



## RESILIENT TOURISM AND BLUE ECONOMY DEVELOPMENT IN CABO VERDE (PROJECT ID: P176981)

Development of origin and sustainability certification/labelling for  
fisheries/aquaculture products in Cabo Verde

### TERMS OF REFERENCE

#### 1. CONTEXT AND BACKGROUND

Fisheries in Cabo Verde represents a primary productive sector that integrates a very important chain of values, from capture to commercialization and consumption, with great potential for the economic and social development of the country. However, because Cabo Verde is an insular, oceanic and tropical ecosystem, it presents a series of environmental vulnerabilities that, potentially, influence the sustainability of the fishing activity, if the right strategies are not conceived and successfully implemented.

The successive governments of Cabo Verde and other national institutions, with the support of international development partners, have been adopting the principle that the sustainable development of fisheries in Cabo Verde should strategically pursue the promotion of the quality of fish and fishery products, rather than focusing exclusively on increasing catches. It is within this framework, and within this strategy, that the need for

origin and sustainability certification/labelling of fisheries and aquaculture in Cabo Verde is framed, promoting and certifying the use of international best practices in fisheries and aquaculture, according to standards developed jointly between the fishing industry, scientific research, consumer markets and civil society. This good governance strategy is the basis for this assignment.

Given the history of fisheries development in Cabo Verde, as well as the administration and management efforts that have been mobilized with a view to their ecological certification and sustainability, given the results obtained to date, in their current state, it is important to have the most realistic and possible knowledge about the opportunities that actually exist and consequently develop an appropriate origin and sustainability certification/labelling scheme, study the relating technical viability and propose an action plan for the implementation.

In fact, certification and labelling of foods has been gaining more and more importance, to the benefit of both consumers and producers. On the one hand, it helps the consumer making informed food choices and, on the other hand, it generates benefits for producers in terms of selling a product with higher quality, and therefore, greater added value, inducing competitive advantages. It is in this context that, in recent decades, fisheries administrations in many countries around the world have implemented various strategies to support not only consumers, but also the fishing industry with a focus on product quality, promoting food quality schemes, quality labelling or labelling of origin, or systems focused on the sustainability of fisheries.

In June 2022, the Government of Cabo Verde signed an important financing agreement with the World Bank for the Resilient Tourism and Blue Economy Development Project (RTBED). This project aims at strategic interventions to support the current phase of economic recovery in the country after the COVID-19 Pandemic, targeting investments, policies and institutions that allow for a resilient and sustainable recovery. Among the planned interventions are, namely: (i) rehabilitation/construction of coastal, port and fisheries infrastructure; (ii) promotion of fisheries development knowledge and opportunities, and its integration into tourism development; and (iii) training and engagement of private operators in the different sectors of the blue economy, involving different ministries (Ministry of the Sea, Ministry of Tourism, Ministry of Infrastructure, Territorial Planning and Housing, Ministry of Culture and Creative Industries, Ministry of Finance) and various central departments, including public institutes. Specifically, the RTBED project recognizes the potential of fishing for tourism and provides specific technical assistance for the sustainability of fishing practices, namely in the preparation of a study on certification/labelling, to increase visibility and encourage consumption of local products from the sea by tourists, benefiting from similar successful lessons and initiatives in other destinations.

Similar efforts that have been carried out in Cabo Verde should be considered, namely, the pre-assessment of fisheries for: i) Skipjack (*Katsuwonus pelamis*), Jew (*Auxis thazard*) and Black Mackerel (*Decapterus macarellus*) with seine, in February 2021; ii) Pink Lobster (*Palinurus charlestoni*) with traps, in February 2021 and iii) Grouper (*Cephalopholis taeniops*) with handline, in October 2022, by the Marine Stewardship Council (MSC). These efforts have accumulated specific knowledge that could be leveraged for potential origin and sustainability certification/labelling of fishing and aquaculture in Cabo Verde, with all the advantages and gains arising therefrom. It is an approach to simultaneously increase the

productivity and economic value of fisheries, providing market incentives and at the same time promoting and consolidating better fisheries management and conservation of marine biodiversity.

Under the responsibility of DNPA (National Fisheries and Aquaculture Directorate), this project will be implemented, in partnership with IMar, an institution that represents fisheries research, responsible for marine stock assessment and official fisheries statistics.

## **2. DESCRIPTION OF THE SERVICE**

### **2.1 Objective**

By building on previous efforts, the objective of this assignment is to assess opportunities and develop an origin and sustainability certification/labelling scheme for relevant fisheries/aquaculture products in Cabo Verde, to increase visibility and encourage consumption of local fisheries and aquaculture products, especially by the tourist market.

