

# Terms of Reference for a local expert on sustainable tourism in Lebanon

Facilitating exports of sustainable tourism  
products

Regional Activity Centre for Sustainable Consumption and Production United Nations  
Environment Programme - Mediterranean Action Plan  
Regional Centre Under the Stockholm Convention on Persistent Organic Pollutants  
Sant Pau Art Nouveau Site – Nostra Senyora de la Mercè Pavillion  
Carrer Sant Antoni Maria Claret, 167. 08025 Barcelona (Catalunya) Spain

[www.switchmed.eu](http://www.switchmed.eu)

The SwitchMed Programme is  
funded by the European Union



## A. Presentation of the Programme

The SwitchMed initiative is a regional programme made up of several components financed by the European Union under its regional cooperation programme with the Mediterranean Region. SwitchMed is implemented by UNIDO; UN Environment, Economy Division; and Regional Activity Centre for Sustainable Consumption (SCP/RAC) of UNEP/MAP, in close coordination with DG NEAR and the EUDs in the beneficiary countries. The SwitchMed initiative aims to stimulate the creation of new and enhanced business opportunities, and decent employment, while reducing the environmental footprint of existing economic activities in its Southern Mediterranean partnership countries. The participating countries are Egypt, Morocco, Tunisia, Algeria, Israel, Palestine, Jordan and Lebanon.

SwitchMed contributes to developing an enabling environment by promoting institutional, fiscal and business conditions that are conducive to the development of green businesses and the promotion of sustainable consumption thus facilitating sustainable consumption and production patterns. To accomplish this, the programme will use an integrated and comprehensive approach that targets and involves different actors, thereby addressing the transition at various levels.

Thus, the SwitchMed initiative comprises three components: 1) Direct support to the private sector; 2) Creation of an enabling policy environment; 3) Coordination, networking and communication.

- 1) Direct support to the private sector:** we will enhance economic opportunities for industry and start-ups following new green and circular business models.
- 2) Creation of an enabling policy environment:** this will aim at improving the regional policy framework under the Barcelona Convention for the development of circular and green businesses, and monitoring and reviewing both National Sustainable Consumption and Production Action Plans and the implementation of derived projects.
- 3) Coordination, networking and communication:** this component will ensure effective coordination and communication ensuring a cohesive regional approach and providing support to increase the production and consumption of sustainable products and services. The latter will be done by:
  - Increasing the number of sustainable products and services featured in the SWITCH-products platform and by engaging sustainable product retailers and distributors to the platform.
  - Matching seekers of green and circular business solutions with providers (demand and supply sides) using an enabling digital platform.
  - Improving value addition and the inclusion of green entrepreneurs in the value chains of companies and facilitating exports through partnerships with international distribution and retail companies.

SCP/RAC has also launched the Switchers, a community of inspiring green entrepreneurs and changemakers in the Mediterranean region. Switchers are individuals, enterprises or civil society organizations implementing innovative and ecological solutions that contribute to sustainable and fair consumption and production models. SCP/RAC provides Switchers with knowledge and tools to develop their

green businesses, and with access to market and networking opportunities and enhanced visibility in international markets.

The present terms of reference describe activities that will be carried out under Sub-component 3 of the SwitchMed demonstration component related to the stimulation of demand for sustainable products and services and specifically with the activity aimed at enhancing value addition and inclusion of green entrepreneurs in the value chain of companies and at facilitating exporting through related partnerships.

This activity will be developed in close collaboration with the United Nations Conference on Trade and Development (UNCTAD) [National Green Export Review](#) (NGER) Programme. The NGERs project assesses the national potential of countries to advance the development of green sectors in order to generate new employment and export opportunities while promoting sustainable development. Synergies between both the SwitchMed and NGER programmes will be created to turn the national exporting potential of green sectors into tangible exporting deals for green and circular business. SCP/RAC and UNCTAD will jointly oversee the activities described in these Terms of Reference.

#### *Sustainable Tourism in Lebanon*

Tourism is one of the main economic sectors in the world, accounting for 10% of GDP (direct, indirect and induced), 7% of the world's exports, and one in 10 jobs. International tourist arrivals (overnight visitors) in 2016 grew by 3.9% to reach a total of 1,235 million worldwide, an increase of 46 million over the previous year. UNWTO forecasts international tourist arrivals to reach 1.8 billion by 2030.

The travel industry increasingly demands sustainability from its suppliers. Sustainability has moved on from being a competitive edge to being the norm and consequently European tour operators increasingly require their suppliers to be sustainable.

The tourism sector has long been one of Lebanon's leading economic sectors, representing a major source of national income and employment. According to national statistics reported by the Investment Development Authority of Lebanon (IDAL) and analysis by the World Travel and Tourism Council (WTTC), the sector's total contribution to GDP (income generated directly by the tourism sector plus its indirect and induced income) was 19.4 percent in 2016 (9.2 \$ bn - LBP 13,830 bn), almost double the world average of 10.2 percent. Overall, Lebanon ranks 39th worldwide in terms of the share of tourism's total contribution to GDP.

