



## CALL FOR PROPOSALS

### SUSTAINABLE BLUE ECONOMY PROJECTS FOR JUMUIYA COASTAL COUNTIES 2024

#### I. Background

Jumuiya ya Kaunti Za Pwani (JKP) is a regional economic development organization representing Kenya’s six coastal counties (Mombasa, Kwale, Kilifi, Tana River, Lamu and Taita Taveta. The JKP Secretariat in collaboration with the three local Universities, Technical University of Mombasa, Pwani University and Taita Taveta University is mandated to coordinate cross-cutting economic development activities of the six counties, policy harmonization, promotion of the regional assets and investments.

The Go Blue Project is a four-year (2021 – 2024) project funded by the European Union (EU) to support Kenya’s Coastal Economic Development agenda and Blue Economy strategy through coastal urban actions. Development and implementation of the Go Blue project is a deliberate bottom-up partnership and inclusive organizational formation of the Kenya Coastal communities, County Governments, National Government of Kenya and European Union. The Go Blue project aims to harness important coastal and marine resources to achieve a sustainable blue economy and bring jobs to over 3,000 youth and women.

The overall objective of the Go Blue action is to contribute to coastal urban development in an inclusive, integrated, participatory and sustainable manner with the following Specific Objectives (S.O.s) and results:

<p><b>S.O. 1:</b> Enhancing sustained, inclusive and sustainable economic growth with job creation and employment impact  <b>Result 1:</b> Kenya Coastal Counties - Mombasa, Kwale, Kilifi, Tana River, Lamu &amp; Taita Taveta (Jumuiya ya Kaunti za Pwani “JKP Secretariat”) and business are enabled to advance the blue economy  <b>Partners:</b> PORTUGAL, GERMANY AND ITALY</p>
<p><b>S.O. 2:</b> Promoting the development and mainstreaming of a participatory, inclusive and integrated approach to sea-land planning and management  <b>Result 2:</b> Close the gap between sea and land planning, management and environmental protection.  <b>Partners:</b> United Nations (UN-HABITAT and UNEP)</p>
<p><b>S.O. 3:</b> Strengthening maritime governance through effective and integrated maritime law enforcement.  <b>Result 3:</b> Enable the newly established Kenyan Coast Guard Service to provide effective and integrated maritime law enforcement.  <b>Partners:</b> FRANCE, &amp; KENYA COAST GUARD</p>



UN-Habitat and UNEP are jointly implementing Component 2 of the Project – “Connecting People, Cities and the Ocean: Innovative Land-Sea Planning and Management for a Sustainable and Resilient Kenyan Coast”. Under this component, UN-Habitat and UNEP are focusing on Innovative Land-Sea Planning and Management for a Sustainable and Resilient Kenyan Coast by first establishing the status of land-sea planning as well as data availability in the six counties and subsequently, addressing key socio-economic and environmental challenges to secure marine and coastal ecosystem services through planning capacity building and pilot activities in the above named six coastal Counties.

In achieving this the objectives under component 2, JKP in partnership with UN-Habitat and UNEP aim to advance sustainable blue economy projects through a call for proposals that promote a sustainable and resilient Blue Economy sector through Engagements with County Governments, Civil Societies, Academia and Private Sector

The Blue Economy is at the core of the economic development and competitiveness of coastal countries. However, unsustainable infrastructure development, inadequate management of natural habitats and resources, and pollution are threatening their productivity. Climate change-related events such as sea-level rise, land subsidence, storm surge, and coastal flooding are exacerbating this vulnerability. The challenge today is: How can coastal countries manage their coastal and marine landscapes to spur economic growth and reduce poverty while adapting to the effects of climate change. What are the key initiatives that can promote sustainable practices in our coastal communities. This call for proposals aims to assess projects that are geared toward activities that promote resilience and sustainability.

## II. Objectives and expected outputs/deliverables

The objective of the Call for Proposals is to engage civil society organizations, private sector and NGOs to submit proposals that aim to promote a sustainable and resilient Blue Economy sector and assist with fundraising efforts by matching potential donors to proposals.

