



## **SUSTAINABLE FINANCING FOR CORAL REEF-FRIENDLY BUSINESSES AND SME's IN FIJI**

### **REQUEST FOR PROPOSALS**

**Issue date:** 25 June 2025

**Closing date and time:** 11 July 2025, 5:00 pm (FIJI TIME)

**Available budget:** USD 50,000

#### **Background**

The Wildlife Conservation Society (WCS) is an international non-government organisation committed to working with communities, government, and other partners to safeguard Fiji's biodiversity and ensure the sustainable management of natural resources through integrated land- and seascape management. A critical focus of our work is protecting Fiji's globally significant, diverse and resilient coral reefs and associated seascapes. The nation's coral reef ecosystems are critical to biodiversity, the economy and the livelihoods of its people. However, Fiji's coral reefs face unprecedented threats from climate change and local pressures including unsustainable fishing, coastal habitat destruction and unsustainable land management leading to pollution runoff.

In response to, and to abate these threats, the Fiji National Hub for Coral Reef Conservation (NHCRC) was established through the Global Environment Facility (GEF) funded Coral Reef Rescue (CRR): Resilient Coral Reefs, Resilient Communities Project. This government-endorsed multi-stakeholder platform serves as a central mechanism for coordinating and driving coral reef conservation efforts in Fiji.

To deliver conservation outcomes for Fiji's coral reefs and the socio-economic systems they support, there is a need to identify investment opportunities to address the multiple local drivers of coral reef degradation and promote sustainable financial flows over the long term. WCS Fiji, as the GEF CRR project National Technical Facilitator is seeking a consultant to support the mobilisation of investment opportunities and alignment of co-finance that support coral reef-friendly businesses in Fiji.

The consultant will work closely with the WCS-Fiji team, the Fiji NHCRC (through the Sustainable Finance and Investment Strategies technical working group or TWG) and the global supporting consultant, Terranomics.

#### **Objectives**

The objectives of the consultancy are to:

- Develop a business engagement strategy that contributes to coral reef conservation in Fiji

- Scope reef-friendly businesses investment and support opportunities (including micro or small enterprises and larger businesses)
- Identify technical assistance support requirements and partnership opportunities to ensure reef-friendly businesses are ‘investor ready’

### **Scope of Work**

The consultant will conduct the following tasks, noting the potential for the scope to be adjusted with mutual agreement between parties, if the need arises during implementation:

**1. Develop a business engagement strategy for Coral Reef Conservation in Fiji.**

This should consider:

- Existing stakeholder engagement strategies, channels and programs with businesses on coral reef conservation (key stakeholders of the NHCRC).
- The key economic sectors driving coral reef degradation (based on an initial analysis by Terranomics).
- Relevant national level business events, conferences and opportunities for businesses to engage.
- Ensure investment strategies align with national policies and international frameworks like the Sustainable Development Goals (SDGs) and the Convention on Biological Diversity

**2. Identify existing and potential reef-friendly businesses and SME investment and support opportunities.**

This will include:

- Working with Fiji NHCRC TWG and Terranomics to develop gender-sensitive criteria to define a ‘reef-friendly’ business in Fiji.
- Identifying larger established businesses/medium sized enterprises (building on sector analysis undertaken by Terranomics) to target for opportunities for investment in their operations/supply chain to reduce reef impacts (or enhance positive impacts) – including consultations with NHCHC stakeholders to support the identification and validation.
- Scoping and mapping existing and potential reef-friendly community-based and micro or small enterprises (start-up and expansion) for investment and support opportunities (using the proforma developed by Terranomics) – including consultations with NHCHC stakeholders to support the identification and validation.
- Ensuring all investment activities comply with environmental and financial regulations in Fiji.

**3. Analyse larger established businesses to identify opportunities for investments to reduce reef impacts (or make them more positive).**

This will include:

- Consultation with the Fiji NHCRC TWG to short-list the identified established businesses (2 – 3 businesses) for further consultation and engagement, using the criteria developed (task 2).
- Consultations with targeted businesses to a) build awareness of the pressures placed on coral reefs, b) what it means to be a ‘reef-friendly’ business and c) identify needs and opportunities for the business to be (more) ‘reef-friendly’.
- Recommend technical assistance support for the short-listed enterprises to improve their business to be ‘investor ready’.

