



MINISTRY OF MINING, BLUE ECONOMY AND MARITIME AFFAIRS

STATE DEPARTMENT FOR BLUE ECONOMY AND FISHERIES

Kenya Marine Fisheries Socioeconomic Development (KEMFSED) Project  
P.O. Box 58187-00200  
NAIROBI

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TERMS OF REFERENCE FOR CONSULTING SERVICES FOR DEVELOPMENT OF  
NATIONAL BLUE ECONOMY STRATEGY FOR THE KENYA MARINE FISHERIES SOCIO-  
ECONOMIC DEVELOPMENT (KEMFSED) PROJECT – INDIVIDUAL CONSULTANT  
SELECTION (ICS)

Credit Number: IDA 65400

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**Client:**

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## 1.0. PROJECT BACKGROUND

The Government of Kenya (GoK), through the State Department for Blue Economy & Fisheries (SDBE&F) and with support from the World Bank, is implementing the Kenya Marine Fisheries and Socio-Economic Development (KEMFSED) project, which aims at supporting the country in its efforts to leverage emerging opportunities in the Blue Economy. The development project's overall goal is to improve management of priority fisheries and mariculture and increase access to complementary livelihood activities in coastal communities.

The KEMFSED project, which is implemented in Kenya's coastal counties namely Mombasa, Kwale, Kilifi, Tana River, and Lamu, aims to strengthen the management of fisheries that are priority to coastal livelihoods, thereby securing stocks at sustainable levels of harvesting. At the same time, the project purposes to strengthen coastal households' access to complementary livelihood activities toward diversifying sources of household income to reduce dependence on capture fisheries. By better managing and conserving marine and inland water resources, reducing illegal fishing activity, and enhancing the value of the fish products in the value chains, the sector is expected to enhance its contribution to the overall economy.

The project comprises of the following three components:

- a) **Component 1: Governance and Management of Marine Fisheries** focusing on improving the management of marine fisheries in Kenyan waters. Fisheries governance interventions will be promoted through strengthened co-management of near shore fisheries, and **infrastructure development** to support the management of fisheries at both the national and county level.
- b) **Component 2: Coastal Community Empowerment and Livelihoods** contributing to the Project Development Objective (PDO) by strengthening livelihoods in coastal communities through a combination of technical and financial support for the implementation of livelihood, social welfare, and environmental subprojects; provision of scholarship grants and complementary capacity-building and mentoring of beneficiaries.
- c) **Component 3: Project Management** that support financially the project management at both national and county levels to ensure coordinated and timely execution of project activities.

## 2.0. RATIONALE FOR CONSULTANCY

Kenya is endowed with diverse aquatic ecosystems and resources therein including rivers, dams, lakes and the Indian ocean. These aquatic ecosystems provide significant socio-economic and ecological benefits such as food and nutrition security from fisheries resources, marine and coastal tourism, shipping, mining, energy and ecosystem services such as carbon sequestration, water filtration, atmospheric and temperature regulation, protection from erosion and extreme weather events. As the pressure for land-based resources increases, the ocean economy is receiving more attention, and with this shifts the need to use oceans and water resources in a more sustainable manner.

In 2018, Kenya hosted the first ever international Sustainable Blue Economy Conference (SBEC 2018) alongside the Government of Canada and the Government of Japan. The focus of the conference was to harnesses the potential of oceans, seas, lakes and rivers to improve the lives of people, particularly women, youth and Indigenous peoples in developing states and to leverage the latest innovations, scientific advances and best practices to build prosperity while conserving our waters for future generations. The conference acknowledged the limited capacity of public sector to finance the scale of investments needed to realize a sustainable blue economy and the role of private sector to step in to bridge the financing gap. Further, it provided the platform for strategic deliberations on promoting the productivity, inclusivity and the sustainability aspects of the resources of a sustainable blue economy in an integrated, balanced and holistic manner. It also recognized the crucial role of science and research as an interdisciplinary approach for human geography, accounting, finance, policy development, implementation and evaluation.

The conference identified **nine (9) priority areas** for scaling up productive and conservation activities including smart shipping, ports, transportation and global connectivity; employment, job creation and poverty eradication; cities, tourism, resilient coasts and infrastructure; sustainable energy, mineral resources and innovative industries; managing and sustaining marine life, conservation and sustainable economic activities; ending hunger, securing food supplies and promoting good health and sustainable fisheries; climate action, agriculture and fisheries, waste management and pollution-free oceans; maritime security, safety and regulatory enforcement, and People, culture, communities and societies – the inclusive blue economy. The Kenya Government on its part made the following commitments among others: addressing the challenge of waste management and plastic pollution; maritime safety and security; sustainable fisheries development; blue economy financing, infrastructure development and capacity building interventions in key

sectors that harness the ocean economy including technology, research, science and innovations.

