



REPUBLIC OF LIBERIA  
**ENVIRONMENTAL PROTECTION AGENCY**  
 4<sup>th</sup> Street Sinkor, Tubman Boulevard  
 1000 Monrovia, 10 Liberia  
 P.O. Box 4024

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**CALL FOR EXPRESSION OF INTEREST  
 TO PROVIDE CONSULTANCY SERVICE**

**Consultancy service to Develop Strategy Plan for tourism, cost the tourism Action Plan and review and finalize the National Tourism Policy**

**TERMS OF REFERENCE FOR NATIONAL CONSULTANT**

<b>Job Title</b>	National Consultant		
<b>Division/Department</b>	Environmental Protection Agency/EPA		
<b>Programme/Project Number</b>	UNDP Energy & Environment Program/Country Program Support		
<b>Activity Result</b>	National Tourism Policy align the National Policy to include Eco-tourism Policy and costed Strategic Master Plan develop and validated		
<b>Assignment</b>	To review and make final edits to the National Tourism Policy and align the National Policy to include Eco-tourism Policy, along with costed Strategic Master Plan, and conduct stakeholders' validation workshop.		
<b>Location</b>	Monrovia, Liberia		
<b>Reports to</b>	<b>Energy &amp; Environment Coordinator/EPA-UNDP</b>	<b>Consultancy Duration:</b>	6 Weeks (Sept. 30– Nov. 14, 2020)

**BACKGROUND**

The Environmental Protection Agency (EPA) through the United Nations Development Program (UNDP) Energy & Environment Program/Country Program Support intends to support the Government of Liberia through the Ministry of Information Cultural Affairs & Tourism (MICAT) to review and make final edits to the National Tourism Policy and align the National Policy to include Eco-tourism Policy, along with costed Strategic Master Plan, and conduct stakeholders' validation workshop. UNDP in collaboration and consultation with relevant Government of Liberia (GoL) Ministries, Agencies and Commissions (MAC) in recent developed a new Energy

& Environment program document; which will be implemented over a period of 5 years, commencing January 2020 up to December 2024. The program is been executed under the UNDP National Implementation Modality (NIM), consistent with its Standard Basic Assistance Agreement (SBAA) between UNDP and GoL, and the Country Programme. The Implementing Partner (IP) for this project is the Environmental Protection Agency (EPA). The IP will be responsible and accountable for managing this project, including the monitoring and evaluation of project interventions, achieving project outcomes, and for the effective use of UNDP resources.

The Ministry of Information, Cultural Affairs and Tourism (MICAT) was created by an Act of the National Legislature in 1965, to among other things disseminate information to local and international audiences about the Government of Liberia, and its policies and programs. MICAT also has a mandate to develop and market Liberia's Cultural and Tourism potential for both festive and revenue purposes.

A significant amount of progress has been recorded, but with crosscutting challenges, as MICAT executes its mandate. To address these challenges, specifically in the execution of the mandate regarding the Culture and Tourism sector, MICAT has embarked on series of result oriented reforms to harness the sector potentials and achieve the festive and revenue generating objectives.

Pursuant to this, the Ministry with support from the United National Development Program (UNDP) intends to hire a National Consultant to review and make final edits to the Ministry's National Tourism Policy and align the National Policy, to include Eco-tourism Policy, along with a costed Strategic Master Plan, and conduct stakeholders' validation workshop to validate the new policy. The objective of the support is to develop a Strategic Plan for the Department of Cultural Affairs and Tourism and finalize the development of a costed National Eco-tourism Policy.

Considering the above, the UNDP through the Energy & Environment Unit of the EPA requests the services of a National Consultant to work in collaboration with the MICAT in achieving the this objectives.

With the plethora of challenges, the Energy and Environment (E&E) programme seeks to support the Government's efforts in achieving diversified and inclusive economic growth through investments in sustainable and environmentally friendly agriculture, food security, job creation and improved resilience to climate change and natural disasters. UNDP works to empower the population and build a resilient nation. It supports the government to develop and implement interventions aimed at improving the lives of the people, including women, youth and PWD. Through its Energy and Environment (E&E) Programme, UNDP will support the government through its relevant Ministries, Agencies and Commissions (MACs) to address environmental issues and mitigate their impacts to support the collective growth and development of the country.

### **Contract and Reporting Requirements**

The Consultant will be hired against a performance-based contract for two (2) months. He/she will report to Deputy Minister for Cultural Affairs and Tourism and the Energy and Environment Program Coordinator. The consultant shall submit the reports summarized below, for the respective period(s). All documents/reports will be issued in English, submitted in both hard and electronic copies.

