



Mediterranean
Action Plan
Barcelona
Convention



Expression of Interest for the elaboration of

(i) Mobilization and Engagement Strategy

&

(ii) Voluntary commitments' Monitoring and Evaluation Mechanism

**in the framework of the Post-2020 Mediterranean
Marine Protected Areas Roadmap**

jointly coordinated by MedPAN and SPA/RAC

May 2023

1. Sponsors of the consultancy and Steering Committee

These Terms of Reference (ToRs) are jointly launched, supervised and coordinated by MedPAN and SPA/RAC, hereafter referred to as 'the sponsors'.

MedPAN

The network of Marine Protected Areas managers in the Mediterranean (MedPAN) exists since 1990 and has been led by the MedPAN organisation since 2008. The mission of MedPAN is to actively contribute to the achievement of a representative, connected, integrated and effectively managed system of Mediterranean Marine Protected Areas (MPAs), through a strong and active networking of MPA managers and other actors at all levels, that increases knowledge and capacities of MPAs while improving awareness, policy implementation and funding. The MedPAN organisation currently gathers 78 member organisations, that are MPA managers, and 49 official partners, that are organisations contributing to MPA creation and management, from 21 Mediterranean countries. It works closely with some of its partners such as SPA/RAC, WWF, IUCN, GFCM, ACCOBAMS and the Conservatoire du Littoral.

The network's actions fall within the framework of international commitments, including the CBD Kunming-Montreal Global Biodiversity Framework (GBF), the Barcelona Convention and EU policies. Through policy, capacity-building and networking activities, the MedPAN network contributes to supporting countries, stakeholders and MPA managers to achieve these objectives.

More info: www.medpan.org

SPA/RAC

The Specially Protected Areas Regional Activity Centre (SPA/RAC of the UNEP-Mediterranean Action Plan) was established in Tunis, in 1985, by a decision of the Contracting Parties to the Barcelona Convention. It aims to contribute to the protection and sustainable management of marine and coastal areas of particular natural and cultural value and threatened species and ecosystems. The mission of SPA/RAC is to provide assistance to the Contracting Parties in meeting their obligations under the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD Protocol).

More info: www.spa-rac.org

Steering Committee

The Steering Committee of the MPA Forum and Roadmap is composed of: The SPA/RAC, MedPAN, WWF, ACCOBAMS, Conservatoire du Littoral, EC DG Env, ETC-UMA, IUCN-Med, OFB, PIM. The Foundation Prince Albert II of Monaco, and The MedFund.

The Steering Committee will be consulted for guidance and further advice on the process and related deliverables.

2. Mediterranean MPA Roadmap

In 2012, the Mediterranean MPA Forum community developed the 2020 Roadmap “Towards a comprehensive, ecologically representative, effectively connected and efficiently managed network of Mediterranean Marine Protected Areas by 2020”, which was later assessed and updated in the framework of the 2016 MPA Forum, to contribute to the achievement of the Aichi Target 11 (10% of MPA by 2020).

In the period of the past Mediterranean MPA Roadmap (2012-2020), progress was made on a number of different aspects, while lagging on many others. There has been progress in terms of MPA coverage, going from 4.56% in 2012 to 6.81% in 2016 (MedPAN & SPA/RAC, 2019). According to the 2020 Mediterranean MPA status report [under preparation], the Mediterranean Sea is currently at 8.33% protection - not quite reaching the Aichi Biodiversity target of 10%.

Following the 2012-2020 Mediterranean MPA Roadmap, a new **Post-2020 MPA Roadmap** (hereafter the Roadmap) was prepared in the framework of the 2020/2021 MPA Forum process.

The MPA Forum and its Post-2020 Roadmap are a Mediterranean process and a collaborative tool that is meant to support the implementation of the Barcelona Convention’s Post-2020 Strategic Action Programme for the Conservation of Biodiversity and Sustainable Management of Natural Resources in the Mediterranean Region ([Post-2020 SAPBIO](#)), and in particular the Post-2020 Regional Strategy for Marine and Coastal Protected Areas (MCPAs) and Other Effective area-based Conservation Measures (OECMs) in the Mediterranean ([Post-2020 MCPA and OECM Strategy](#)), both developed under the leadership of SPA/RAC, in consultation with the relevant regional organizations active in the marine biodiversity conservation and adopted by the Contracting Parties to the Barcelona Convention in their 22nd Conference of Parties held in December 2021. With reference to the MCPA and OECM Strategy, two post-2020 targets have been identified for the Mediterranean Sea as a whole; these are:-

i) By 2030, at least 30 percent of the Mediterranean Sea is protected and conserved through well connected, ecologically representative and effective systems of marine and coastal protected areas and other effective area-based conservation measures, ensuring adequate geographical balance, with the focus on areas particularly important for biodiversity.

ii) By 2030, the number and coverage of marine and coastal protected areas with enhanced protection levels is increased, contributing to the recovery of marine ecosystems.