### **2.2 Expected Results**

- a) Identification of fisheries/aquaculture products with the greatest potential under a potential origin and sustainability certification/labelling scheme.
- b) Development of origin and sustainability certification/labelling scheme for select fisheries/aquaculture products with close engagement of relevant stakeholders.
- c) Feasibility study on the practicality and viability of the proposed certification/labelling scheme's implementation.
- d) Development of an action plan for the implementation of the proposed certification/labelling scheme for selected fisheries.

### **2.3 Tasks**

The expected results will be achieved based, among others, on carrying out the following activities:

- a) Analysis of Cabo Verde's main fisheries toward identifying which fisheries/aquaculture products show the greatest potential under a potential origin and sustainability certification/labelling scheme.
  - Carry out literature review of existing origin and sustainability certification/labelling schemes for fisheries and aquaculture products in Cabo Verde and assess their socio-economic and environmental impact; review existing regulatory framework and institutional arrangements; and assess relevant stakeholders and their potential contribution and role in potential certification/labelling schemes.
  - Review best practice examples in tourist destinations with similar needs and opportunities for origin and sustainability certification/labelling of fisheries and fish products;
- b) Selection and prioritization: Identify and develop a systematic approach for prioritizing and selecting fisheries/aquaculture products that show potential and would hence be eligible for certification/labelling under the scheme by considering social, economic,

environmental and governance aspects. This should include i) defining criteria (e.g., stock health, fishing practices, compliance with regulations), collecting associated data, and analysing the fisheries' current status and sustainability; ii) stakeholder consultations; iii) identifying risks and challenges with certifying specific fisheries (e.g., data availability, governance effectiveness, market demand); and iii) analysing environmental, social and economic aspects. Reference can be made to the MSC standards and other international, regional, or local origin and sustainability certification schemes, where relevant.

- c) Informed by a) and b), development of an origin and sustainability certification/labelling scheme for select, high potential fisheries/aquaculture products by closely engaging relevant stakeholders including government bodies, representatives from the fishing industry, environmental organizations, local communities, suppliers and consumers.
- Scope: Define scope of the certification/labelling system, specifying which fisheries products should be covered based on research undertaken under a) and identify the key objectives (e.g., promoting sustainable fishing practices, supporting local economies, ensuring product traceability)
  - Sustainability criteria: Identify and specify sustainability criteria that the fisheries should meet in order to be eligible for the certification/labelling scheme (e.g., environmental impact of fishing methods, health of fish stocks, compliance with certain regulations).
  - Requirement for traceability: Specify the traceability requirements so that certified products can be followed/tracked throughout the supply chain (e.g., records of catch location, information of vessels, facilities used for processing, transport).
  - Certification process: Lay out the procedures for not only obtaining but also maintaining the certification, including appropriate application process, methodologies for assessing eligibility, and inspection. Data collection methods and requirements for reporting should be specified to demonstrate compliance. Frequency of reviews should be outlined toward ensuring the scheme remains relevant and effective, as well as consequences for non-compliance.
  - Institutional arrangements: Provide clear description of the roles and responsibilities of relevant stakeholders, and detail legal regulatory and institutional arrangements. Suggest how collaboration across institutions, operators and other relevant stakeholders can be strengthened.
  - Labelling: Develop guidelines with regards to labelling including how the certification label could be displayed on products, packaging and other relevant materials, and how it should communicate the product's origin and sustainability status.
  - Communication and marketing: Lay out how the certification including its results and performance will be disseminated to the public; develop a strategy for educating consumers about the value of the certification/labelling scheme and its positive impact on fisheries sustainability and local communities; identify relevant action that help incentivize fishermen to participate in certification/labelling schemes; identify actions that help promote the certified fisheries products to target markets including through collaboration/partnerships with the tourism industry (e.g., distributors,

- retailers, hotels, restaurants) or exploring opportunities of premium markets that emphasize sustainability by leveraging the certification/labelling scheme.
- Capacity building: Identify relevant capacity building, training and/or technical assistance needs to support the fisheries in meeting certification standards including on sustainable fishing practices, data collection etc. Consequently, develop a capacity building/training plan including identification of stakeholders.
  - Costs: Provide detailed cost estimate of the certification/labelling scheme including costs associated with assessments, audits, reviews etc.
  - Alignment with existing initiatives: As pointed out in the previous section ensure the proposed certification/labelling scheme will align with and complement existing international, regional, and/or local sustainability standards to maximize outcomes and avoid duplication.
- d) Feasibility study: Carry out a feasibility study to evaluate the practicality and viability of the scheme's implementation.
- Technical Feasibility: Assess the technical aspects of the scheme's implementation including whether required technologies, infrastructure, and knowledge is available.
  - Financial Feasibility: Estimate associated costs and financial implications of not only establishing but also maintaining the certification/labelling scheme, and carry out cost-benefit analysis.
  - Operational feasibility: Assess the feasibility of the scheme's implementation within the framework of the existing regulatory framework and institutional set up. Identify and assess potential regulatory barriers and challenges, and recommend how to overcome them. Also assess commitment of key stakeholders to participate in and support the scheme's implementation.
  - Environmental and social: Assess the environmental and social impact on relevant stakeholders, ecosystems and biodiversity.
- e) Development of an Action Plan for the implementation of the certification/labelling scheme for selected fisheries, including a pilot phase to validate, test, and refine the scheme before its full implementation.