Within the UNCTAD's NGER project on Ecotourism developed in Lebanon in 2018, a National Action Plan for Ecotourism (NAP) was formulated and adopted as a result of a national consultation organized in partnership with the Ministry of Tourism in 2018 and involving representatives of nature reserves, ecotourism tour operators, women's associations, artisans, SMEs, academia and civil society.

The NAP calls upon national stakeholders to: diversify and add value to ecotourism; enhance ecotourism services quality; broaden ecotourism linkages to other sectors; improve institutional support and infrastructure for ecotourism; promote new ecotourism marketing and communication strategies; and to ensure long-term environmental, social and economic sustainability for the sector.

## B. Mission and activities

The aim of this competitive bidding process is to select a Local Expert (LE) that will provide technical assistance aimed at facilitating enhanced exports of sustainable tourism products. This will be done by:

- Conducting a mapping of green and circular businesses and analyzing their challenges and needs to successfully export their products to green markets
- Setting-up and facilitating a sustainable sourcing working group on sustainable tourism
- Facilitating the matchmaking and the engagement between the green and circular businesses and demand-side international tourism companies

Initial work shall include: an identification of green and circular business in Lebanon's tourism sector and the main actors of related value chains, with special attention to travel agencies, tour operators and other intermediaries; the realization of interviews with sectoral businesses; and the organization of a first national stakeholder workshop to identify business's constraints, needs and requirements to export.

Based on this, a sustainable sourcing working group on sustainable tourism will be created to identify opportunities and best solutions to increase sustainable tourism exports. A workshop convening all relevant actors will be organized and potential matchmakings between the businesses and the demand-side international companies will be undertaken.

Once the matchmakings are formalized through a specific engagement model, technical assistance will be provided to facilitate the relationship so that the supply-side will be able to meet the buyer's requirements.

The activities will build on similar previous projects and experience to ensure synergies and avoid duplication.

## C. Description of work

The Local Expert (LE) (which may be an individual<sup>1</sup> or an organization) shall undertake the following work:

---

<sup>1</sup> An LE which is an individual may, on his or her sole responsibility, sub-contract elements of this assignment to form a team of local experts.

**Activity 1: The LE shall prepare a comprehensive stakeholder mapping and conduct interviews with relevant green and circular businesses associated with the tourism sector to identify the businesses' needs and challenges in meeting demand and successfully exporting their products.**

The mapping will focus on the identification of small, medium and large-scale sustainable tourism businesses and providers of eco-innovative services and products relevant to the national tourism industry. It will also lead to the identification of companies, associations and public institutions active in the tourism sector who could collaborate with small-scale sustainable/eco-innovative businesses (Switchers) to facilitate their access to market (e.g. through the conclusion of business agreements, the provision of capacity building or the involvement in promotion activities). The mapping will lead to the identification of no less than 20 potential Switchers which will be supported throughout the subsequent activities and will include an analysis of the relationships between the different types of stakeholders.

Based on the mapping results, which will be shared with SCP/RAC, interview questions will be prepared by the LE with SCP/RAC and UNCTAD supervision and the list of interviewees will be validated by SCP/RAC and UNCTAD.

**Activity 2: The LE shall conduct interviews with local relevant actors of the sustainable tourism value chain to find out the requirement of buyers and intermediaries to purchase sustainable tourism products**

The interview questions will be prepared by the LE with SCP/RAC and UNCTAD supervision and the organisations to be interviewed will be validated by SCP/RAC and UNCTAD. The organisations to be interviewed are local travel agencies, local retailers of sustainable products and public and private entities working in the national sustainable tourism market.

**Activity 3: Based on the findings of Activities 1 and 2, the LE shall organize a 1-day workshop (Workshop 1) bringing together around 30 representatives of green and circular tourism businesses (at least 12), travel agencies, tours operators, international tourism intermediaries and public entities to discuss assets, challenges and pre-identify measures to promote the exporting of sustainable tourism products.**

Tasks related to this activity include agenda preparation, identification and invitation of speakers and participants, moderation of the event and the preparation of a report on the results of activities 1, 2 and 3.

**Activity 4: Building on the conclusions from workshop 1, the LE shall set-up a sustainable sourcing group on sustainable tourism to convene major actors involved in the national value chain in order to advance the recommendations of workshop 1, seize the identified business opportunities, promote collaboration among value chain actors and facilitate information sharing on market requirements and emerging trends.**

A concept note on how to institutionalize/formalize the working group and the mechanisms to facilitate exchanges with international buyers, retailers or import promotion desks should be developed.

A 1-day interactive workshop (Workshop 2) bringing together 30-40 participants including:

- 1) the members of the sustainable sourcing group and other key players identified during the earlier phases of the assignment
- 2) at least 12 relevant sustainable businesses (Switchers)

Workshop 2 will be organized to advance the work of the sourcing group and facilitate the creation of business connections between its members and supported Switchers. An initial matchmaking of green and circular businesses with buyers or intermediaries will be done.

**Activity 5: The LE shall provide technical assistance to develop the matchmaking between the Switchers and buyers or intermediaries.** The LE will provide this assistance as part of the moderation of the sourcing group or through the establishment of bilateral deals between sourcing companies/intermediaries and Switchers. SCP/RAC and UNCTAD will assist with these matchmaking efforts by identifying and introducing international sourcing companies to the project and its Switchers.