It is important to note that the SPA/RAC has developed an “Evaluation and Monitoring framework”, including indicators, mid-term and final targets, in order to assess the implementation of the MCPA and OECM Strategy by 2030. This document is to be discussed by the SPA/DB Focal point in the view of its adoption by the next Barcelona Convention COP 23rd in December 2023.

This Roadmap is thus aligned with the Post-2020 Global Biodiversity Framework, the Barcelona Convention’s Post-2020 Regional Strategy for MCPAs and OECMs and the EU Biodiversity Strategy for 2030.

The objectives of the Roadmap focus on the means of implementation, and on actions related to MPAs that can help mobilise, align and coordinate efforts of the various stakeholders to achieve the objectives stated in the frameworks and strategies listed above, and in particular the Barcelona Convention strategies.

The Roadmap includes **a vision, six strategic objectives, and recommendations** on how to achieve the objectives. This roadmap is more operational than past efforts. Every effort has been made to ensure that recommendations are concrete, measurable and clearly indicate the responsible parties for implementation, making it easier for stakeholders and governments and partners to find themselves in the roadmap. It is meant to be **a living plan to build engagement momentum**.

3. Context of the service provided

The MedPAN network and SPA/RAC are joining forces to **pursue the stakeholders' engagement via a “Mobilisation and Engagement strategy” and assess the implementation of the Post 2020 MPA Roadmap via a “Voluntary commitments’ Monitoring and Evaluation Mechanism”**.

In the framework of the 2020/2021 MPA Forum (29 November-1st December 2021), a call for voluntary commitments was opened. 29 commitments were received. To foster more commitment, it is planned to develop a dedicated Forum/Roadmap

web platform to ease the submission of commitments and the monitoring of the Roadmap implementation.

The consultant(s) will have to exchange during their assignment with the other consultants in charge of the Forum/Roadmap, & **the web platform development to transfer the necessary information required for the development of phase 2 of the platform, which will host a monitoring and evaluation systems from 2024 onwards.**

The Fourth edition of the Forum will be organised in 2025 and a “mid-term” evaluation of the Roadmap is planned for this occasion (4 years after the 2020/2021 MPA Forum, and 5 years before the 2030 deadline).

4. Purpose of the service provided

The service provided is made up of **two intertwined components**:

- 1) The elaboration of a Roadmap Mobilization and Engagement Strategy, including an action plan for 2025;
- 2) The elaboration of a Voluntary commitments' Monitoring and Evaluation Mechanism, including a methodology.

The strategies are linked as it is important to be clear with the stakeholders what is expected from them through their commitments, how they should contribute to the implementation of the Roadmap and how their efforts will be monitored through a dedicated web platform. The latter will be the object of another specific IT tender. The consultant(s) will exchange with the other consultant in charge of the IT development of the web platform as the web platform will be a key tool of the strategies (phase 2 of the online platform planned in 2024).

The documents will be elaborated in English by the consultant(s) and be translated into French by the sponsors.

A greater engagement of the private sector and national and local authorities is indeed an essential objective of the Mobilization and Engagement Strategy (see 7. Skills requirements).

4.1 Mobilization and Engagement strategy, including 2025 Action plan.

The consultant(s) will elaborate a Post 2020 MPA Roadmap Mobilization and Engagement Strategy, including an action plan for 2025 and for 2030. The goal of this strategy is to support, guide and enhance the implementation of the Roadmap and to harness efforts towards effective marine conservation efforts and a healthy Mediterranean by 2030. More specifically, the aim of the strategy is to support:

- **Raising awareness** of the post-2020 Roadmap content and the awaited commitments for its implementation at all relevant levels (local, national and regional) through actionable and targeted mobilization and engagement efforts;
- **Increasing the efficiency and effectiveness of the communication efforts** and identifying “multiplier” partners who could replicate and multiply at their levels the outreach efforts;
- **Encouraging greater engagement** of various stakeholders, and in the particular private sector, national authorities and local authorities, for tangible implementation of the Roadmap’s strategic objectives and recommendations.