**4. Identify technical assistance requirements to support community-based and SMEs to be investor ready.**

This will include:

- Consultation with the Fiji NHCRC TWG to short-list (~5 SMEs) the identified community-based and SMEs for investment and support opportunities, using the criteria developed (task 2).
- An analysis of the needs of each short-listed enterprise (using needs assessment framework developed by Terranomics) through direct meetings and consultations.
- Recommend technical assistance support for the short-listed enterprises to improve their business to be ‘investor ready’.

**5. Identify national technical assistance providers and opportunities for investor engagement.**

This will include:

- Exploring partnership opportunities for businesses to engage with existing national initiatives to address their technical assistance needs.
- Identify relevant national technical assistance providers to provide support to businesses and SMEs in identified areas.
- Identify opportunities and barriers for engaging with national and regional level investors in coral reef conservation, contributing to the financial landscape database developed by Terranomics.

**6. Develop a monitoring, evaluation and learning plan for the evaluating impacts and outcomes from reef-friendly businesses in Fiji.**

This should include:

- Reviewing relevant documentation (reef-friendly business definition, existing MEL frameworks and policies relating to sustainable business and coral reef conservation).

- Engaging with key NHCRC stakeholders and partners to understand priorities, data needs and reporting requirements.
- Designing the MEL plan including theory of change, key indicators, guidance for implementation and templates that are practical for partners and businesses to use.

### **Stakeholder engagement**

All work under this consultancy will be under the guidance of WCS and the Fiji NHCRC, primarily through the TWG and in collaboration with Terranomics, a global consultant engage to support the six countries of the GEF Coral Reef Rescue Project. The consultant is to attend (and/or present) at relevant NHCRC and TWG meetings (arranged by WCS, held in Suva) as required.

### **Deliverables**

The consultant is expected to deliver the following:

	<b>Item</b>	<b>Reporting Period</b>
1.	Business engagement strategy for TWG review	1 <sup>st</sup> week of September 2025
2.	Present the existing and potential reef-friendly businesses and SMEs (mapped against criteria) for shortlisting by TWG	1 <sup>st</sup> week of September 2025
3.	Community-based and SME needs assessment report including recommendations for technical assistance	1 <sup>st</sup> week of November 2025
4.	Report on engagement with larger established businesses including opportunities and recommendations for technical assistance	1 <sup>st</sup> week of February 2026
4.	Community-based and SME needs assessment report including recommendations for technical assistance	1 <sup>st</sup> week of February 2026
5.	Technical assistance and investor engagement report for Fiji	May 2026
6.	Monitoring, Evaluation and Learning Plan	May 2026
7.	Final consultancy report	July 2026

### **Timeline**

The consultancy work will ideally start in July 2025 and be completed by 31 July, 2026.

### **Requirements and qualifications**

The consultant will have the following minimum experience and qualifications:

- Relevant experience in private sector engagement in conservation or sustainable development programs or designing/implementing investment-readiness assessments and technical assistance programs for SMEs.
- Demonstrated knowledge of sustainable business practices, particularly those aligned with environmental conservation and/or blue economy principles.
- Qualifications in environmental economics, business administration, sustainable development, marine conservation, or a related field.

- Experience working with or consulting for Pacific Island countries, with preference for prior work in Fiji.
- Fluency in both spoken and written English.

**Submission requirements**

The following must be submitted:

1. Brief technical statement outlining previous experience relevant to the scope of work (one to two pages). Proposers are encouraged to submit examples of previous work or links.
2. Curriculum Vitae
3. Financial proposal outlining detailed cost breakdown, including:
  - Consultancy fees, stating the daily rate and total number of working days.
  - Travel costs as a separate line item with estimated costs for flights, accommodation, and meal allowance. All proposed travel costs must be included within the total consultancy budget.

All travel requires prior approval by WCS Fiji and will be reimbursed based on actual costs, supported by receipts and relevant documents.

Submitted rates are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the Requirement. Any charge not stated in the Proposal as being additional will not be allowed as a charge against any transaction under any resultant Contract. All rates and prices submitted by Proposers shall be in US dollars.

All proposal documents should be emailed directly to [nbhan@wcs.org](mailto:nbhan@wcs.org) by the closing date. Late submissions will not be considered.