



REQUEST FOR EXPRESSIONS OF INTEREST for the selection of an Individual Consultant for consultancy for the preparation of a sensitisation strategy and a communication plan for the reduction of use of plastics to promote circular economy, and to fight against marine pollution, in the AIODIS.

1. The Indian Ocean Commission (IOC) is an intergovernmental regional cooperation organization which brings together the Union of the Comoros, France, on behalf of Réunion, Madagascar, Mauritius and Seychelles. Its mission is to strengthen the bonds of friendship and solidarity between peoples and to contribute through regional cooperation to the sustainable development of its member states. The IOC has received a grant from the World Bank to support the SWIOFish regional project. It intends to use part of this grant to make payments under the Individual Consultant contract " for consultancy for the preparation of a sensitisation strategy and a communication plan for the reduction of use of plastics to promote circular economy, and to fight against marine pollution, in the AIODIS".
2. The Consultant's mission is to develop a three-pronged Strategy and Action plan to combat marine pollution with a focus on plastic pollution with the following three components:
 - A To develop a sensitisation and communication strategy on the reduction of marine plastic pollution and an Action Plan towards:
 - i. Government Authorities
 - ii. Private Sector
 - iii. Non-state actors
 - B To develop a plan for improved awareness for reduction of marine plastic pollution by involving education authorities and schools.
3. The mission will be carried out in the AIODIS member countries.
4. The Consultant will work under the supervision of the Indian Ocean Commission.
5. The estimated duration for carrying out this mission is one hundred days spread over six months.
6. The Indian Ocean Commission (IOC) now invites eligible consultants to express their interest in providing the services described above. They must provide information justifying that they are able to implement the necessary expertise and perform the services in question (curriculum vitae, copies of diplomas and attestations, references concerning the performance of similar contracts, etc.).
7. A version of the terms of reference is available on the website of the Indian Ocean Commission <http://commissionoceanindien.org>
8. Expressions of interest must be filed electronically in uncompressed format at the address below no later than Monday, May 19th, 2020 at 16:30 (Mauritius time UTC+4):

e-mail: innocent.miada@coi-ioc.org and njiva.r@coi-ioc.org

Reference: " (SW2 Y2 C020) consultancy for the preparation of a sensitisation strategy and a communication plan "
9. Individual Consultants will be selected in accordance with the procedures set out in the Guidelines Selection and Employment of Consultants under IBRD loans and IDA credits & Grants by World Bank Borrowers edition January 2011 Revised July 2014.
10. The individual consultants concerned may obtain further information during working hours at 9:00 to 16:00 (Mauritius time UTC+4) from the Indian Ocean Commission (IOC) by sending e-mails to the addresses referred in paragraph 8.



Promotion of African & Indian Ocean Island Developing States Blue Economy through the South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish2)

Terms of reference for consultancy for the preparation of a sensitisation strategy and a communication plan for the reduction of use of plastics to promote circular economy, and to fight against marine pollution, in the AIODIS.

Assignment title	Consultancy for: A. Development of a sensitisation strategy and a communication plan for reduction of plastic pollution towards government authorities, private sector and general public in AIODIS B. Development of a plan for advocacy against plastic pollution in high-level national, regional and international fora
Contract duration	100 person days over 6 months (June - November 2020)
Financed by	IDA

Mauritius, April 2020

1. Background

A Financing Agreement (Grant No. D1720) was signed between the International Development Association (IDA) and the Indian Ocean Commission (IOC) on the 30th May 2017 to support the Second South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish2).

This consultancy is in the context of the implementation of the subcomponent of the project that supports the African and Indian Ocean Developing Island States (AIODIS).

The AIODIS sub-component of SWIOFISH2

The second sub-component will support the group of African and Indian Ocean Island Developing States (Cabo Verde, Guinea Bissau, São Tomé & Príncipe, Comoros, Mauritius, Madagascar, Maldives and Seychelles) in collaborating and sharing their own experiences to address some of their specific challenges such as improving the sustainable management of their vast maritime territory; innovating and developing their blue economy in the context of climate change; and collaboratively mobilizing finance for addressing those challenges. Activities include the organization of high-level meetings to discuss specific challenges and issues of regional interest; the creation and exchange of knowledge; the provision of a preparation facility for project proposal; and a support to the AIODIS Secretariat to be hosted by the IOC.

