



TAITA TAVETA
WILDLIFE
CONSERVANCIES
ASSOCIATION

TERMS OF REFERENCE (TOR)

CONSULTANCY TO DEVELOP A PRIVATE SECTOR ENGAGEMENT AND MARKETING STRATEGY FOR TAVETA WILDLIFE CONSERVANCIES ASSOCIATION (TTWCA)

Summary of ToR

International Fund for Animal Welfare (IFAW) is seeking a consultant to develop a private sector engagement and marketing strategy for a project collaborator, Taita Taveta Wildlife Conservancies Association (TTWCA),

Background

IFAW (International Fund for Animal Welfare) is a global non-profit helping animals, and people thrive together with a presence in 40 countries worldwide. The IFAW Eastern Africa office is based in Nairobi.

IFAW addresses the needs of animals and people across many critical habitats by protecting wildlife from poachers, landscape conservation, and rehabilitating rescued animals. IFAW partners with local communities, governments, non-governmental organizations, and businesses to achieve its mission.

IFAW is implementing a United States Agency for International Development project, Sustainable Management of Amboseli and Tsavo landscapes, in collaboration with TTWCA, AET, Big Life, and Tsavo Trust. The project aims to enhance local organizations' capacity to provide leadership and implement conservation actions for community livelihoods and biodiversity conservation in their jurisdictions. In Tsavo, IFAW is strengthening TTWCA's capacity to lead conservation interventions and support conservancies within the region.

TTWCA is a landscape community-based organization established in 2013 with the mandate to support the development of wildlife conservancies and other related economic activities among its members for improved livelihoods and coordinate sustainable management of the Tsavo ecosystem. TTWCA also serves as a landscape umbrella body for the 33 conservancies/ranches covering approximately 1 million acres within the larger Tsavo landscape. The conservancies/ranches form a migratory corridor for the Tsavo National Park which is 5.8 million acres.

Project Description

IFAW is implementing a USAID-funded project "Sustainable Management of Tsavo and Amboseli landscapes' in Southern Kenya. The project is implemented in Tsavo Conservation Area and Greater Amboseli Ecosystem. The aim of the project is to

strengthen local institutions' ability to develop a coordinated management approach with their members to enhance local stewardship, improved benefit sharing, and the sustainable management of wildlife and biodiversity within the Tsavo Conservation Area and Greater Amboseli Ecosystem. This will be achieved through the following outcomes:

- Improved governance of Tsavo and Amboseli landscapes.
- Reduced threats and improved biodiversity conservation.
- Increased partnerships for landscape-level economic growth and sustainability.
- Increased community and ecosystem resilience.

Key Activities

Several key activities have been designed and will be implemented in line with the outcome areas stipulated above.

- i. Under improved governance of Tsavo and Amboseli landscapes, specific activities have been designed to help strengthen governance, technical capacities, infrastructure, and equipment for AET and TTWCA to facilitate an integrated, inclusive and coordinated approach to biodiversity and wildlife management and open opportunities to derive increased benefits from landscape resources.
- ii. On reduced threats and improved biodiversity conservation, the project aims at enhancing ecosystem-based planning, coordinated community-led law enforcement (anti-poaching, by-laws, and community dialogues), and human-wildlife conflict mitigation to improve management of wildlife and human well-being;
- iii. To increase partnerships for landscape-level economic growth and sustainability, targeted interventions have been lined up to enhance close coordination, planning, and smart partnerships between the local community institutions, county government, and private sector players across the anchor economic value chains (tourism, livestock, carbon, and green energy) to open new opportunities for local economic growth;
- iv. To increase community and ecosystem resilience, the project will strengthen capacity and support towards sustainable livelihood initiatives for local communities resulting in improved wildlife and rangelands management vital for ecosystem health and community resilience.

The objective of the assignment

The project seeks to unlock private sector investment into the conservancies to accelerate the conservation of wildlife, and associated biodiversity and create opportunities for employment for the local population. To realize this, TTWCA needs

an innovative and forward-looking investor engagement framework/strategy to catalyze investment into the immense opportunities available in the landscape. This will only be possible with a private sector engagement strategy that looks at the opportunities available, packaging them in a manner that fits the present market and provide potential options for linking with viable investors.

Scope of work

- To develop and validate a private sector engagement and marketing strategy and provide clear guidelines on its operationalization.
- To map out, identify, and validate key stakeholders to be included in the development of the private sector engagement and marketing strategy.
- To carry out an intensive and inclusive consultative process with the identified key stakeholders to gather information, and recommendations, and obtain feedback on the development and operationalization of a private sector engagement strategy.
- Develop a partnership deck and value proposition for what TTWCA can offer.
- Suggest proposals on how TTWCA can undertake an account management database of all new partnerships established, mobilized, or in the discussion.
- Summary of good practices of linkages between Private Sector and conservation umbrella organizations.

Expected Deliverables

1. Inception report: Highlighting methodology to be adopted in the selection, and validation of key stakeholders and for carrying out a consultative process with stakeholders.
2. Final tools/instruments of the process
3. Electronic files with all raw data
4. Report – highlighting existing information, gaps, feedback, and recommendations from stakeholders.
5. Private sector engagement strategy developed and validated by key stakeholders.
6. Final report and recommendations.

Required experience, skills, and competencies

Education:

1. Master's or equivalent degree in Business Administration, Marketing, Management, or related field
2. Minimum 10 years of experience working with Private Sector development programs
3. Extensive experience working in business, trade, investment, or sustainable development issues.

4. Significant exposure to fundraising for philanthropic, foundation, impact, or not-for-profit organizations.
5. Experience in building and brokering partnerships across parties.
6. Experience organizing private sector-focused events.
7. Professional connections and extensive private sector network in various industries; strong relationship-building skills.

Language

1. Excellent English and Swahili (written and spoken)
2. Excellent presentation and communication skills

Time frame of the consultancy

The duration of the assignment will be for 90 days.

Applications

Interested candidates should send their technical and financial proposals (not exceeding 15 pages), CVs (demonstrating their qualification, competency, and experience in undertaking similar assignments), company profile, two recent references, and their availability to suppliere@ifaw.org and jobs@ttwcakenya.com CC: info@ttwcakenya.com with the subject as 'PRIVATE SECTOR ENGAGEMENT AND MARKETING STRATEGY FOR TAITA TAVETA WILDLIFE CONSERVANCIES ASSOCIATION' not later than CoB Monday, 22nd May 2023.