## D. Deliverables and timeline

The LE (or LE team) will start work after the selection and validation of their offer by the contractor, SCP/RAC. It is expected that the contracted services will be for a duration of approximately 9 months.

Deliverable	Deadline
1. Stakeholder mapping and progress report of the interviews conducted in activities 1 and 2	3 months after contract approval
2. Organisation and moderation of the workshop and a final report of the surveys and the feedback received during the workshop (activities 1,2 and 3)	4 months after contract approval
3. Concept note on the creation of a sustainable sourcing group on sustainable tourism and organisation and moderation of a workshop in activity 4.	6 months after contract approval
4. Technical assistance for the development of the matchmaking through specific engagement models in activity 5.	7 months after contract approval
5. At least 4 matchmakings (letters of interest) between green and circular businesses and buyers will be done in activity 4 and 5	9 months after contract approval

## E. Profile and competences of the candidate individual or Organization

Individuals or organisations submitting proposals must have the legal authorization to perform the work described in these terms of reference.

The individuals or organizations submitting proposals should have experience in:

- Interviewing and data collection
- Drafting written reports in plain, easy-to-understand language
- Organizing large meetings with diverse stakeholders
- Moderating conference panels
- Developing tools to stimulate discussions and facilitate work groups
- Facilitating matchmakings and developing engagement models

The individual or organization must have a solid and consolidated structure, as well as the human and material resources necessary for performing the activities.

If an organization is submitting a proposal, it must appoint a member of its team as the coordinator and person responsible for the execution of the activities who will act as the contact person for SCP/RAC and UNCTAD.

Partnership and subcontracting are allowed, provided that the legal applicant entity has a substantial role in implementing the assignment. The applicant will be the only legal entity with which the contract relation will be established.

The individual or organization contact person must fulfil the following profile:

- To be a person or organization based in Lebanon
- Have a university degree, preferably in a discipline related to sustainable tourism and sustainable trade.
- Have at least five years' professional experience on sustainable tourism, sustainable trade or integration of SMEs into value chains.
- Have demonstrated knowledge and experience in the area of sustainable tourism, market access and green entrepreneurship
- Have excellent skills in communication, organization and preparation of written reports
- Have good computer skills

Excellent oral and written communication skills in English and Arabic are also required.

## F. Budget

The submitted financial proposal must cover all future costs incurred by the LE that are related to the activities described herein. More specifically, the budget submitted must cover the following costs:

- Mapping of stakeholders that will be interviewed
- Stakeholder interviews
- Identification and invitation of stakeholders that will be invited to the Workshops
- Support services (if needed) to ensure coverage of the registration desk and the work group coordination
- Printing of meeting materials

- Travel to and from the event as well as accommodations during the events for the LE
- Organization and moderation of the Workshops
- Preparation of the report
- Design and facilitation of the sustainable sourcing working group
- Engagement model development and facilitation of the matchmaking

## G. Submission of proposals

The technical proposal submitted by the applicant individual or organization must stipulate to what extent it meets the requirements and needs of the activities outlined in these Terms of Reference. As with individual applicants, an organization submitting a proposal must demonstrate that designated staff proposed to work on the project meet the criteria described in section E.

The proposed budget must be broken down by items of expenditure, in accordance with the activities outlined in section C. The offer must indicate the number of person-days envisaged for each activity.

To submit a proposal, the potential LE must send the following documents by e-mail:

- 1) A technical proposal and proposed budget
- 2) Attached information related to previous experience with interviewing/data gathering activities, with the organization of meetings and working groups and with the facilitation of matchmaking and engagement models
- 3) The CV of the person(s) designated as responsible for activities
- 4) The tax identification number of the individual or the organization making the proposal

### Important :

- The header of the technical and financial offers must clearly note the candidate data (Name, address, country, telephone, email and fiscal identity number or other official number) and those of the Contractor: « Regional Activity Center for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer Dr. Roux nº 80 / 08017 Barcelona, Spain / NIF: Q-5856373-E ».

- The maximum amount for this consultancy is **15.000 Euros** (all taxes included).

All candidates will be notified of the reception of the offers.

The proposal must be received by midnight Central European Summer Time on **10 September 2019** at the following electronic addresses:

Anna IBAÑEZ, SCP/RAC Project Manager – [aibanez@scprac.org](mailto:aibanez@scprac.org)

Burcu Tunçer, Team Leader, Networking and Partnerships – [btuncer@scprac.org](mailto:btuncer@scprac.org)

If you have any queries, please contact us at the e-mail addresses above or by phone at +34 93 553 87 85.

## H. Payments

Payment will be made by bank transfer upon submission of the invoices in two instalments:

Following the presentation and approval of planned deliverables for Activity 1, Activity 2, Activity 3

Following the presentation and approval of planned deliverables for Activity 4 and Activity 5

**Payments will be effected within a period of 60 days after reception and validation of the invoice. The Contractor is not responsible for banking costs that might be applied by the LE's bank, nor for changes in currency exchange.**

## **Annex: Offer template and bank form**



