

Call for Applicants

Blue Economy in the Mediterranean

Scaling-up and mainstreaming promising innovations for a sustainability transition

Background information

Plan Bleu - observation, analysis and prospective centre – was created in the late 1970's in the framework of the Mediterranean Action Plan of the United Nations Environment Programme (UNEP/MAP) and the Convention for the protection of the marine environment and coastal region of the Mediterranean (Barcelona Convention). Plan Bleu aims to support decision making in the Mediterranean Region with up to date information and analyses on environment and development, including socio-economic and sectoral analyses.

The present consultancy takes place in the context of the UNEP/MAP Program of Work 2020-2021, adopted by the Contracting Parties to the Barcelona Convention in December 2019 in Naples (Italy). More specifically, this activity will contribute to the implementation of the following activities in the UNEP/MAP programme of work (PoW):

PoW Activity	4.4.1.2. “Implementing the SDG 14 in the Mediterranean by promoting the Blue Economy”
PoW Activity	1.1.3.2. “Continue to work on regional tools including potential guidelines on sustainable tourism with a particular focus on nautical activities, pleasure boating including cruising”

The consultancy will contribute to implementing the Sustainable Development Goal 14 (SDG 14) in the Mediterranean by promoting the mainstreaming of promising innovations in Blue Economy, into public policies and private action. The consultancy will be undertaken with support from the Mediterranean Trust Fund (MTF), as well as from the French Environment and Energy Management Agency ADEME.

The consultancy will build on previous work and partnerships developed by Plan Bleu, while leading to more practical recommendations on a least two sectors: (i) sustainable tourism, with a focus on cruise and recreational boating; (ii) sustainable aquaculture. Each sector will be considered in the perspective of a future **sustainability transition**.

In 2018 and early 2019, Plan Bleu coordinated transversal activities on the Blue Economy, leading inter alia to the production of 40 case studies and recommendations based on the case studies. This document was discussed with Plan Bleu Focal Points in Mediterranean Countries during their 2019 meeting (Marseille, France, 28-29 May 2019), as well as by members of the Mediterranean Commission on Sustainable Development in a back-to-back workshop organised after the Mediterranean Commission on Sustainable Development (MCSD) 18th meeting (Budva, Montenegro, 13 June 2019). Activities and deliverables described below build on the recommendations formulated during these meetings.

In particular, they build on the following recommendations:

- Given the importance of the tourism sector for the Mediterranean, the MCSD invited the Contracting Parties to develop and strengthen measures towards the achievement of sustainable tourism in the region;
- The MCSD highlighted that a stronger engagement of the private sector is necessary to achieve a real change of the tourism sector towards sustainability, and that ecosystem-based integrated marine and

coastal planning processes (MSP, ICZM) need to address mass tourism management and planning, including in particular nautical tourism and cruise.

The consultancy thus follows-up on recommendations and conclusions by the Plan Bleu Focal Points at their 2019 meeting and 18th Mediterranean Commission on Sustainable Development meeting and back-to-back workshop on the Blue Economy. It will also build on the conclusions of the report published by Plan Bleu early 2020: “Blue Economy in the Mediterranean: Case studies, lessons and perspectives”. The forty case studies analysed in the Report unveiled a very large asset of innovative outputs (methods, approaches, tools) built out of field projects and initiatives. If strategically capitalized those innovative tools could significantly contribute to the Mediterranean blue economy transition. The present consultancy will bring an additional step by providing practical recommendation for mainstreaming sustainability innovations in key sectors: (i) tourism including cruise and recreational boating; and (ii) aquaculture.

The consultancy will also benefit from work undertaken by Plan Bleu on sustainable tourism with the publication of Sustainable Tourism in the Mediterranean: State of Play and Strategic Directions (2017), in the framework of the EU funded Blue Med start-up action “BlueBoatsMed”; as well as three EU funded Interreg MED projects: Sustainable Tourism Community; Blue Growth Community; Biodiversity Protection Community (in particular Pharo4MPA project).

