

## Terms of Reference (ToR)

### Individual Consultancy: A review of Amazon bioeconomy work by CI in the region

#### 1. Background

The Amazon rainforest is on the cusp of reaching a crucial tipping point that would lead to loss of biodiversity and ecosystem services critical for the region and the world. Decades of unabated deforestation have led to this precipice which would have large-scale and widespread ramifications for the 40 million people living in the Amazon as well as the global climate. Scientists, politicians, civil society and others are looking to bioeconomy as a potential solution to reduce deforestation and provide sustainable development.

The standing forests of the Amazon are undervalued in the mainstream economy. Bioeconomy activities have the potential to create value and contribute to sustainable development. Political leaders throughout the region are focusing on this potential and are recognizing the need to scale up the economic value created via these activities to support sustainable development and conservation of at least 80% of the Amazon.

NGOs and research institutions are developing scenarios and analyzing the potential of the bioeconomy for the Amazon. WRI's [New Economy for the Brazilian Amazon report](#) finds that a deforestation free, low-carbon pathway delivers the largest and most equitable economic growth for the region. Such a paradigm would result in:

- zero deforestation,
- expanding the Amazon's bioeconomy to sustainably produce goods,
- expanding forest restoration,
- adopting low-emissions agriculture and livestock practices, and decarbonizing Brazil's energy mix.

Another group of researchers, under the Program Amazonia 2030, are looking into the market share for products exported from the Amazon. Salo Coslovsky, is leading a new Brazilian research initiative, Infloresta, to examine how Brazil can increase its share in the global market for forest-friendly products. A report authored by Coslovsky's team suggests there are many opportunities to improve the performance of forest-compatible products in international trade. Currently, the largest exporters of forest-friendly products are countries that face similar or more challenging social, political and economic conditions than amazonian countries. For example, Vietnam holds 42% of the global market share for black pepper. Companies and communities in the amazon have a lot of room to grow and benefit from global markets. Amazon businesses are missing the opportunity to boost the region's economy and the chance to produce and profit from a model where forests are preserved.

Conservation International has been supporting the development of bioeconomy initiatives in the Amazon for over 20 years. We have partnered with communities in over 30 sites on ecotourism, Brazil nut, acai, buriti (palma real), medicinal plants, shade coffee and cocoa production, among others. While these projects have supported conservation and sustainable development of local communities, we must scale these actions rapidly and significantly to meet the needs of the 7 Amazonian countries where we work (Brazil, Bolivia, Colombia, Ecuador, Guyana, Suriname and Peru), avoid additional intense migration from forest to cities and promote conservation at scale. CI has been growing

its restoration work in the area, where potential bioeconomy activities will also be part of the model. CI will provide detailed information on where it has worked and is currently working to support a more specific analysis of potential expansion of its work in the same areas.

To advance in the development of a new economic model where the conservation of 80% of the Amazon rainforest is the goal, we must better understand how CI fits into the current bioeconomy activities underway within Amazonia (their current extent and their potential for sustainable growth), the value of these products, the value chains used to take these products to market, the policy and economic incentives structures preventing the sector to thrive, and the sustainability profiles of the products.

## 2. Objectives

- Conduct a review of CI's support to bioeconomy in the Amazon region (7 countries) over the past 15 years, documenting achievements, criteria for success and assessing their scaling potential. Undertake a value chain assessment for cocoa, coffee, acai, Brazil nuts, natural rubber, and ecotourism to identify opportunities to engage market actors in funding sustainable production and conservation in the Amazon.

## 3. Components

- a. Production levels + areas:** What is their current scale (hectares, volumes, contribution to economy)? What is the relevance of these chains in the local, regional or national markets? What is the economic value of these value chains? Does the government (national or subnational) have development programs, incentives or investments to enhance these chains? Is the private sector organized in any way to enhance these supply chains? If yes, how, and with support from which players?
- b. Value chains / Key corporate actors:** How much is traded via international markets? Which countries are major importers? Who are the major traders and consumer goods companies purchasing these products? What are the regional and local market conditions?
- c. Sustainability and other challenges:** What are the sustainability challenges that could arise if these activities were to scale further? What safeguards would be needed? What are the other challenges to create relevant sustainable markets for these chains in general and in the specific locations where CI operates (logistics, finance, etc)? Indicate whether locations where CI operates are not adequate for the chains it is promoting and why.
- d. Funding / Finance:** How much finance would be needed to achieve sustainability of these value chains over the next 5 years? Who are the current donors and/or finance institutions investing in these value chains under which categories (grants, concessional and commercial)?
- e. Partnership / Scaling Opportunities:** Which organizations are working on these value chains and where? What are they doing? Are there existing national or pan amazon forums created for these value chains to become more economically relevant?