## 2.4 Products

The products to be prepared by the company, as a result of the tasks listed above, are as follows:

Nº	Description	Language	Time limit
1	Initial report containing a detailed planning of all phases of development and implementation of the consultancy, the methodological approaches, the allocation of time and responsibilities among team members and the delivery schedule of the products;	Portuguese and English	15 days from the starting date of the contract.
2	Identification of fisheries/aquaculture products with the greatest potential under a potential origin and sustainability certification/labelling scheme.	Portuguese and English	50 days from the starting date of the contract.

3	Development of origin and sustainability certification/labelling scheme for select fisheries/aquaculture products with close engagement of relevant stakeholders.	Portuguese and English	100 days from the starting date of the contract.
4	Feasibility study on the practicality and viability of the proposed certification/labelling scheme's implementation.	Portuguese and English	125 days from the starting date of the contract.
5	Development of an action plan for the implementation of the proposed certification/labelling scheme for selected fisheries.	Portuguese and English	150 days from the starting date of the contract.

### 3. DURATION

The consultancy will last for 5 months (150 days) from the date of signature of the contract.

### 4. QUALIFICATIONS OF THE FIRM AND TEAM

#### 4.1 Qualification of the Firm

It is intended to recruit a specialist company in fisheries management, aquaculture and ecological certification of fisheries and aquaculture crops, with more than 10 years of experience in fisheries and aquaculture, particularly in ecological certification of fisheries and aquaculture crops, integrating the skills of diagnosis, planning, design, implementation, management and assessment of certification and labelling projects.

The company must present work experience in developing countries, particularly in West Africa and in tropical island systems, in the areas of the intended services, and demonstrate capacity to work in the field, in a context of cultural, socioeconomic, environmental diversity and inclusion of gender.

#### 4.2 Qualification of Team

Of the key personnel presented by the consultancy team, one of them must be of Cabo Verdean nationality, with command of Portuguese and Cabo Verdean languages, with knowledge and experience of the national context of fisheries and aquaculture, the environment and socio-economic development in Cabo Verde, to support and coordinate stakeholder consultations, field observations, data collection and logistical work. This requirement aims to ensure and facilitate data collection, coordination with local counterparts and understanding of the local context.

The firm must present the following qualifications, skills and experience, both technical and scientific.

Staff	Qualifications	Experience	Specific experience
A specialist in ecological certification of fisheries	Haliutic sciences,	Master's degree in Haliutic Sciences, fisheries or related areas,	10 years of recognized experience in origin and sustainability

and aquaculture crops (Team Leader).	fisheries or similar.	being a Doctor an asset, with at least 10 years of experience in certification/labelling projects for fisheries and aquaculture products, covering the phases of diagnosis, planning, awareness, training, implementation, follow-up and evaluation.	certification/labelling projects for fisheries and aquaculture crops, covering the stages of diagnosis, planning, awareness, training, implementation, monitoring and evaluation. Experiences in West Africa, insular spaces and command of Portuguese will be an asset.
An expert in fisheries management and assessment.	Halieutic sciences, fisheries or similar.	Master's degree in Fisheries Sciences, fisheries or related, with at least 10 years of experience in project management and evaluation, covering the stages of diagnosis, legislation, awareness, training, implementation, monitoring and evaluation.	10 years of experience in fisheries management projects, specific experience recognized in ecological certification projects for fisheries and aquaculture cultures. Experiences in West Africa, insular spaces and command of Portuguese will be an asset.
An expert in the socioeconomics/economics of fisheries and aquaculture	Social and economic sciences	Master in Social and Economic Sciences, with at least 10 years of experience in project planning and management, covering the phases of diagnosis, awareness, training, implementation, monitoring and evaluation of development projects.	10 years of experience in fisheries projects, recognized specific experience in fisheries management, costing exercises and feasibility assessments. Experiences in West Africa and insular spaces and command of Portuguese will be an asset.

## 5. REPORTING

The consultant will report directly to the **DNPA**.

For matters related with the execution of the contract, the consultant reports to the **UGPE** (*Unidade de Gestão de Projetos Especiais* -Special Projects Management Unit), a government entity mandated to oversee public development programs-projects.

## 6. ADMINISTRATION AND LOGISTICS

All traveling and allowance costs related to the consultant's field missions and stakeholder consultations, are the consultant's responsibility and should be included in the firm's financial proposal.

Meetings rooms and facilities for the seminars will be made available by **DNAP**.

## 7. CONTRACT TYPE

A lump-sum form of Contract shall be signed. Payments to the consultant of remuneration are linked to approval of deliverables.