**Terms of Reference**

**Aquaculture Advisor**

**August 7, 2020**

1. **Background - IDH**

IDH Sustainable Trade Initiative (“IDH”) accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running companies, civil society, governments, knowledge institutions and other stakeholders in several commodity sectors and landscapes. IDH convenes the interests, strengths and knowledge of public and private partners in sustainability commodity programs that aim to mainstream international and domestic commodity markets. We jointly formulate strategic intervention plans with public and private partners and we co-invest with partners in activities that generate public goods.

1. **Background of the program**

More than 50% of all fish we consume is farmed. Aquaculture can produce healthy, high quality food with limited environmental impact, creating jobs and prosperity, if done sustainably. IDH works in countries where the aquaculture sector has been established for centuries, as well as in countries where there is potential and need for more locally farmed fish. Our goal is to maximize the financial, social, and environmental benefits of seafood production for people and planet.

The Aquaculture Program is one of the key sector transformation programs within IDH that aims to increase responsible production of key species such as tilapia, shrimp and pangasius. Our interventions consist of convening public private partnerships and collaborating with top-notch aquaculture producers to create centres of excellence as to provide services to Small and Medium Enterprises to develop a sustainable aquaculture sector.

Central to our work is the Global Sustainable Seafood Initiative’s [Seafood MAP](https://www.ourgssi.org/seafood-map/) (“Measuring and Accelerating Performance of the global seafood supply) which [IDH is co-developing](https://www.idhsustainabletrade.com/initiative/seafood-map-pam/).[[1]](#footnote-1) The Seafood MAP is a transition framework built on the common language of the UN SDGs to guide farmers towards both increased profitability and sustainability. This program is currently under development with the objective to deliver a proof of concept by the end of 2020.

The Aquaculture Program is part of the IDH Food Crops & Ingredients Business Unit (BU). The IDH Food Crops & Ingredients BU works with and for the international value chains of Aqua­culture, Cassava, Floriculture, Fresh Fruit and Vege­tables, Juice, Spices and Vanilla. The focus of our programs in the BU for 2021-2025 will be to (1) Considerably reduce impact on the earth’s support systems through **reduced GHG emissions,** biodiver­sity loss, chemical pollution, N/P loading and fresh­water withdrawal, through efficiency improvements of input use (water, fertilizers, pesticides, antibi­otics), yield improvement, reduction of loss and waste, and fundamental changes and innovations in the production system and value chains. (2) Considerably increase productivity to help feed the growing population, particularly in Africa, through **value chain development** programs aimed at local, regional and international trade, bring new jobs, inclusive economic development and oppor­tunities for both women and men. (3) Secure **Better Jobs** and improve business related social conditions for workers, farmers and their families and communities, like health and safety conditions, child labor, forced labor and gender discrimination (4) Contribute to a **Better Income** by paying equal & living wages for workers and equal & living incomes to male and female farmers.

1. **Objectives of the assignment**

The core objective is to align the seafood market around the Seafood MAP and strengthen IDH’s market engagement for our 2021-2025 agenda.

1. **Method of work**

The assignment will take place on September 15, until December 31, 2020 for a maximum of 2 working days per week. The assignment has a maximum of 32 working days.

The work will include but not be limited to:

* Advise IDH on the aquaculture’s end market (e.g. retailers, e-commerce, traders) and how to influence those market players.
* Advise IDH on how to integrate the Seafood MAP with certification schemes and standards.
* Identifying market players to drive the Seafood MAP and become part of our 2021-2025 agenda.
* Introduce IDH to the relevant network.
* Engage market players to understand their priorities, their ability, and their capacity to invest into Seafood MAP and other platforms of relevance to implement IDH’s 2021-2025 agenda.
1. **Deliverables**

The following outputs will be delivered:

* Stakeholder map that identifies the relevant stakeholders, their priorities, ability, and capacity to invest, for Seafood MAP or other platforms of relevance to implement IDH’s 2021-2025 agenda.
* Strategy document on describing the involvement of market players into the Seafood MAP or other platforms of relevance to implement IDH’s 2021-2025 agenda.
* Ongoing support to the IDH Aquaculture team during the identified period to support the successful development and implementation of the strategic plans.
1. **Consultant profile**

For this assignment, IDH is looking for an independent consultant with the following profile:

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| **Experience/knowledge**  | * Relevant network and experience amongst retailers (US, Europe, Asia)
* Relevant network and experience amongst seafood traders
* Relevant network and experience with aquaculture certification schemes
* Relevant technical expertise on aquaculture farming
* Relevant technical expertise on environmental footprint in Aquaculture
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| **People**  | * Working knowledge of English language
* Strong networking skills, ability to create good connections for IDH which can be followed up
* Strong analytical skills to quickly assess opportunities
* A track record of similar work and previous working experience
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1. **Proposal guidelines and procedure**

Interested candidates should send in a proposal consisting of the following information to vanWageningen@idhtrade.org, before 31/08/2020:

* A Value Proposition of the Seafood MAP separated out for retailers and traders (max 1 page).
* A strategy to follow to engage retailers and traders into an environmental footprint agenda (max 1 page).
* Samples of previous work, that shows an existing network in seafood end markets.
* A budget with a break-down of working days/rate per activity and other anticipated expenses such as travel. Please include what work can be done remotely and what cannot be done remotely.

The proposals will be assessed on (80%):

* Proposed strategy on Seafood MAP and retailer/trader engagement.
* Relevant network of the consultant

And on the budget (20%)

**Procedure**

The procedure will be as follows:

* Inviting consultants for sending in the proposal before August 31
* Evaluation of the proposals on Sept 1-2
* Interviews with shortlisted consultants in the week of September 14
* Decision on selection of consultancy by September 18
* Inception meeting with the selected consultant in the week of September 21
1. **Grounds for exclusion**
2. Consultants shall be excluded from participation in a procurement procedure if:
3. they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
4. they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
5. they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
6. they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed;
7. they or persons having powers of representation, decision making of control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity, where such illegal activity is detrimental to the MFA’s financial interests.

Consultants must confirm in writing that they are not in one of the situations as listed above.

1. Consultants shall not make use of child labor or forced labor and/or practice discrimination and they shall respect the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).
1. Find more information here <https://www.idhsustainabletrade.com/initiative/seafood-map-pam/>; and here: <https://www.ourgssi.org/seafood-map/> [↑](#footnote-ref-1)