Terms of Reference

Consultancy for ensuring financial sustainability of Alliance for Mediterranean Nature and Culture

Start date: 22nd November 2021

1. Background

With the facilitation and support of the MAVA Foundation 13 organizations joined their forces in 2017 to implement a joint outcome action plan on promoting sustainable land-use practices in the Mediterranean region.

Since then, through various projects, these organisations have expanded their capacity, impact and power in the Mediterranean region and their joint efforts consequently succeed in the formation of the Alliance for Mediterranean Nature & Culture (AMNC).

The AMNC is a group of NGOs working together to build awareness and knowledge of cultural landscapes and seascapes, advocate for the traditional cultural practices that maintain them and sustain the benefits they provide for biodiversity, climate action and local livelihoods.

In order to sustain its work on cultural landscapes at collective and individual members’ levels for beyond 2022, ensuring the financial sustainability of the AMNC to fulfil its vision and mission and of its members to conduct their interventions at site level is a must.

2. Aim of the consultancy, tasks and responsibilities

The overall aim of the consultancy is, within the framework of the Fundraising Strategy to be developed, to ensure financial sustainability for beyond 2022 of the AMNC and therefore accordingly to raise the necessary funding for the network management and joint activities of the AMNC at the regional level and for site level interventions of its members following MAVA’s funding phase-out in 2022.

The work packages with the specific activities and responsibilities for this consultancy are:

A. Development of the fundraising strategy
- Assessing AMNC’s current financing capacity and needs to deliver impact in line with its vision and mission

- Identifying and prioritizing potential fundraising approaches & sources (trusts, foundations, corporations, international organisations, national/regional/international public funds including but not limited to EU funding schemes, etc.) and innovative frameworks available (other financing mechanisms including but not limited to voluntary carbon markets or impact investment funds, etc.)

- Developing a 5-year fundraising strategy and plan as well as a portfolio of work building on the current set of work for ensuring the financial sustainability of the AMNC to fulfil its vision and mission and of its members to conduct current and new interventions at site level. The strategy and plan need to consider different needs and realities among current and future AMNC members and must analyse all sorts of resource mobilization sources available.

- Coordinating the collation of a portfolio of priority project concepts that addresses the needs of AMNC and that are tailored to each fundraising source and framework identified within the fundraising strategy and plan

- Developing overarching and project specific fundraising materials.

**B. Executing the fundraising strategy**

- Support Alliance members to make their on the ground projects more attractive for funding aligning them to international funding priorities particularly for positive agroforestry and pastoralism

- Facilitating engagement with potential donors (including the leadership of international funding mechanisms as well, such as UNDP GEF) by matching them with suitable project concepts and by initiating relations with them towards establishing long term strategic partnerships

- Facilitating engagement with the private and public sector, particularly the ones benefiting from products and services provided by Cultural Landscapes

- Strengthening AMNC’s and its members’ appeal and relationships with their current and future donors

- Coordinating the development and submission of project proposals identified as a priority to secure AMNC’s functioning and joint activities

- Supporting the staging of a fundraising/cultivation event (hybrid) to attract interested donors.
- Creating and strengthening the fundraising capacity of AMNC and its members regarding the cultural landscapes where restoration/land management is a priority to assist in structuring deals and projects for specific funding schemes, such as carbon markets, using internationally recognized framing

3. Implementation

The Consultant is expected to elaborate and present a detailed work plan for consideration and approval of the AMNC Steering Committee. The consultant will report to the Coordinator of the AMNC, Engin Yılmaz. The implementation of the consultancy will be done by the Consultant in close collaboration with the Coordinator. The Consultant will be assisted in providing necessary documentation and guidance, and facilitating contributions of member organisations where necessary.

The expected timeframe of the consultancy is between 22 November 2021 and 31 October 2022.

The implementation phases and corresponding schedule are expected to be arranged as follows:

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<th>Work package</th>
<th><strong>Milestone</strong></th>
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<td>WP1</td>
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<td></td>
<td>Assessment</td>
<td>03 December 2021</td>
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<td>Identification and prioritization of potential fundraising sources</td>
<td>13 December 2021</td>
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<tr>
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<td>Development of the fundraising strategy and plan and portfolio of work</td>
<td>10 January 2022</td>
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<td>Collation of a portfolio of priority project concepts</td>
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<td>Development of fundraising materials</td>
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<td>WP2</td>
<td>Facilitating engagement with potential donors</td>
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<td>Facilitating engagement with the private and public sector</td>
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<td>Strengthening AMNC’s and its members’ appeal and relationships with their current donors</td>
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<td>Coordinating the development and submission of project proposals</td>
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4. Consultant profile and qualifications

- Demonstrated successful experience in fundraising, resource development and relationship management.
- Demonstrated successful experience in engagement with potential donors, private and public sector
- Demonstrated successful experience in acquiring sizeable funds (public and private)
- Effective interpersonal skills with a facilitative and service-oriented style.
- Excellent communication skills (written and oral) with fluency in English. Any other Mediterranean language is a plus.
- Excellent written communication skills, including proposal-writing, the ability to write succinctly, persuasively and accurately.
- Good presentation skills to donors and NGOs.
- Ability to set priorities, meet deadlines and provide deliverables.
- Ability to work across cultures.

5. Submission of proposals

a. Detailed Curriculum Vitae and Portfolio of Expert(s) involved including examples of similar work done before; and
b. Proposal for implementing the assignment including detailed costing by work packages and specific activities.

Tenders must be submitted in electronic form to the following address:

engin@yolda.org.tr with the subject “Fundraising - AMNC”. Your proposal must be received no later than 17:00 (CET) on 10th November 2021.

Successful as well as unsuccessful bidders will be informed by e-mail as soon as possible after the submission date.