In the context of the proposed consultancy, Blue Economy is defined as sustainable and inclusive activities based on the sea. It includes in particular the sectors of fisheries, aquaculture, tourism, recreational activities, maritime transport and port activities, wind energy and living marine resources. Further details on Plan Bleu’s work on the subject can be found at the following link: <http://planbleu.org/fr/activites/economie-bleue>

In particular information on BlueBoatsMed project can be found on: <https://planbleu.org/en/blueboatsmed-workshop/>

Objectives of the consultancy

The 2020-2021 programme of work adopted by the Contracting Parties to the Barcelona Convention in Naples on December 2019 provides for the implementation of strategic activities on the Blue Economy, leading to the preparation of **concrete recommendations for scaling-up and mainstreaming promising innovations** to foster a sustainability transition in the region, in particular through methodological documents on cruise and recreational boating including potential guidelines.

More precisely, the consultancy aims at:

1. Providing senior advice to Plan Bleu on **sustainable tourism**;
2. Preparing a first draft of **regional guidelines on cruise and recreational boating**, using inter alia the findings of BlueBoatsMed project;
3. Identifying key levers and critical steps for a **transition towards sustainable aquaculture** in the Mediterranean;
4. Operationalizing and broadening recommendations identified in Plan Bleu 2020 report on the Blue Economy, based on a broader range of projects and project results, and with an increased focus on the **conditions for mainstreaming important innovations** (including technical, governance, policy, economic innovations, etc.); proposing strategic yet concrete activities on the Blue Economy to be recommended for the future UNEP MAP 2022-2027 Medium Term Strategy (MTS), including on sustainable tourism, and contribute to the identification and preparation of at least two project applications on this basis.

Further details are presented below.

Activities to be carried out, and expected outputs

The consultant will be responsible to undertake the activities below, in close collaboration with other UNEP/MAP components, and MAP partners working on the Blue Economy. She/he will contribute to activities planned in MAP programme of work, in agreement with Plan Bleu's management, respecting the agreed timelines as well as the objectives of each of the activities mentioned in the present consultancy description.

Each output will be shared with representatives of key partners, including **UNEP/MAP Coordinating Unit, Plan Bleu, and other relevant Regional Activity Centres** for review. Review by representative of those institutions will be taken into account in revised outputs delivered by the consultant.

1. **Transition towards sustainable tourism in the Mediterranean**
 - The consultant will provide senior advice to Plan Bleu's team on sustainable tourism transition in the Mediterranean.
2. **Regional guidelines on cruise and recreational boating.**
 - The consultant will organise an **expert workshop** or webinar on sustainable cruise and recreational boating (depending on the Covid situation), in close collaboration with Plan Bleu's team. This workshop will be the last event of the BlueBoatsMed project. The list of participants will be made available by Plan Bleu.
 - The consultant will prepare the **minutes of the meeting**, as well as a **foresight and scoping report** based on the main project findings.
 - The consultant will draft a first version of proposed **guidelines** on cruise and recreational boating in the Mediterranean.
 - The consultant will prepare **terms of reference** for a technical consultancy to finalise the guidelines, in collaboration with relevant Plan Bleu experts.
3. **Transition towards sustainable aquaculture in the Mediterranean.**
 - The consultant will organise an **expert workshop** or webinar on the subject (depending on the Covid situation), in close collaboration with Plan Bleu's team, and with the support of a Plan Bleu junior expert.
 - On the basis of the meeting, the consultant will prepare a short **report** with practical & strategic recommendations for a sustainability transition in Mediterranean aquaculture, considering medium-term trends in the region, and identifying key levers and critical steps. Experts interested in participating in the workshop have been identified by Plan Bleu.
4. **Operationalizing and broadening recommendations identified in Plan Bleu 2020 report** on the Blue Economy, based on a broader range of projects and project results:
 - Based on the activities listed above, and taking into account other Blue Economy activities coordinated by Plan Bleu, the consultant will update key recommendations in the 2020 Plan Bleu report, with an increased **focus on the conditions for mainstreaming important innovations** (including technical, governance, policy, economic innovations, etc.);
 - On the basis of the above mentioned activities, the consultant will propose strategic yet concrete activities on the Blue Economy for the **future UNEP MAP 2022-2027 Medium Term Strategy (MTS)**, including on sustainable tourism, and
 - Contribute to the **identification and preparation of at least two project applications** on this basis.

