Terms of Reference & Scope of Work/ Call for proposal

Conducting economic feasibility study for the Fish farming investment opportunities in the Jordan River Valley

Introduction

EcoPeace Middle East is a unique regional environmental organization that works on the promotion of cooperative efforts to protect shared environmental heritage. EcoPeace seeks to advance sustainable development projects to enhance the economic situation of Jordan Valley residents and the Jordanian public.

In 2015 with the support of the EU, EcoPeace launched the first-ever integrated national and Regional Jordan Valley Master Plan (JVMP) for the rehabilitation and sustainable development of the Jordan Valley.

Advancing the investment strategy described in the JVMP can serve as an engine for economic development (increasing the GDP of the Jordan Valley basin from $4 million to $73 million annually), rehabilitate the Jordan River, and work towards stabilizing the north of the Dead Sea. The Jordanian government adopted the Jordanian Master plan.

Objectives:
Building a momentum, to target and encourage the private sector and investors to develop sustainable business in the JV.

EcoPeace Middle East is looking into the overall feasibility and economic viability supporting aquafarming in the Jordan Valley through establishing and/or enhancing freshwater (and/or brackish water) fisheries located in the area. Current statistics show that the Jordan Valley is home to less than 30 active fish farms (primarily small-scale farms) that mainly raise tilapia and common carp, relying on traditional cultivation methods, with an estimated production of less than 885 tonnes in 2017.

Description of the Assignment

Developing aquafarming in the Jordan Valley can help farmers to upgrade current technologies, reduce their cost of operation and increase their productions. A further option is using the RAS (Recirculating Aquaculture System) as a potential technology, helping farmers to enhance more sustainable practices.

The overall aim of the assignment is to build environmentally sustainable solutions, a financial and technical feasibility study for a concrete business case.
Required aquaculture feasibility study must include:

- Market analysis; and full assessment of supply and demand of the Jordanian market to the locally produced fresh fish.
- Desk research: collecting data and information’s regarding the Jordanian fishery.
- Field research: providing complete overview of the market situation.
- Total current demand: identify the current demand and the type of fish.
- Current market price: identify the current price and the level of competition from imported fish of similar kind.
- Export / import status and potential
- Post harvest solutions (packaging, filleting, frozen fish) status and potential
- SWOT for the market

Financial analysis-RAS

- Identify source of revenue and develop revenue assumptions.
- Identify cost assumptions.
- Estimate head count requirements and salary expenses in the projection period.
- Identify other expenses items and develop relevant assumptions throughout the projection period.
- Identify working capital requirements as necessary and investment requirements.
- Compute suitable investment evaluation indicators (IRR, payback period, NPV, ROA, ROI, etc.).
- Risks per project.

The following criteria must be included in the Feasibility study:

- Environmentally sustainable project
- Investment development project
- The project location is within the Jordan Valley.
- Ensure job opportunities for local communities.

Required Qualifications of the consultant

- Extensive experience in conducting feasibility studies/ business cases and a track record in Economics and Business Development.
- Knowledge in the Applicable Fields of sustainable development, Environment and Water.
- Knowledge on the region of the Jordan Valley/ Wadi Araba Valley
- Past experience in market research and writing of business reports
- Outstanding research and analytical skills.
- Excellent writing, presentation and reporting skills

Tender procedures

Interested consultants/firms are required to submit their technical and financial proposals to Ecopeace Middle East Jordan within 15 working days of receiving the TOR. The technical proposal must contain a detailed deliverables schedule on submitting the economic feasibility study/business case within 90 days of beginning the assignment.
Interested applicants should submit their technical and financial proposals to M. Nour Abu Laban
nour@ecopeaceme.org