The Mobilisation and Engagement Strategy should contribute to answering the following questions related to the commitments:

- Which sectors and categories of stakeholders should be proactively targeted and engaged (at different levels), and how to reach them and make them join the process and be engaged?
- What are the main categories of stakeholders (list)?
- What are the priorities?
- What is the engagement process?
- What do we mean and what do we expect by commitments?
- Who can make a commitment?
- When or what would be the frequency to collect commitments?
- How do we collect and record commitments?
- What is a commitment? What could be its structure (e.g. description, type of action, relation to strategic objective, to one or more recommendations, geography, scope, etc)?
- What are the foreseen deadlines for the commitments (2025? 2030? every year? Can past actions be included in a commitment?)
- Who could play the role of “relays” (Steering Committee members, other partners of our organisations)?
- Through which channels to foster buy-in and engagement?
- What could be the synergies (key events/opportunities) to promote the Roadmap?
- What would be the mobilisation materials for networking in events (infographics? Videos?)

The strategy should thus:

- Identify target audiences; (i.e.: international and regional relevant organisations, national public agencies and ministries, CSOs, local authorities, local communities, academia, the private sector, etc.)
- Identify the communication objectives for each targeted audience (stakeholder mapping) at the international, regional, national and local levels;
- Assess the commitment capacities of all stakeholders (providing the type of expected commitments);

- Identify the communication products and activities tailored to each audience;
- Advise the best way to reach out targeted audience through the MedPAN and SPA/RAC networks, members and partners contacts and any other useful means;
- Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, infographics, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders;
- Include an operational action plan, for 2025.

To make it operational, the Strategy should be indeed completed with an Action plan for 2025. Under the umbrella of the Roadmap Mobilization and Engagement Strategy, the action plan should provide a framework for activity planning, identifying tools for optimally supporting the implementation of the strategy for until its midterm (2025). The action plan could be divided into the following three key action areas, accompanied by underlying objectives:

- Stakeholder Mapping and Engagement Potential:

Objective: To map the current Roadmap community (matrix of partners with their relationships), assess the gaps, to identify potential new partners in determining their specific interests, the rationale for engaging them and the activities to operationalize the engagement. A greater engagement of the private sector, national authorities, local authorities, and climate change experts are prioritised.

- Forum/Roadmap Process:

Objective: To enhance the coherence and coordination of the Roadmap community to support a lively MPA and the participatory process of the MPA roadmap elaboration. This will include a SWOT assessment of the existing process.

- Digital presence and platform:

Objective: To increase the visibility and outreach impact of the Roadmap and foster engagement. It is expected that consultants working on the strategies and the platform are exchanging in order to brainstorm on how to maximise support of the platform to the mobilisation and engagement strategy in being a compelling and engaging platform. The platform should indeed facilitate understanding of the Forum/Roadmap process, ease buy-in of the Roadmap content (strategic objectives and recommendations), foster commitments and facilitate the information sharing with the community stakeholders and their inputs before-during-post MPA Forum.

These exchanges will also support the technical design and set up of the platform for its phase 2 as the platform will support the monitoring and evaluation of the implementation of the Roadmap with an in-built system.

For each of these three activities, the action plan should specify the different activities and events to be undertaken, the targeted audiences, the key messages and tentative timelines.

4.2. Voluntary Commitments' Monitoring and Evaluation Mechanism and Methodology

The consultant(s) will elaborate a Voluntary commitments' Monitoring and evaluation mechanism describing the methodology and indicators that will be used to assess the progress of the Roadmap implementation through the voluntary commitments (the received and new ones following a new call for commitments).

After a cross-review of the Post-2020 Roadmap document and the indicators of success defined for the recommendations, the Post-2020 SAPBIO set of indicators and the draft Evaluation and Monitoring Framework for the Post-2020 Regional Strategy for MCPAs and OECMs in the Mediterranean (to be validated by the next Barcelona Convention CoP in December 2023), the consultant will elaborate a Voluntary commitments' Monitoring and evaluation mechanism to support the assessment of the commitments' implementation, and thus the Roadmap implementation and buy-in. This strategy will include a set of SMART tailor-made and user-friendly indicators. Additional guidelines to explain in an articulated manner how to use them, and the type of information needed. It is important to note that a mid-term review is planned for 2025 in conjunction with the updated MPA status and the MPA Forum.