Calendar and workload

	Deadline	Estimated workload
1. Transition towards sustainable tourism		
- Senior advice		7 days
2. Cruise and recreational boating guidelines		
-Expert workshop or webinar	October 2020	3 days
-Minutes, foresight and scoping report	November 2020	8 days
-Draft guidelines		15 days
-Terms of reference for a technical expert support in the finalisation of cruise and recreational boating guidelines	October 2020	2 days
3. Transition towards sustainable aquaculture		
-Expert workshop or webinar	October 2020	6 days
-Report (as outlined above)	November 2020	9 days
4. Operationalising and broadening recommendations		
-Recommendations for mainstreaming important innovations	January 2021	6 days
-Proposals for the UNEP/MAP 2022-2027 MTS	November 2020	1 day
-Project proposals (contribution to at least 2)	November 2020	3 days

Work Period and estimated duration

The work period is expected to start in August 2020 and end in January 2021. All deliverables will have to be completed by the end of January 2021.

Total number of days is estimated at 60 days.

Work organization

The results of the above steps will be validated by Plan Bleu, in consultation with the Coordinating Unit, key Plan Bleu partners and other RACs as relevant. Regular calls and meetings (face to face or by Skype depending on the expert location) with Plan Bleu and/or other UNEP/MAP components and partners will be planned during the activities to ensure a smooth development of the tasks and that the results are adapted to the needs. The opportunity for the expert to regularly meet face to face with Plan Bleu's team and partners will be considered an advantage.

The consultant will work in close collaboration with Plan Bleu and MAP partners on Blue Economy sector, with a particular emphasis on Sustainable tourism, as recommended by the MCS.D.

The consultant will work in close relation with Plan Bleu experts, to benefit from synergies and collaborations with on-going projects on Blue Growth (EU funded Interreg MED Blue Growth), sustainable tourism (EU funded Interreg MED Sustainable Tourism), marine biodiversity protection (Interreg MED Biodiversity Protection), and sustainable cruise and recreational boating (BlueMed Start-up Action BlueBoatsMed, co-funded by EU and

ADEME). The consultant will also take into account on-going efforts on the subject in the Mediterranean region, including a study on cruise and recreational boating in the Ramoge area.

The consultant will ensure that the Plan Bleu's Management is aware of all the contacts initiated with the partner institutions, and **deliver a complete list of relevant contacts** and leads for further collaboration upon the end of her/his mission, in order to ensure the continuity of operational partnerships.

Consultant profile and mobility

The consultant shall possess the following background, skills and experience.

- **Degree** in graduate studies in Economics, Political Science, Master degree, or equivalent
- **A least 7 years of relevant experience**
- **Confirmed experience** on one or several sectors of the Blue Economy, **including sustainable tourism**
- **Experience on networking with a range of partners including donors and private sector**
- **Proven writing and presentation skills in English and fluent understanding of French required;** fluency in French and/or Arabic would be a plus
- **Great organizational ability, as well as time management and timeliness**
- **Ability to work in an interdisciplinary team**
- **Specialized tools** : pack MS-Office software

Previous experience in the Mediterranean and availability to meet regularly with Plan Bleu's team will be considered important assets.

Travels: Pending future developments on the Covid 19 situation, the consultant may be expected to travel to Mediterranean-rim countries and/or in the countries hosting the main partners. International travel to participate in Mediterranean events will be financed by Plan Bleu in addition to the consultancy contract.

Application

Application files must include:

- A Curriculum Vitae (CV)
- A list of relevant experiences on Blue Economy and/or Sustainable Tourism (if not already detailed on the CV above)
- A short technical proposal (in no more than 5 pages)
- Names of at least two reference persons that could be contacted for feedback on previous achievements
- An economic offer
- A consultant fiscal number or SIRET (as applicable in the country of residence)

The selection process may include interviews (through Skype or phone), as well as a pre-selection phase followed by requests for complementary information / negotiation if required.

Thanks to address your application file by the 29th July 2020 on our website <http://planbleu.org/>, section Tenders as well as on the following email address: planbleu@planbleu.org