Request for Proposal for Wildlife in the Economy

RFP NO. WWF K/NRB/002

To be received on or before 5.00 P.M.

On Tuesday 25th August 2020,

Email kenya.procurement@wwfkenya.org
Letter of invitation

WWF Kenya is in the process of sourcing for proposals on wildlife in the economy and therefore invites proposals from interested firms/individuals to submit their proposals.

Prices quoted should be net inclusive of all costs and taxes, must be expressed in Kenya shillings and shall remain valid for a period of 120 days from the closing date of the tender.

Interested eligible candidates should submit completed Proposal Documents marked with the Tender Name and Number addressed to the procurement officer and sent by e mail to kenya.procurement@wwfkenya.org to be received on or before 5 pm on 25th August 2020.
Who we are

World Wide Fund for Nature Kenya (WWF-Kenya) is a locally registered non-governmental conservation organization; an affiliate of WWF International. WWF has been working in Kenya since 1962 alongside the government, civil society, private sector organizations and local communities to contribute towards providing an enabling environment for the achievement of sustainable natural resource management.

Background

WWF is interested in providing a compelling and collective argument to secure political support for wildlife resulting in an increased understanding of the value of wildlife.

Wildlife is the single biggest driver for Africa’s tourism growth. The United Nations World Tourism Organisation found that 80% of annual sales of trips to Africa were for wildlife watching: people wanting to visit the natural ecosystems that contain some of the last great wildlife spectacles left on Earth, including globally unique populations of terrestrial megafauna. In doing so, these tourists provided a powerful financial boost to the African countries that succeeded in attracting their custom.1

The most thorough study conducted into the financial impact of nature-based tourism2 has found Africa’s 8,400 Protected Areas are generating $48 billion in direct in-country expenditure. This demonstrates that significant financial opportunity is available to the African governments that protect, market, and develop their natural assets in the right way for the tourism market – and that financial opportunity is only predicted to grow significantly.

Kenya is internationally famed as a wildlife tourism destination, following decades of marketing its diverse tourism product as a blend of “beach and bush”. Kenya’s tourism sector provides 9.7% of GDP and employs roughly 450,000 people directly and 1,140,000 indirectly, meaning close to one in ten jobs in the country indirectly relies on tourism3. Kenya’s protected areas form the backbone of its tourism product. They were visited by 2.9m people in 20184.

In Rwanda, tourism accounts for 15% of GDP and 40% of exports, supporting 410,000 jobs, or 13% of total employment5. Rwanda earned $438m from mostly nature-based tourism in 2017, which was 5% of GDP. By 2024, it aims to almost double that to $800m.

Yet despite this protected areas and wildlife remain consistently undervalued and under-

3 World Travel and Tourism Council, Kenya, 2018
The more value African countries derive from PAs, the more importance they will attach to them and the more effectively they will be regulated and protected. Similarly, if local communities consider natural resources and wildlife as central to their livelihoods, they will use these resources more sustainably. However, with disputes over land claims and land tenure and a lack of equitable compensation schemes, as well as the absence of strong governance mechanisms, people will utilise natural resources beyond sustainable levels. This will have a negative impact on the health and integrity of ecosystems and threaten their ability to provide essential natural services.

Existing benefits directly attributed to larger coverage and more effective PA management include income generation through services such as water, food and fuel provision; recreation and eco-tourism; natural resource harvesting; hunting; gene pool services; bio-prospecting; medicinal and ornamental plants; education; and research. The indirect benefits of PAs comprise a broad range of ecological functions such as watershed protection; breeding habitats for migratory species; climatic stabilisation and resilience; carbon sequestration; and the intangible aesthetic and spiritual benefits of nature. These ecosystem services go largely unmeasured by traditional economic indicators and yet are utilised widely. African decision-makers need to incorporate both market and non-market benefits into their development choices. This will help attract additional investment to conservation and make alternative, less sustainable economic activities less appealing.

WWF would like to use a Wildlife in the Economy approach in an attempt to bring together diverse stakeholders, collate their perspectives on the risks and opportunities associated with development in the protected areas and wildlife landscapes and influence decision-makers to ensure that the environmental health is considered alongside social and economic development (since this is what that very social development and economic growth is sourced from).

**Threats**

Governments tend not to fund their State Protected Areas adequately because of competition for limited resources with immediate social needs like education and health, and because government bureaucracy tends to consider protected areas as environmental rather than economic assets. One estimate calculated that some receive less than one-tenth of the money they need. These budgeting shortfalls increase dependence on international finance, and despite generating some income, Africa’s protected areas are mostly today subsidised by a mix of governments and private and non-governmental organisations with an interest in conservation.

However, there is a lack of reliable data on the revenues that Africa’s protected areas generate, and few evaluations of their economic impact, with the absence of peer-reviewed methodologies meaning those that do exist lack credibility. Therefore, the true value of the continent’s nature-based tourism is poorly understood. African governments recognised this information gap in the Abuja Call for Action for the Development of Tourism Statistics in Africa.

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7 SAI POLICY BRIEFING 125

**Proposed strategy**

Create compelling and collective arguments to secure committed from the stakeholders, particularly the East African governments (Kenya, Uganda, Burundi, South Sudan and Tanzania) and the East African Commission to redouble their efforts in Wildlife Conservation and support its sustainable management. The study output will be used as an advocacy tool and use it to address apparent “wildlife blindness” in member states decision-makers. It would be a basis for improved wildlife governance, investments in green infrastructure and protection of critical wildlife landscapes.

