



REPUBLIC OF LIBERIA
ENVIRONMENTAL PROTECTION AGENCY
 4th Street Sinkor, Tubman Boulevard
 1000 Monrovia, 10 Liberia
 P.O. Box 4024



CALL FOR EXPRESSION OF INTEREST

TO PROVIDE CONSULTANCY SERVICE
REFERENCE NO: EOI/EPA/E&E/CON/004/2024

CONSULTANCY SERVICE TO FINALIZE THE ECO-TOURISM POLICY AND
 CONDUCT A VALIDATION WORKSHOP

TERMS OF REFERENCE FOR NATIONAL CONSULTANT

Job Title		National Consultant	
Division/Department		Energy & Environment/Environmental Protection Agency/EPA	
Programme/Project Number		UNDP Energy & Environment Program/Country Support Program	
Activity 2.1.2 Result		Eco-Tourism Policy Finalized and Validated	
Assignment		To Finalize the draft Tourism Policy to include Eco-tourism and conduct a validation workshop	
Location		Monrovia, Liberia	
Reports to	Energy & Environment Coordinator/EPA-UNDP	Consultancy Duration:	2 Months (May 1 – July 2, 2024)

BACKGROUND

The Environmental Protection Agency (EPA) is the principal authority in Liberia responsible for the management of the environment; coordinate, monitor, supervise and consult with relevant stakeholders on all activities in the protection of the environment and sustainable use of natural resources.

The Environmental Protection Agency (EPA) through the United Nations Development Program (UNDP) Energy & Environment Program/Country Program Support intends to support the Government of Liberia through the Environmental Protection Agency (EPA) to finalize an Eco-Tourism Policy and conduct stakeholders' validation workshop.

Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and environmental responsibility. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. One of the goals of ecotourism is to

offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats. (Global Biodiversity Protection)

Under the Private Sector Program, the Liberia National Tourism Association (LINTA) was established and is functional. LINTA is a nonprofit organization whose purpose is to unify the voices of tourism operators such as Airlines, Hotel & Catering Trades, Car Hire, Travel Agents and Tour Operators with the aim of fostering, encouraging and promoting the sustainable development and viability of the tourism industry in Liberia. (<http://www.linta.org.lr>)

It is in this regard and with support from the UNDP that the Environmental Protection Agency (EPA) of Liberia through its Energy & Environment Unit of the EPA requests the services of a National Consultant to work in collaboration with the EPA to finalize Liberia's Eco-tourism policy and conduct stakeholders' validation workshop

Ecotourism is all about balancing the need for profits (to sustain operations) with long term sustainability. The focus, of course, is more on the latter. The overarching goal of ecotourism is to create experiences that benefit everyone equally, not just the tourist and stakeholders. This means protecting the local ecosystem and natural resources. It also involves giving local people a living wage while helping them preserve their communities and culture. While the goal is simple, the implementation is not. There are many factors and opposing needs involved. (<https://www.turtlefiji.com>). The National Legislature in 2020 passed Liberia Tourism Authority Act. Therefore, the need to finalize and validate a national eco-tourism policy for governance of the sector. Hence, the policy must take into consideration mainly environmental, cultural awareness, benefits communities and the environment, etc.

With the plethora of challenges, the Energy and Environment (E&E) programme of the UNDP seeks to support the Government's efforts in achieving diversified and inclusive economic growth through investments in sustainable and environmentally friendly agriculture, food security, job creation and improved resilience to climate change and natural disasters. UNDP works to empower the population and build a resilient nation. It supports the government to develop and implement interventions aimed at improving the lives of the people, including women, youth and People living with Disability (PWD).

Through its Energy and Environment (E&E) Programme, UNDP supports the government through its relevant Ministries, Agencies and Commissions (MACs) to address environmental issues and mitigate their impacts to support the collective growth and development of the country.

CONTRACT AND REPORTING REQUIREMENTS

The Consultant will be hired against a performance-based contract for two (2) Months (May 1 – July 2, 2024). He/she will report to Coordinator of the EPA-UNDP Energy & Environment Unit. The Consultant shall submit reports summarized below, for the respective period(s). All documents/reports should be issued in English, submitted in both hard and electronic copies.

