced degree in tourism management and or related, natural resources management, natural sciences, environment, forestry and development, and/or related fields.

#### **Experience:**

At least 5 years of experience in conducting a study on tourism development, natural resources, and environment-related subjects.

At least 5 years of experience in the assignment with international cooperation projects

Having good analytical and presentation skills.

Familiarity with working in a multicultural environment and in remote areas.

#### **Language requirements:**

Good command of French and English, both spoken and written.

#### **f. Documentation required**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications, experience, and sustainability to undertake the assignment. Please group them into one (1) single PDF document

- Personal CV, indicating all experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- Financial proposal, daily lumpsum.
- Motivation Letter Briefly describes why the individual considers him/herself as the most suitable for the assignment.

#### **f. Submission process**

Please submit proposals via email to [procurement@awf.org](mailto:procurement@awf.org) with a copy to [Lakenji@awf.org](mailto:Lakenji@awf.org) by 5.00 pm CAT on April 5, 2023. Proposals longer than 10 pages will not be considered.

Early submissions are welcome and appreciated. AWF may request meetings or calls to discuss proposals and reserves the right to reject any bids. AWF also reserves the right to consider bids for modification at any time before an award is made.

AWF will not be liable for any costs associated with the preparation, transmittal, or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award.