Kenya is making good progress towards harnessing the potential for the sustainable Ocean economy. Kenya is a member of the High-Level Panel for a Sustainable Ocean Economy, a group of world leaders from around the globe committed to developing, catalyzing and supporting solutions for Ocean health and wealth in policy, governance, technology and finance. Sustainable Blue economy has been identified as one of the priorities under the Kenya Government development agenda namely; Kenya Vision 2030; Big Four agenda; African Union Agenda 2063 and UN Sustainable Development Goals No. 14 and 15 with potential of promoting economic growth, social inclusion, and improving livelihoods.

In 2018, the Country established The Blue Economy Implementation Standing Committee (BEISC) with its Secretariat under the Office of the President. The BEISC is mandated to coordinate and overseeing implementation of prioritized programmes. As outlined in the Executive Order No. 1 of 2020 (Revised May, 2020), the State Department for Fisheries, Aquaculture and the Blue Economy among other is mandated to: coordinate development of policy, legal, regulatory and institutional framework for the fisheries industry and the blue economy; coordinating maritime spatial planning and integrated coastal zone management; protection and regulation of marine ecosystems; and protection of the marine resources in the EEZ. Further, Kenya launched the Coast Guard Service to beef up maritime security and safety to enable profitable and sustainable business to thrive in the maritime space, curb illicit trade and illegal fishing activities.

To enhance a sustainable blue economy sector and tap on the potential of inland waters and marine based assets to spur socio-economic development, a comprehensive blue economy policy framework is very crucial.

### **3.0 OBJECTIVES OF THIS ASSIGNMENT**

The main objective of this assignment is to review and finalize the Draft National Blue Strategy for Kenya. The National Blue Economy Strategy is expected to provide a comprehensive framework to consolidate the national efforts and provide strategic guidance to harness and maximize the potential of sustainable blue economy in Kenya to spur socio-economic growth and development.

## 4.0 THE SCOPE OF NATIONAL BLUE ECONOMY STRATEGY

The thematic scope of the envisaged National Blue Economy Strategy for Kenya is informed by the African Union blue economy strategy and IGAD Blue Economy Strategy which encompass rivers, lakes, reservoirs and oceans. Further this work is informed by the recommendation of the JICA report, “Data collection survey on blue economy in the Republic of Kenya (JICA, 2018). In this respect, the focus of the strategy will include but not limited to;

- Sustainable fisheries and aquaculture
- Shipping and logistics
- Biodiversity conservation and climate resilience
- Coastal and marine tourism
- Oil and gas
- Maritime security and safety
- Sustainable mining, sand extraction and water desalination
- Renewable energy
- Marine biotechnology and bio-prospecting
- Legal, policy and institutional frameworks
- Regional collaboration and cooperation
- Implementation arrangements

### 4.1 Key tasks of the assignment

The consultant is expected to work closely with the relevant technical experts from blue economy sectors to support in the process of the assignment including but not limited to fisheries, wildlife, coastal and maritime tourism, maritime transport, security and safety; mining and energy; and consider the relevant legal, policy and institutional frameworks and regional collaboration. The consultant is therefore expected to;

1. **Review the current draft National Blue Economy Strategy, and prepare an inception report** with a comprehensive work plan and methodology on how to deliver the assignment;
2. **Review and synthesize already collected data and information and any further relevant data and information** (baseline assessment) with respect to sustainable blue economy and climate risks including strategic and development plans, policy and legal documents at national, regional and global level for each pillar of the Blue Economy;

3. Identify key national institutions in the blue economy sectors and propose an appropriate **institutional framework** and or coordination mechanism for the effective and efficient implementation of the sustainable blue economy strategy;
4. On the basis of **data, information and views gathered** from 2 to 3 above, synthesize and compile a comprehensive sustainable blue economy strategy with the commitments, work plans, budgets and timelines of each Blue Economy Institution to reach their agreed targets;
5. Present the draft **National Blue Economy Strategy** to the State Department for the Blue Economy and Fisheries for further input;
6. Incorporate the inputs from the State Department for the Blue Economy and Fisheries into the **National Blue Economy Strategy** and **submit the final document** including implementation plan to the State Department for the Blue Economy and Fisheries;
7. Present the revised **National Blue Economy Strategy** to selected stakeholders for validation;
8. Incorporate comments / input from the **stakeholders 'validation.**
9. Submit a final version of the National Blue Economy Strategy to the State Department for the Blue Economy & Fisheries for onward adoption and implementation.