- Monthly Progress Reports: The Consultant shall prepare weekly concise reports with the relevant information on progress, highlighting achievements, emerging issues that need to be clarified with the client and recommendations.

- Final Report: Before the end of the assignment: The Consultant shall submit a final report after validation detailing all the activities undertaken. The report should outline achievements and issues and lessons learnt.

Objective of the Assignment

The objective of this assignment is to review finalize, and validate Eco-tourism policy that is Linked to Institutional Framework, responsibilities with proposed sustainability plan.

Scope of Work and Responsibilities

The Consultant will have the following responsibilities:

- Review current draft Tourism Policy, Eco-tourism platforms, policies, awareness or promotion strategies, and offer necessary recommendations and/or strategy.
- Identify and develop stakeholders' engagement roadmap.
- Conduct desk review and analysis of situation in the region to inform regional best practices.
- Conduct data analysis of findings and recommend cost remedial actions to boost and promote the sector.
- Ensure the conduct of a validation workshop.
- Support all other works of the Unit leading to the production of the final product.

Functional Competencies:

- Excellent and effective communication (verbal and written) skills, including ability to prepare reports and conduct presentations by clearly formulating positions on issues, articulating options concisely conveying maximum necessary information, making and defending recommendations; ability to convey difficult issues and positions to the public.
- Have a considerable knowledge of research and proposal development

Key Expected Results

An eco-tourism policy is developed, and that is linked to institutional framework and roles.

Performance Monitoring Indicators

- Inception report
- Validation report
- Minutes of stakeholder(s) consultations
- Production of final report containing the Eco-tourism policy detailing awareness and promotion platforms.

Output

The Consultancy will achieve the following deliverables:

- Identifying key stakeholders and their interests and concerns in relation to the eco-tourism policy, awareness and promotion.
- Ensuring that stakeholders understood the importance of this initiative.
- Informing and involving affected and interested individuals and organisational stakeholders in the development of this policy to incorporate their concerns in the preparatory document.
- Allowing for stakeholders' inputs in the design including concrete measures for addressing environmental issues, other issues, and
- Ensuring that stakeholders have access to the information.

QUALIFICATION

EDUCATION:

- Master's Degree Public Policy, Management, Tourism, Culture and Heritage Studies, Development Studies, Development Economics, Business Administration, related Social and technical Sciences.
- More than five (5) years of documented experience of working in related field of study in regions across the world.
- Knowledge and experience in various jurisdiction of Public Policy and especially in Culture and Tourism
- Experience performing similar services requested.
- Knowledge of capacity development, Policy Analysis, Tourism and Legal Frameworks.
- Documented social skills and networking capabilities is an advantage.
- Experience in management and organizational development.
- Excellent ability to communicate clearly in written and spoken English.

OTHER SKILLS

- Excellent team player with good interpersonal skills
- Ability to manage workload with minimum supervision
- Ability to work under pressure and tight deadlines
- Ability to accommodate additional demands at short notice
- Ability to work in a multi-cultural environment
- Oral communication/presentation skills
- Proactive mindset
- Experience in working with the EPA or UNDP funded activities/projects

PLEASE ADDRESS ALL APPLICATION TO:

ATTENTION: Mr. Pescee T. Doe
Assistant Manager/Procurement
Environment Protection Agency (EPA)
4th Street, Sinkor
1000 Monrovia, 10 Liberia
P.O. Box 4024

or through email (infoepa2024@gmail.com), indicating in subject area “**Consultancy Service to develop, validate and finalize an Eco-Tourism Policy**” Closing date for submission of EOIs is **4PM, April 18, 2024**. Any submission coming/received after this deadline will not be given consideration. Only submissions that meet the requirement/criteria as contained in the Request for Expression of Interest will be considered for evaluation. The application package must include CV of key staff, Technical and Financial Proposals.

NOTE: This information is also posted on these websites: www.emansion.gov.lr, www.ekmsliberia.info., www.epa.gov.lr, www.unpd.and local dailies.