The indicators supporting the assessment will be disclosed and available on the dedicated Forum/Roadmap platform to be informed by the stakeholders who have submitted a commitment.

The additional guidelines will also detail the types of aggregated results to be showcased by the platform (phase 2 of the online platform planned in 2024). The platform will include a built-in system that will support the compilation of facts and figures and operating statistics. This system will be designed on the basis of the Voluntary commitments' Monitoring and Evaluation Mechanism (MEM) and the set of indicators. The MEM methodology should thus include suggested Excel sheets, formulas and examples of nice and visual diagrams that will be displayed on the platform to showcase the Roadmap implementation, buy-in and support by different stakeholders.

5. Budget

The budget available for this service is **€ 15,000, all tax included.**

6. Expected deliverables

The consultant will be responsible for coordinating and leading the delivery of

- **1 Mobilisation and Engagement Strategy, which includes an action plan for 2025;**
- **1 Voluntary commitments' Monitoring and Evaluation Mechanism, including a clear and user-friendly methodology, a set of SMART indicators and guidelines and recommendations for the online platform (a platform that will be further developed in 2024).**

The proposed schedule for the development of the deliverables is proposed in the table below:

Date*	Stages	Deliverables
15 June 2023	kick-off meeting with the Sponsors	Minutes of the meeting
20 June 2023 (TBC)	Meeting with the Steering Committee	Updated methodology
15 July 2023	1st draft of the Mobilisation and Engagement Strategy including an action plan for 2025	1st draft submitted to MedPAN & SPA/RAC
15 August 2023	1st draft of the Voluntary commitments' Monitoring and evaluation mechanism including methodology, a set of indicators and recommendations for the online platform (phase 2)	1st draft submitted to MedPAN & SPA/RAC
15 September 2023 (TBC)	Steering Committee meeting	Update on progress
15 October 2023	Consolidated versions of the 2 drafts including feedback from the Steering Committee	Consolidated versions of the 2 drafts

20 November 2023	Steering Committee meeting	Update on progress
15 December 2023	Final versions of the deliverables including Steering Committee feedbacks	Final versions of the deliverables

*Tentative dates to be confirmed with the selected consultant(s)

All deliverables will be reviewed by the Steering Committee and validated by MedPAN and SPA/RAC.

MedPAN and SPA/RAC can provide information and documents on the Roadmap to support the consultant(s) in his work.

The consultancy will be considered completed once the deliverables described in this section have been validated by the MedPAN Board of Directors and the SPA/RAC.

7. Duration of the consultancy

The provisional timeline of the consultancy is **from the contract(s) signature (expected in June) to 31 December 2023.**

A provisional timeline is detailed in Annex 1.

8. Consultant(s) profile

Each applicant proposal can include one or several experts for each area of expertise described below. The applicant has to guarantee the good coordination of the team of experts if several experts are involved in the proposal.

A lead expert has to be identified if several experts are involved in the proposal of the applicant.

Required skills and experience:

- Advanced university degree (Masters or equivalent) in international Biodiversity conservation, development, public policy, communications and advocacy, or a related field;
- At least five years of relevant experience in policy, advocacy or communications working with government, multilateral organizations and/or NGO/civil society organizations and private sector;
- Hands-on experience/knowledge with policy engagement or advocacy efforts on international Biodiversity conservation issues, and an affinity with the topics of marine conservation particularly in the Mediterranean region will be an asset;
- Demonstrated experience in the conception, design and management of engagement strategies and policy evaluation processes;
- Demonstrated experience and knowledge with Mediterranean organisations;
- Demonstrated experience in communications and campaigning;
- Demonstrated experience with private sector and local authorities;
- Excellent written and oral communication skills;
- Aptitude to work with flexibility and strategic thinking both individually and as part of a team.
- Proficiency in English.

9. Project steering and distribution of responsibilities

This project is jointly coordinated by the MedPAN and SPA-RAC.

The financial partners are the Bouches du Rhône Département, the French Biodiversity Agency (OFB), the Sigrid Rausing Trust, the Hans Wilsdorf Foundation, the LIFE NGO Operating Grant and the city of Marseille.

The project is under the technical responsibility of MedPAN and SPA/RAC relevant representatives.

The Sponsors will provide feedback on the deliverable and will validate the final deliverables.