I. **Risk and Wildlife in the economy**

There are two major situations within East Africa that reflect the risk as well as the importance of understanding the role of the wildlife in the economy. These are limited investments in the wildlife sector as well as developing spatial development plans in East Africa that take into account the health of the ecosystems as an input to functioning and thriving society and economy.

**Underinvestment in government capacity to manage wildlife:**

**Spatial Development Plans:** Increased infrastructure and development projects are a growing threat to protected areas and wildlife habitats, these have direct and indirect impacts. Without effective spatial planning, Protected Areas will be continued to be degraded and lose their ecological values. Increases in migrant labour have increased illegal wildlife and timber trade. If spatial development plans do not consider their impacts on wildlife habitats the intended impacts of the wildlife decreasing the economic value of wildlife.

This mix of challenges and opportunities has profound implications for Kenyan, Uganda, Rwanda & Tanzania economies and developments and thus sets the scene for a compelling wildlife habitats risk / wildlife-in-the-economy assessment.

II. **Overall Objectives**

**The core “Ask” from the Wildlife in the Economy process:**

Decision-makers in the wildlife sector do not understand the importance of a healthy, functioning protected areas and wildlife populations to the people, economy and environment of Eastern Africa.

However, there is an opportunity to change this status quo. WWF is involved in supporting the counties with their spatial development plans and they are also active in supporting the protected area planning process. Therefore, WWF needs information on the value of the Wildlife to the regional economy to bring this realisation to the fore of these planning processes.

Objectives:

III. **Specific Objectives**

In order to create and collate the compelling information needed for decision-makers, WWF seeks to mobilise businesses, financial institutions, and local and national governments to actively provide their inputs and thoughts through a facilitated workshop process to understand:

1) Quantify the economic contribution of wildlife to the regional economy

2) Explore and identify economic trade-offs associated with alternative wildlife
management and policy options to support landscape-level conservation and regional development planning;

3) Identify innovative financing mechanisms that encourage investment in wildlife conservation (optional).

The work will help catalyse a longer-term process and engagement on protected and conserved area development. Results from this work will guide wildlife/PAs management policy agenda by establishing the direct relationship between the economy and wildlife conservation.

IV. **Key Stakeholders**

This study will engage a wide range of stakeholders. These will be further clarified through the inception process.

- **Government:**
  - National
  - County / district

- **Private Sector (or associations):**
  - Tourism
  - Industry
  - Agro-processing
  - Construction
  - Manufacturing
  - Agriculture
  - Hydropower
  - Transport

- **Civil Society**
  - Environmental
  - Social

- **Academia**
  - Universities (both local and international)

V. **EXPECTED Outputs**

(i) **Inception Report Review of the main issues and the proposed methodologies to be used**

A pre-report review to give an overview of the top wildlife management and development issues facing the area and input to the scoping reports

(ii) **Wildlife in the economy trade-offs report**

Develop a detailed report (40 - 50 pages) that highlights the wildlife in the economy interactions to influence better wildlife governance processes and spatial development planning in the relevant counties.
The report should include a mapping of relevant stakeholders for engagement, policy gap analysis and overview of the wildlife and economy of the region.

The report should investigate sectoral contributions to GDP, foreign exchange and investment so that business case arguments can be made to government and other stakeholders.

Inputs to the report include desk-top research and input from telephone conversations and interviews with key stakeholders.

(iii) Wildlife in the economic development scenarios report

This report should include:

• In-depth discussion of the shared risks for all key stakeholders, including actors in the value chain.
• Analysis of the various business sectors, including financial resource flows and drivers of decision-making
• Different options/scenario’s for addressing the shared wildlife risks with its pros and cons. This should include the analysis of different development scenarios outlined in the economic development and poverty reduction strategies of each country and how they will affect wildlife management areas and their economic impacts. This is where we have to look at the trade-offs.

The report should be developed off insights and information gathered from a multi-stakeholder workshop to explore perceptions of trade-offs and development pathways for the future for East Africa's wildlife.

VI. WWF's responsibility

WWF will be responsible for carrying out all the logistical arrangements to facilitate the study including:

• Availing all relevant documents and materials to facilitate desk review
• Arranging for study-related travel and meetings
• Organising workshops with relevant stakeholders
• Providing accommodation

VII. Process and timeline

The following is an outline of activities and time of this work. – to be confirmed 3-month process for two landscapes

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<th>Phase</th>
<th>August</th>
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<tr>
<td>Inception</td>
<td>D1</td>
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<td>Wildlife in the Economy</td>
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<td>Development Scenarios</td>
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D1       Inception Report
Submission of Technical and Financial Proposals

The consultant will be expected to take complete responsibility for all the activities identified in the Terms of reference (TOR)

The Technical Proposal should contain:

- Consultant technical experience
- Complete description and elaborate explanation of the proposed methodology
- Firm’s technical experience - Evidence of previous work e.g reference letter

- A detailed work plan and the expected timeline

The Financial proposal should:

- Stipulate the fees for the assignment expressed in Kenya shillings.
- The financial proposal should be attached as a separate document from the technical proposal.

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