## 5.0 DURATION OF THE ASSIGNMENT

The duration of the assignment is **6 calendar months** from the date of contract commencement.

## 6.0 REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The consultant will be expected to deliver the following outputs:

**Table 1: Reporting requirements**

S/No	Deliverables/Reports	Timelines after contract commencement	Format of submission
1.	Inception report outlining the work plan and methodology to deliver on a National Blue Economy Strategy	0.5 months	2 hard copies and a soft copy
2.	Synthesis report as detailed in the scope of work	1.5 months	2 hard copies and soft copy

3.	First draft National Blue Economy Strategy (with clear strategic interventions, including financial mechanism and results framework for realizing the potential sustainable blue economy in Kenya)	3.0 months	Soft copies
4.	Second draft National Blue Economy Strategy (based on stakeholder input)	4.0 months	Soft copies
5.	Final (draft) National Blue Economy Strategy	5.0 months	1 hard copy and a soft copy
6.	Technical report and other deliverables as guided in the scope of work for each assignment	6.0 months	2 hard copies and a Soft Copy

## 7.0. QUALIFICATIONS AND EXPERIENCE OF THE CONSULTANT

The Consultant shall have the following minimum qualifications and experience:

- (i) A minimum of a Master's Degree in natural resources Economics or any other related relevant qualification from a recognized University;
- (ii) A minimum of 15 years of progressively responsible experience in public policy and strategies development and research in the fields of natural resources management including fisheries, marine and wildlife, environment, conservation, climate change, rural development, social sciences, political science, international relations, administration, financial management, budget or related field is required;
- (iii) Experience in Similar Assignments; like supporting preparation of strategies, policies and plans; understanding of government procedures in institutional frameworks at national, regional and global processes; experience to produce reports, papers on technical issues; Proven in working with stakeholders in the Marine and Blue Economy Sector.
- (iv) Registration with professional body/society in Kenya or equivalent with currently valid membership and valid annual practicing licensing (if applicable)

## 8.0 PAYMENT SCHEDULE

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful consultant will be as presented in Table 2 below. Upon submission of every report, the consultant is expected to make a presentation of the

submitted report to the Client in a scheduled meeting. The acceptance of the report shall be recorded in the minutes of the meeting.

**Table 2: Proposed payment schedule**

S/No.	Deliverables/Reports	Timelines after contract commencement	Percentage of the contract amount
1.	Inception report outlining the work plan and methodology to deliver on a National Blue Economy Strategy	0.5 months	20%
2.	Submission and Acceptance of first draft of the national BE synthesis report	1.5 months	20%
3.	First draft National Blue Economy Strategy (with clear strategic interventions, including financial mechanism and results framework for realizing the potential sustainable blue economy in Kenya)	3.0 months	20%
4.	Second draft National Blue Economy Strategy (based on stakeholder input)	4.0 months	10%
5.	Final (draft) National Blue Economy Strategy	5.0 months	10%
6.	Technical report and other deliverables as guided in the scope of work for each assignment	6.0 months	20%

## 9.0 CLIENT RESPONSIBILITIES

- (i) The client SDBEF and National PCU and Components Lead will provide all developed and available policies that can assist in this assignment,
- (ii) Organize meetings with relevant stakeholders as may be required by the consultant.



## **10.0 CONSULTANT RESPONSIBILITIES**

- (iii) The consultant will be answerable to the National PCU Coordinator, Component 1 Lead, Director, Blue Economy Development Directorate, SDBEF and will work closely with project staff in the execution and delivery of this consultancy.
- (iv) The consultant will be required to make his own travel and accommodation arrangements during consultations with different stakeholders to ensure the assignment is carried on smoothly and seamlessly within the timeframe provided.
- (v) The consultant will consult and include inputs from the stakeholders and is responsible for organizing and achieving the evaluation and delivering the final report.

## **10. CONTRACT ADMINISTRATION AND SUPERVISION**

The State Department for the Blue Economy and Fisheries is the Client for these services. The consultant will report to the National Project Coordinator, KEMFSED National Project Coordination Unit (NPCU) on behalf of the Principal Secretary, the State Department for Blue Economy and Fisheries. The National Project Coordinator working closely with the with the Component 1 Task Team Leader and the Director, Blue Economy Development Directorate will oversee the day-to-day running of the project in all matters pertaining to the assignment.

## **12. OWNERSHIP OF DATA AND, THIRD-PARTY USAGE**

- i. All the reports, data, and information developed, collected, or obtained from the implementing agencies etc, Client, and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.
- ii. At the end of the Services, the Consultant shall relinquish all data, manuals, reports and information (including the database, codes, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.