Beneficiaries: Up to 50 beneficiaries from the coastal communities of Mombasa, Kwale, Kilifi, Tana River, Lamu and Taita Taveta

Timeline: 12 months, including assessment and monitoring. This will entail the following:

1. consolidated/combined reporting will be required at the start, mid-term and within two months of the end of the project. This will consist of information on the project status and progress, interim results and outputs from the project, and the contribution to the overall aims and outcomes of the call. All reporting templates will be supplied to the lead coordinator in advance of their respective submission deadlines.
2. Coordinated visits to the selected project sites (start & mid-term) in support of the selected projects



## Expected Projects

These proposals must include these priority areas that seek to advance key areas that the Go Blue Project has focused on the past 4 years to bring innovation, sustainability and scale up in the coastal communities of the Kenyan Coast. These areas include

### 1. **Constructed Wetlands in Effluent Discharge Hotspot Areas in Coastal Counties**

Focus areas include:

- a) Reduce Environmental Pollution: Mitigate the discharge of raw sewage into the environment by constructing wetlands in identified hotspot areas.
- b) Promote Nature-Based Solutions: Implement constructed wetlands that are localized, easy to operate and maintain, and utilize solar energy.
- c) Enhance Capacity Building: Train water companies in the operation and maintenance of constructed wetlands and provide solutions for private sewage exhausters.
- d) Compliance with Standards: Ensure effluent treatment systems meet the standards outlined in the Environmental Management and Coordination Act (EMCA) 1999

### 2. **Data Collection and Monitoring Systems:**

Develop tools and systems for ongoing monitoring of coastal and marine ecosystems, contributing to informed decision-making and adaptive management. This includes data collection strategies and innovative tools for GIS labs

### 3. **Cross-Sector Collaboration Models:**

Create frameworks for collaboration among stakeholders across various sectors (government, private, civil society) to enhance integrated land-sea planning efforts.

### 4. **Sustainable Fisheries:** this includes:

- a) sustainable fishing practices to avoid resource depletion, overfishing and destructive fishing which new innovative techniques and business models that help restore collapsed fisheries, incorporating all externalities involved in harvesting marine ecosystems into fishery economics
- b) Development of financial models to support beach management units advance in the fisheries sector
- c) Business models to advance the fisheries value chain

### 5. **Ecotourism:**

Innovation solutions and business models to enhance eco-tourism in coastal communities

### 6. **Solid Waste Management**

This includes projects that provide innovative solutions through solid waste recovery management systems. Incorporating key solutions that transform waste to viable business solutions in coastal communities

### 7. **Coral restoration and carbon emission reduction projects.** Engaging local communities in the management and conservation of marine resources, incorporating traditional knowledge and practices.

8. **Regenerative Agriculture projects** – Focus areas include
- Enhance Food Security by supporting urban food systems through the promotion of vertical farming of leafy vegetables and legumes to ensure a stable and resilient food supply for urban populations.
  - Promote Climate Change Adaptation by developing and implementing innovative farming techniques that adapt to climate change effects, such as rising temperatures, unpredictable weather patterns, and limited arable land.
  - Foster Sustainable Urban Development by integrating vertical farming into urban planning, reducing the ecological footprint of cities and contributing to the sustainable use of land and water resources.

### III. **Outputs and Deliverables**

- Detailed proposals outlining the project scope, objectives, and methodologies for achieving sustainable blue economy practices in the coastal counties.
- A comprehensive plan detailing the timeline, key activities, and responsible parties for each phase of the project.
- A robust framework for assessing the progress and impact of the project, including key performance indicators and data collection methods.
- A strategy for engaging relevant stakeholders, including local communities, government agencies, and private sector partners.
- A plan for ensuring the long-term sustainability and scalability of the project outcomes, including potential funding sources and partnerships.

### IV. **Eligibility and qualification criteria**

The applicants have to meet the following minimum criteria:

- Non-governmental, non-profit organizations, private sector and civil society organizations operating in Kenya for at least three years;
- Geographical areas of operation of the organization matched the selected counties;
- Availability of expertise in Blue Economy or a proven ability to engage the partnering institution is required. Information on the invited experts or partners needs to be provided in writing in the submitted proposal.
- Previous experience in conducting training in the context of livelihoods is a strong asset;
- Previous experience in project administration is a strong asset.
- Availability of human resources that will ensure due quality and timely implementation of the contract. Organization must have a team of at least four or more members. Submitted CVs need to have the same format indicating titles, employers and durations of assignment held. The project proposal must include references for CVs to the suggested titles of project team mentioned.



#### IV. Technical and financial proposal

##### **Proposed Methodology, Approach, Quality assurance plan and Implementation Plan.**

This section needs to include the proposed project structure, activities and milestones. This section should demonstrate the Organization’s response to include the specific components of the description of activities, and how the outputs will be addressed. The Organization should demonstrate the strategy for risk mitigation in targeting beneficiaries, and project delivery mechanisms and approaches in the selected county(ies). Moreover, the proposal should demonstrate how the proposed methodology meets or exceeds the Terms of Reference, while ensuring appropriateness of the approach to the local conditions and the project operating environment.

**Management Structure and Resources (Key Personnel)** – This section should include the comprehensive description of the management structure and information regarding required resources including curriculum vitae (CVs) of key personnel that will be assigned to support the implementation of the proposed methodology, clearly defining the roles and responsibilities vis-à-vis the proposed methodology. CVs should establish competence and demonstrate qualifications in areas relevant to the TOR.

