

Terms of Reference & Scope of Work/ Call for proposal

Conducting economic feasibility study for the grasshopper's 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 businesses in the JV.

EcoPeace Middle East is looking into the overall feasibility and economic viability supporting grasshoppers farm in the Jordan Valley through establishing new farm located in the area. Current statistics show that there are no grasshoppers farms in the Jordan Valley.

Description of the Assignment

Grasshoppers engage in year-round production to provide a large and ongoing supply. Its products provide high nutrient content with 70% protein, all essential amino acids, lipids, iron, zinc, and chitin.

Establishing grasshoppers farms in the Jordan Valley as an alternative protein source, the new methods and technology enable it to grow several species of grasshoppers quickly and under sanitary conditions. Its line of products includes grasshopper protein powder, food additives, and whole grasshoppers for gourmet food.

Grasshoppers production is a zero-waste operation, with all materials converted into product, 20x better than meat.

The overall aim of the assignment is to build a financial and technical feasibility study for a concrete business case.

Required grasshopper's feasibility study must include:

- Market analysis; and full assessment of supply and demand of the Jordanian market.
- Desk research: collecting data and information's regarding the Jordanian consumption.
- Field research: providing complete overview of the market situation.
- Total current demand: identify the current demand and the type of grasshoppers.
- Current market price: identify the current price and the level of competition from imported grasshoppers of similar kind.

Financial analysis

- 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.)

The following criteria must be included in the Feasibility study:

- Environmentally sustainable project
- Investment development project
- The project location is within the Jordan Valley and / or Wadi Araba 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, agriculture 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