10. Confidentiality of data

Since the process is jointly launched, supervised and coordinated by SPA/RAC, MedPAN, the data made available to the consultant(s) by MedPAN, SPA/RAC and their partners are for some of them confidential.

The consultant(s) should use them only within the framework and for the purpose of the present consultancy and should not, under any circumstances, communicate them to third parties.

11. Contents and submission of the offer

Expressions of interest must be sent by e-mail to contact@medmpaforum.org no later than **29 May 2023 GMT+1**.

The expression of interest will follow a **two-step approach**:

- 1) **Invitation to submit proposals highlighting and detailing the experience, the expertise and the references* and the and pre-selection of applicants;**
- 2) **Invitation to pre-selected applicants to submit proposals detailing the suggested approach, methodology and budget.**

*For each deliverable, i.e. Mobilisation and Engagement Strategy, and Voluntary commitments' Monitoring and Evaluation Mechanism, proposals must include:

- Details on the profile of the provider (background, positioning, strengths ...)
- Details of the provider's technical references/experience on similar projects (with links to the websites indicated as references)
- Contact and references of clients who have benefited from the same type of service
- CVs of the experts involved

Proposals will be scored according to the selection process and scoring system detailed in Annex 1.

12. Contract

The contract will specify that each deliverable will be reviewed by the Steering Committee and validated by MedPAN and SPA/RAC.

Penalties for failure to meet the deadlines set out in the contract with the contractor may apply and will be specified in the contract.

Penalties for not meeting the deadlines set out in the contract with the provider may apply and will be specified in the contract.

Penalties for non-compliance with the specifications attached to the contract with the provider may apply and will be specified in the contract.

The contract with the service provider will mention that Sponsors will be able to end the contract at any time if the performance delivered by the provider is not what is expected. The payment terms for such a case will be specified in the contract(s).

11. Ownership and transferability

At the end of the project, all developments made by the contractor will be handed over to Sponsors. The contractor will ensure that Sponsors receive all the necessary documentation and passwords required to be able, if necessary, to entrust another provider with the maintenance of the solution or the development of evolutions.

12. General Terms and Conditions

By submitting a tender, the tenderer accepts all the terms and conditions set out in these terms of reference. If the bidder disagrees with any particular terms, these terms may be discussed with Sponsors before a proposal is submitted.

- Communications may be in English or French.
- Information in this document may not be disclosed without the express written consent of MedPAN and SPA/RAC.
- The Sponsors will not be responsible for any costs incurred in the preparation and submission of the tenderer's tender.
- The Sponsors reserve the right to negotiate all terms and conditions in order to finalise the contract(s) with the successful contractor.

Annexe 1: Selection process and scoring system

First step - the expression of interest: pre-selection of applicants based on references and expertise.

Technical offer

Initial technical score

The technical offer will be evaluated on 65 points, according to the following criteria

General experience and technical references: 20 points

The references presented by the applicant will be evaluated according to their number and quality:

- Type and number of similar projects carried out by the provider (15 points):
 - Presentation of 3 or more similar projects: 15 points
 - Presentation of 1 or 2 similar projects: 10 points
 - No similar project: 0 points (in this case the offer will be eliminated)

- Date of completion of most recent work (5 points):
 - Less than or equal to 3 years: 5 points
 - More than 3 years: 0 points

Human resources and technical expertise: 45 points

The assessment will be made taking into account the number of similar projects to which the applicant's experts have contributed as well as the quality assessment of these projects.

Expertise in policy and strategy: 15 points

- Presentation of 2 or more similar projects: 15 points
- Presentation of 1 similar project: 5 points
- No similar project: 0 points

Expertise in engagement strategy and advocacy: 15 points

- Presentation of 2 or more similar projects: 15points
- Presentation of 1 similar project: 5 points
- No similar project: 0 points

Expertise in policy monitoring and evaluation: 15points

- Presentation of 2 or more similar projects: 15points
- Presentation of 1 similar project: 5 points
- No similar project: 0 points

In the event that candidates propose more than one expert per type of expertise, the score given will be the minimum of all experts.

Applicants with initial technical scores of less than 50 points will be eliminated automatically.

Sponsors will pre-select applicants that obtained a score higher or equal to 50 points.

2nd step: the short-listed applicants will be required to send a full application including methodology, budget and organization and planning details for two deliverables. A notation system will be communicated to the short-listed applicants.