#### 4. Deliverables:

- **Product 1:** Inception report  
A concise document (approximately 2-4 pages) outlining the consultant's proposed methodological approach, detailed workplan, and timeline for completion of all deliverables.
- **Product 2:** Interim report on key findings and progress.  
A concise review (15-20 pages) of existing literature, reports, and studies relevant to document CI's support to bioeconomy initiatives in the Amazon. This should include a summary of the initiatives, success criteria, lessons learned and the potential for scaling beyond the initial geographies.
- **Product 3:** Final report with detailed analysis and recommendations.
  - a. Compile findings into a comprehensive report.
  - b. Provide actionable recommendations for CI to prioritize our engagement in building a sustainable bioeconomy in the Amazon region.
  - c. A clear and concise presentation (approximately 20 slides) summarizing the key findings and recommendations from the final report, suitable for presentation to a diverse audience of stakeholders.
  - d. Final presentation of findings to CI and stakeholders.

#### 5. Duration:

The consultancy is expected to last for a period of 3 months starting from October to December. CI's teams operating in Amazon will provide some data and information for the analysis, the consultant should gather more information as needed.

The proposed delivery of products is based on the following table:

Products	Estimated submission deadline	Percentage
1. Inception report.	18-Oct-2024	20%
2. Interim report on key findings and progress.	10-Nov-2024	30%
3. Final report with detailed analysis and recommendations.	10-Dec-2024	50%

#### 6. Qualifications- a combination of the following:

- Advanced degree in environmental sciences, economics, development, or a related field.
- Proven experience in research on economic and development matters.
- Proven experience in bioeconomy chains in the Amazon.
- Strong understanding of the Amazon region and its unique challenges.
- Excellent analytical, communication, and stakeholder engagement skills.
- Fluency in Portuguese or Spanish, Fluency in English

## 7. Proposal Submission

Interested consultants are invited to submit their technical and financial proposals, including CVs and relevant supporting documents, to the email <[consultancies\\_ourfutureforests@conservation.org](mailto:consultancies_ourfutureforests@conservation.org)> with the subject “**Bioeconomy Assessment Amazonia**” by **October 3rd, 2024**.

Individual consultants for this opportunity can be based in one of the 7 countries listed. However, relevant profiles from other countries in the Americas Region will also be considered as the work can be conducted remotely.

### **Technical proposal:**

The technical proposal must include the technical approach, methodology and work plan with timeline.

The technical proposal must provide a description of how the bidder intends to carry out the consultancy work. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. Details about personnel, materials, logistical equipment, and specialists to be used for the consultancy must be included.

The CV (without documentation) of the consultant should be attached as an annex to the proposal.

### **Financial proposal:** must include applicable taxes

The service provided by this consultancy will be all-inclusive and. Payment will be made in local national currency and upon delivery of the respective invoices and approval of the deliverables.

The submitted budget must include a detailed breakdown of costs, especially those representing significant expenses. No additional benefits, charges, taxes, or costs may be added after the contract is awarded. The hourly rate for the service fees must be clearly indicated. The budget should be presented following the structure outlined in Annex 2 and must be done in USD and the national local currency.

## 8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant qualifications and experience
- Understanding of the scope and objectives
- Clarity and feasibility of the methodological approach
- Quality of previous work samples
- Financial proposal

## 9. Contact Information

For further information or clarification, please contact us at <[consultancies\\_ourfutureforests@conservation.org](mailto:consultancies_ourfutureforests@conservation.org)> with the subject “Questions – **Bioeconomy Assessment Amazonia**”.