2. Context of the assignment

The African and Indian Ocean Island Developing States (AIODIS) are richly endowed with vast Economic Exclusive Zones (EEZ). The AIODIS have jurisdiction over a significant marine area of about 7 million km², with a long coastline of about 15 000 km, multiple maritime boundaries and complex international and national legal frameworks. The ocean therefore plays a major role given, its economic, social, environmental and geopolitical interests.

The diverse components that make up the Blue Economy are highlighted in table below.

Type of Activity	Activity Subcategories	Related Industries/ Sectors	Drivers of Growth
Harvesting and trade of marine living resources	Seafood harvesting	Fisheries (primary fish production)	Demand for food and nutrition, especially protein
		Secondary fisheries and related activities (e.g., processing, net and gear making, ice production and supply, boat construction and maintenance, manufacturing of fish-processing equipment, packaging, marketing and distribution)	Demand for food and nutrition, especially protein
		Trade of seafood products	Demand for food and nutrition, especially protein

Type of Activity	Activity Subcategories	Related Industries/ Sectors	Drivers of Growth
		Trade of non-edible seafood products	Demand for cosmetic, pet, and pharmaceutical products
		Aquaculture	Demand for food and nutrition, especially protein
	Use of marine living resources for pharmaceutical products and chemical applications	Marine biotechnology and bioprospecting	R&D and usage for health care, cosmetic, enzyme, nutraceutical, and other industries
Extraction and use of marine non-living resources (non-renewable)	Extraction of minerals	(Seabed) mining	Demand for minerals
	Extraction of energy sources	Oil and gas	Demand for (alternative) energy sources
	Freshwater generation	Desalination	Demand for freshwater
Use of renewable non-exhaustible natural forces (wind, wave, and tidal energy)	Generation of (offshore) renewable energy	Renewables	Demand for (alternative) energy sources
Commerce and trade in and around the oceans	Transport and trade	Shipping and shipbuilding	
		Maritime transport	Growth in seaborne trade; transport demand; maritime transport industries (shipbuilding, scrapping, registration, seafaring, port operations, etc.)
		Ports and related services	
	Coastal development	National planning ministries and departments, private sector	Coastal urbanization, national regulations
	Tourism and recreation	National tourism authorities, private sector, other relevant sectors	Global growth of tourism
Indirect contribution to economic activities and environments	Carbon sequestration	Blue carbon	Climate mitigation
	Coastal Protection	Habitat protection, restoration	Resilient growth

Type of Activity	Activity Subcategories	Related Industries/ Sectors	Drivers of Growth
	Waste Disposal for land-based industry	Assimilation of nutrients, solid waste	Wastewater Management
	Existence of biodiversity	Protection of species, habitats	Conservation

Source: World Bank and United Nations Department of Economic and Social Affairs. 2017. The Potential of the Blue Economy: Increasing Long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. World Bank, Washington DC.

These components have the potential to generate substantial direct and indirect income and employment opportunities to the population of the AIODIS. Except for tourism and fishing activities, the AIODIS have insufficiently developed other components. The current limited capacity prevents these AODIS from maximising opportunities in the other sectors. Moreover, while resources represent a formidable opportunity of growth and development, if not well managed, they can lead to critical challenges, with serious consequences on the lives of millions of people who depend on coastal areas.

The AIODIS component of the SWIOFish2 project aims to support the development of the Blue Economy by providing opportunities for south-south exchange and increased access to needed expertise for the formulation of actions for the purpose.

The development of economic sectors must happen in healthy oceans, where marine pollution is prevented. Transition to a more circular economy is at the cornerstone of preventing pollutants, including marine plastic litter, to reach the oceans, by addressing the problem at the very source. The Indian Ocean Commission, as an intergovernmental organization supporting its member states as well as the Small Island Developing States (SIDS) of the Atlantic in their march towards sustainable development, proposes to collaborate with the authorities on the one hand to improve the business environment for the emergence of the circular economy and on the other hand to establish a process for the promotion of innovation and entrepreneurship on the issues and perspectives of the circular economy within the framework of the AIODIS with focus on marine pollution. Better use of resources and change from a linear model to a more circular one and a change of perception from waste to value will help combat land-based sources and marine sources of pollution that ends up in the sea and also help create employment opportunities and reduces poverty. This will enable entrepreneurs in the AIODIS to move towards a circular economy that responds to both environmental and economic problems.