#### V. Evaluation criteria and methodology

##### **A. Proposals will be evaluated based on the following criteria:**

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	<b>Experience of the organization that submits proposal</b>	40%	40
2.	<b>Proposed work plan, methodology and approach</b>	30%	30
3.	<b>Management Structure and Key Personnel</b>	30%	30
Total			100

The selection of the successful organization and technically responsive candidate will be based on the ability of the bidder to demonstrate in the technical proposal the required area of expertise and experience as per the stated criteria in this ToR in addition to access to the beneficiaries, in addition to the above stated criteria. The total budget for this engagement is disclosed under the budget section. The bidders are expected to submit a detailed financial proposal aligned with the estimated budget along with a deliverable-based work plan

**Maximum accepted percentage of indirect, project management and administrative costs should not exceed 25%.**

Evaluation of all technical proposals shall be carried out in accordance with above outlined evaluation criteria, and the entity that obtains the highest technical score shall be selected.

An overall of 12 projects will be selected from this call.



## B. Budget size:

Once the proposals are selected, an online webinar and a round table will be conducted to introduce authors of proposals to potential donors to support fundraising efforts. This will be conducted under the oversight of UN-Habitat and UNEP which is the extent of support to this call.

Once the proposals are selected, an online webinar and a roundtable will be organized to facilitate matchmaking between proposal authors and potential donors, aimed at supporting fundraising efforts. This process will be carried out under the oversight of UN-Habitat and UNEP, which defines the scope of their support for this initiative.

The overall indicative project amounts of the proposals should be within the 3 categories stated below.

CATEGORY 1 ≤20,000 USD	Category 2 ≤40,000 USD	Category 3 ≤80,000 USD
(i) A minimum of 2 years of proven previous professional experience in the field related to the proposed activity;	(i) A minimum of 4 years of proven previous professional experience in the field related to the proposed activity;	(i) A minimum of 6 years of proven previous professional experience in the field related to the proposed activity;

JKP serves solely as a facilitator in matchmaking proposals with potential donors, on behalf of Go Blue, and will not serve as a financier of any proposals arising from this Request for Proposals. JKP will however offer technical support for a duration of 12 months (Jan -Dec 2025)

## C. Duration:

The project duration of the proposals should cover a period of 24 months. The applying organizations are requested to submit a clear and detailed work plan for each output/deliverable and the budget within the foreseen timeframe.

## D. Selection Process

JKP will review proposals through a five-step process: (i) determination of eligibility through the capacity and risk assessments; (ii) technical review of eligible proposals; (iii) scoring and ranking of the eligible proposals based on the assessment criteria to identify highest ranking proposal; (iv) round of clarification (if necessary) with the highest scored proposals; and (v) Responsible Party Agreement signature.



## E. Submission Process

Applicants shall bear all costs related to proposal preparation and submission.

Selected applicants must submit their proposals through email [secretariat@jumuiya.org](mailto:secretariat@jumuiya.org) by the deadline: **10<sup>th</sup> January 2025** with subject field **“SUSTAINABLE BLUE ECONOMY PROJECTS FOR JUMUIYA COASTAL COUNTIES”**

***PLEASE make all efforts to provide your proposal not exceeding 25 MB size.***

The following documents must be submitted in order for the submission to be considered:

Duly filled Application Form (ANNEX A)

Company/organization profile

- Proof of registration as a non-governmental organization;
- Information on previous projects if available with the reference letter;
- Information on previous projects in conducting training in the context of livelihoods confirmed if available with reference letter;
- Information on the sectoral expertise or ability to engage an expert institution/partner (provide evidence in writing);
- Audited financial statements for the past two years.
- Completed Resume
- List of references – at least 2.
- Information on incorporation of business (if applicable).
- Statement of capability

2. Project implementation plan and activity Matrix

3. Management Structure and Key personnel curriculum vitae (CVs) that will be assigned to support the implementation of the proposed methodology (clear definition of roles and responsibilities)

4. The Financial Proposal with a detailed cost breakdown (ANNEX B)

Only one submission per organization is allowed. Organizations may not participate in more than one proposal. Once the application is complete and submitted, revised versions of proposal documents will not be accepted. Partial applications will not be disqualified.

Interested organizations/groups may obtain further information or clarification by contacting Go Blue Office with subject field “Sustainable Blue Economy Projects: Request for information” to the following address: [secretariat@jumuiya.org](mailto:secretariat@jumuiya.org)

## F. Estimated Competition Timeline

For reference purposes only, please consider the following indicative timeline:

16 December 2024: Call for Proposal opens, and relevant documents are posted online



10<sup>th</sup> January 2025: Deadline for organizations to submit proposals, assessment and selection processes will take place.

20<sup>th</sup> January 2025: Selected applicants will be notified.