- **Weekly Progress Reports:** The Consultant shall prepare weekly concise reports with the relevant information on progress, highlighting achievements, emerging issues that need to be clarified with the client and recommendations.

- **Final Report:** Before the end of the assignment: The Consultant shall submit a final report detailing all the activities undertaken. The report will outline achievements and issues and lessons learnt.

### **Objective of the Assignment**

The objective of this assignment is to develop a Strategic Plan for the Department of Cultural Affairs and Tourism, and support the finalization of the development of the National Tourism Policy, its related documents as well as develop a costed action plan for the policy. The assigned is also gear toward assisting in coordination of the validation and launching of the relevant legal and operational framework for strengthening of the Culture and Tourism Sector.

### **Scope of Work and Tasks**

The Consultant will have the following responsibilities:

- Develop the Department of Cultural Affairs and Tourism Strategic Plan
- Develop a costed action plan for the policy and strategic plan
- Review the draft tourism policy, the tourism master plan and its complementary documents, and proffer necessary recommendations and amendments
- Support the validation of the policy

### **Job Responsibilities:**

1. Review, edit and finalize the Ministry's National Tourism Policy, ensuring it is align with the country national policy
2. Align Eco-tourism within the National Policy
3. Develop Culture and Tourism Strategy Plan
4. Cost Action Plan for the Tourism Policy

### **Functional Competencies:**

- Excellent and effective communication (verbal and written) skills, including ability to prepare reports and conduct presentations by clearly formulating positions on issues, articulating options concisely conveying maximum necessary information, making and defending recommendations; ability to convey difficult issues and positions to the public.
- Have a considerable knowledge of proposal development

### **Key Expected Results**

- Finalized Tourism Policy inclusive of Ecotourism validated and launched
- Finalized draft Culture and Tourism Strategy Plan
- Costing Action Plan of the Tourism Master Plan done

### **Performance Monitoring Indicators**

- Finalized and edited copy of the National Tourism Policy document inclusive of Ecotourism
- Action Plan Costed and finalized
- Culture and Tourism Strategic Plan developed

### **Output**

The Consultancy will achieve the following deliverables:

- 1) Draft tourism policy, the tourism action plan and its complementary documents reviewed and the necessary amendments made, validated and launched
- 2) Culture and Tourism Strategic Plan developed
- 3) Action Plan of the Tourism Master Plan costed and finalized

### **QUALIFICATION**

#### **Education:**

- Master's Degree in Public Policy, Tourism, Culture and Heritage, Development Studies, Economics, Business Administration, related Social Science discipline or Bachelor Degree in Law

#### **Experience**

- More than five (5) years of documented experience of working in related field of study in regions across the world; Experience in working with the EPA or UNDP
- Knowledge and experience in various jurisdiction of Policy especially in Culture and Tourism
- Experience performing similar services requested;
- Knowledge of capacity development, Policy Analysis, Tourism and Legal Frameworks;
- For foreign firms, partnership with a local firm is an added advantage
- Documented social skills and networking capabilities is an advantage;
- Experience in management and organizational development;
- Experience of working in fragile states and/or post-conflict countries.
- Excellent ability to communicate clearly in written and spoken English.

## **OTHER SKILLS**

- Excellent team player with good interpersonal skills
- Ability to manage workload with minimum supervision
- Ability to work under pressure and tight deadlines
- Ability to accommodate additional demands at short notice
- Ability to work in a multi-cultural environment
- Oral communication/presentation skills
- Proactive mindset

## **ATTENTION:**

**Rebecca E. Doo**

**Assistant Manager, Procurement**

**Environment Protection Agency (EPA)**

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or through email ([rdoo@epa.gov.lr](mailto:rdoo@epa.gov.lr)), indicating in subject area “Consultancy service to review and make final edits to the National Tourism Policy and align the National Policy to include Eco-tourism Policy, align with Strategic Master Plan” Closing date for submission of TORs is 4PM, September 24, 2020. Any submission coming/received after this deadline will not be given consideration. Only submissions that meet the requirement/criteria as contained in the Request for Expression of Interest will be considered for evaluation. The application package must include CV, credentials and Technical and Financial Proposal.

NOTE: This information is also posted on these websites: [www.emansion.gov.lr](http://www.emansion.gov.lr), [www.ekmsliberia.info](http://www.ekmsliberia.info), [www.epa.gov.lr](http://www.epa.gov.lr), [www.unpd](http://www.unpd). MICAT, FDA websites and local dailies.