2.1. Circular economy in island states

The geographical remoteness of the islands, as well as their small size in most cases, represents an obstacle to the sourcing of raw materials, which is due to limited resources, and outlets for finished products as a result of minimal local demand. These represent a major challenge to the adoption of a circular economy. The AIODIS countries also face challenges for waste management, including limited landfill capacity and the lack of economies of scale for waste collection, treatment and/or recycling processes. Many of the AIODIS countries also have limited financial resources for waste management

infrastructure. This can result in the need to export waste to be dealt with elsewhere. A significant economic dependence on tourism leads to the generation of increased amounts of waste in tourist resorts.

2.2. Sensitisation and Communication against marine pollution amongst AIODIS

Every year, 100 million tonnes of waste (out of the 4 billion produced annually) end up at sea, much of it made up of plastic. It is estimated that 8 to 15 million tonnes of plastic are dumped into the oceans each year. As plastic is nowadays extensively used in people's daily lives, plastic pollution is a real threat for which mankind is solely responsible. Waste that is dumped into rivers, seas or collected by runoff from watersheds will end up in the ocean if it is not recovered upstream. Waste in the form of micro or nanoparticles is found in the environment such as in the soil and ultimately in the ocean given that 80% of marine pollution originates from land.

In recent years, research and awareness initiatives on ocean plastic pollution have continued to grow. However, the scope of these responses is limited at the country level, while the phenomenon has taken on a cross-border dimension. Although individual country-level initiatives do exist, the limited scope of each and insufficient coordination among actors is a limiting factor on overall effectiveness. The impact of plastic pollution on food chains, particularly marine ones, has not yet been sufficiently studied. Plastics, cause strangulation and asphyxiation and accumulate in living organisms including fish and marine mammals. They also carry endocrine disruptors, mutagens and other pollutants, which represent a threat for biodiversity with a definite impact on human health. Furthermore, marine eddies carry concentrated flows of micro-plastics that are mixed with phytoplankton. This must be considered when assessing the effect of micro-plastics on ecosystem health and human health. The Indian Ocean is not immune to this phenomenon.

From the point of view of recovery of plastic waste and its management, policies are implemented in the territories of the AIODIS, but at different scales. The need to export waste from an island to a recovery centre involves collection, sorting and the first steps of recycling (compaction, grinding, etc.) to limit transport costs. However, inadequate plastic waste management cumulated with lack of public education and awareness results in such waste ending up in the ocean. Waste management requires country-specific adaptation and national coordination to be effective and so remains a rather national issue. This study is rather focussed on public education and awareness.

The fact that marine pollution is increasing over time shows that there is a need to analyse the level of education and sensitisation against plastic marine pollution.

Several studies have shown the need to focus on the youth – the decision makers of tomorrow. The education of the younger generation is the cornerstone of this programme. Marine pollution is already a matter of great concern and there is an urgent need to work with the younger generation in order to achieve lasting behavioural change.

Innovation and support for the development of awareness activities, linked to recycling and the circular economy, should be the immediate response to the daily plastic pollution in the region. The aim is to build on the dynamism of local stakeholders with the support of a specialised operators to encourage the development of economically viable

enterprises that offer technical alternatives to plastic materials produced and imported in the AIODIS countries or to offer solutions for the recovery and recycling or export of plastic waste.

3. Objectives of the Consultancy

The aim of the consultancy is to develop a three-pronged Strategy and Action plan to combat marine pollution with a focus on plastic pollution with the following three components:

- A To develop a sensitisation and communication strategy on the reduction of marine plastic pollution and an Action Plan towards:
 - i. Government Authorities
 - ii. Private Sector
 - iii. Non-state actors
- B To develop a plan for improved awareness for reduction of marine plastic pollution by involving education authorities and schools.

A. To develop a sensitisation strategy and a communication plan for

- (i) Government Authorities
- (ii) Private Sector
- (iii) General Public

The specifics of the Communication Strategy on tools/measures that can be taken by Governments to reduce pollution and promote recycling and circular economy are as follows:

- i. For Governments**
 - a. Implement a deposit-refund system for recovery of plastic bottles for recycling;
 - b. Encourage the recycling of accessories and equipment in a circular economy and fight marine pollution from the source;
 - c. Support and promote initiatives to combat the use of single-use plastics;
 - d. Prohibit the use of plastic bottles in official meetings and other public events for the promotion and adoption of an environmental charter;
 - e. Sanction the rejection of any plastic container in nature;
 - f. Awareness of the media on their environmental responsibility and invite them to promote alternatives to plastic products and good practices of circular economy;
 - g. Curricula in schools on the harms of plastic;
 - h. Encourage all public and private institutions to make provision for drinking water for all their staff; especially in schools and public places and take the necessary actions to ensure that tap water is potable (such as storage) and the factors determining the perception of water quality in a transparent manner;
 - j. Apply the 'polluter pays' principle and ensure that the products reflect the actual costs including the costs taking into account the impact on the environment and recover from the industry concerned the full cost of its impact;
 - k. Adopt appropriate policy frameworks and enforcement measures to ensure implementation of above actions and the ones mentioned under (ii) and (iii) below.
- ii. For Private Sector (all spheres of private sector including those in the leisure and catering including intermediary private sector associations)**

- a. Formulation of some framework, policy decision followed by advocating for investment from private sector for non-polluting products;
- b. Prohibit the use of plastic bottles in meetings and conferences and promote the use of reusable containers with drinking water ;
- c. Ensure adequate drinking water quality and regular inspection of stored water.
- d. Invest in greening industrial operations to avoid pollution of the marine environment;
- e. Reduce plastic packaging of products;

iii. For General Public

- a. Adopt a policy for plastic containers such as reusable container for water but also other containers for food and other widely used products such as detergents and personal hygiene;
- b. Take steps to avoid contamination of drinking water;
- c. Exercise right to access drinking water in homes, schools, offices, restaurants and any public place.
- d. Increase demand for products that produce minimal waste.

B. To develop a plan for improved environmental awareness by involving education authorities and schools

- a. Assess communication and sensitisation campaigns and educational activities in schools and propose improvements;
- b. Develop an advocacy plan for improved students'/youth involvement/participation in high-level national, regional and international fora related to environmental issues.
- c. Recommend channels of communication between young people and government and other decision makers.
- d. Recommendations on how the youth can engage the private sector, academic institutions, media and civil society.
- e. Promotion of youth-led organizations in AIODIS to facilitate multi-stakeholder partnerships against marine pollution.
- f. The establishment of an AIODIS funding mechanism to support youth involvement, including research led by young researchers in the area of circular economy.

4. Scope work

The consultant will be home based, with the possibility to travel to the General Secretariat of the IOC and if necessary, in AIODIS countries to conduct consultation with key stakeholders. The Organisation and methodology to be submitted may make proposals on this.

The IOC will facilitate networking of key experts with the AIODIS National Focal Points in order to ensure that experts' mission in the AIODIS is productive.

5. Deliverables

The main deliverables of the consultancy are:

- (i) Inception Report, inclusive of a programme of work and methodology to be used.

- (ii) A draft report, including the sensitisation strategy and communication plan for government, private sector and general public, and pledge on elimination of single use plastics from premises of UN agencies.
- (iii) Final Report, including an Executive Summary at the end of the assignment, in which the comments received on the draft report are incorporated.

All report will have to be provided in hard as well as soft formats.

6. Duration

The level of effort required for the completion of the tasks should not exceed a total of 100 person days and is expected to start on or about mid-September 2019 and be completed by February 2020.

Activity	Timing / Deadline
Advert for post	May 2020
Evaluation	June 2020
Start of contract	July 2020
End of contract	January 2021

7. Supervision Responsibility

The consultant shall report to the coordinator of the SWIOFISH2 project, based at the IOC, throughout the duration of the project and shall maintain constant liaison with IOC to discuss on matters pertaining to progress of works as well as for eventual claims for payment.

8. Qualification and experiences

The candidate should possess the following skills and competencies:

- At least a post graduate degree in environmental science or related field.
- In-depth knowledge and understanding of issues related to the marine environment in small island developing states. Previous experience in the AIODIS will be an advantage.
- Extensive work experience and proven record in advocacy, policy, campaign, strategic management.
- Demonstrate experience of having undertaken similar assignments.
- Good analytical and documentation/report writing skills.
- Good communication and facilitation skills.
- Excellent command of oral and written English.
- Knowledge of French and Portuguese will be an advantage.
- Cultural awareness and sensitivity to political and socio-economic issues in the AIODIS will be an advantage.

9. Payment schedule

- 20% - Upon submission and approval of an Inception (work) Plan inclusive of a programme of work (within 2 weeks of start of assignment)
- 40% - Upon submission and approval of a first draft of the report.
- 40% - Upon approval of final version of the of the report