



TERMS OF REFERENCE

Consultancy to Develop and Implement a Renewable Energy Awareness Strategy for the fisheries and aquaculture sector in the Caribbean

1.0 Background and Justification

The fisheries sector relies on the use of energy and to a great extent on fossil fuels which makes it highly sensitive to energy costs, especially taking into consideration fuel cost instability. While post-harvest, processing and distribution activities' demand for energy is significant, the catching sector, having few short-term alternatives to fossil fuels, is especially dependent on fuel and vulnerable to the fuel price fluctuations. Despite the challenges that the sector faces, including strong dependence on fossil fuels, small-scale fisheries are increasingly recognized for their contribution to sustainable food systems and the opportunities they present for sustainable development. There is a need to fully assess and understand the opportunities and challenges of applying renewable energy technologies in small-scale fisheries of the Caribbean to reduce carbon footprint, as an indispensable baseline assessment to inform next steps in renewable applications in the fisheries sectors of project countries.

It is important to identify specific areas of renewable energy interventions with demonstrable on-the-ground pilots, the application of knowledge and capacity acquired, and the generation of lessons and results that will facilitate replication and upscaling of the transition from fossil fuels to renewables/low carbon sources across the value chain in Caribbean fisheries and aquaculture sectors. Linked to this, and recognizing the potential impacts on biodiversity and ecosystems, a process will be established to monitor the implementation of renewable energy technologies and track associated environmental risks and mitigation measures.

Within the fisheries and aquaculture sectors of the Caribbean, there are multiple points along existing value chains where renewable energy technologies can be applied to improve energy efficiency and reduce dependence on fossil fuels. Building awareness and understanding of these opportunities is critical to supporting informed decision-making by fisheries stakeholders.

Stakeholders in project countries do not possess sufficient knowledge of renewable and cleaner energy options and their practical application to support informed transition decisions. Targeted and gender-responsive interventions are therefore required to strengthen understanding of

renewable energy options, their suitability at different points of the value chain, associated investment requirements, potential returns, and operational considerations including installation, maintenance, and adaptability at small operational scales.

This consultancy will build on existing project assessments and outputs, including related STAR-Fish consultancies that identify renewable energy options, including the most appropriate renewable energy technologies and key intervention points across the fisheries and aquaculture value chains.

This consultancy will review and consolidate these existing outputs to identify applicable renewable and energy-efficient technologies and associated investment opportunities relevant to fisheries and aquaculture operations, and translate them into practical, user-oriented knowledge that is accessible to stakeholders.

The Caribbean Regional Fisheries Mechanism (CRFM), established in 2003 as an institution of CARICOM, promotes and facilitates the conservation, management, and responsible use of the region's fisheries and other living marine and aquatic resources for the economic and social benefit of the people of the region.

The CRFM is currently implementing the STAR-Fish – Sustainable Technologies for Adaptation and Resilience in Fisheries Project, which has been approved by Global Affairs Canada (GAC), with the CRFM serving as the Project Executing Agency. The project is being implemented in ODA-eligible countries. Its overall objective is to strengthen the resilience of Caribbean fisheries and aquaculture by promoting a clean energy transition while advancing gender-responsive governance arrangements to support the adoption of renewable energy solutions and technologies.

Under the general direction of the STAR-Fish Regional Project Coordinator, the Consultant will facilitate collaboration with appropriate national agencies, fisherfolk organisations, and regional institutions to support energy awareness and training, and will develop and implement a Renewable Energy Awareness Strategy in accordance with the terms and conditions outlined below.

2.0 Objectives of the Consultancy

Under the overall direction of the STAR-Fish Regional Project Coordinator, the objectives of this consultancy are to:

1. Facilitate Multi-Stakeholder Consultation and Contextualization of Renewable Energy Options

Facilitate collaboration among national fisheries and energy agencies, fisherfolk organisations, financial institutions, and relevant regional stakeholders to support consultation and validation of renewable energy options across fisheries and aquaculture value chains. This includes synthesizing and contextualizing applicable renewable and energy-efficient technologies and associated investment opportunities, drawing on existing project assessments and outputs, and translating these into practical, user-oriented knowledge for stakeholders.

2. Develop a Gender-Responsive Renewable Energy Awareness Strategy and Action Plan

Develop a gender-responsive, multimedia Renewable Energy Awareness Strategy and Action Plan that increases awareness and understanding of renewable energy technologies and associated economic opportunities among fisheries and aquaculture stakeholders. The Strategy will align with existing project assessments, including viable business models, and support informed decision-making on the transition toward sustainable energy solutions.

3. Implement Renewable Energy Awareness Campaign and Capacity-Building Activities

Implement the Renewable Energy Awareness Strategy through targeted campaigns and training activities for fisheries stakeholders, including fishers, processors, and relevant private sector and financial actors. These activities will strengthen stakeholder knowledge of renewable energy technologies, their application across value chains, associated costs and financing options, and operational requirements for adoption, including installation, use, and maintenance.

3.0 Scope of Work

3.1 Inception meeting and report

The CRFM/PMU shall convene a virtual inception meeting with the consultant and project country focal points and other key stakeholders, provide any clarification and additional information on project objectives, scope, expected outcomes, and any other issues related to the execution of the assignment that require clarification. Within 10 days of the inception meeting, the Consultant will submit an Inception Report outlining:

- Detailed methodology and implementation approach
- Proposed work plan and timeline
- Approach for integrating gender responsiveness and social inclusion into the consultancy activities
- Monitoring and reporting framework aligned with the STAR-Fish Performance Measurement Framework. See Annex 1 for the M&E framework.

3.2 Stakeholder Engagement and Coordination

The Consultant will support collaboration among relevant institutions and stakeholder groups to enable effective delivery of the Renewable Energy Awareness Strategy and training activities.

This will include:

- Reviewing and validating the existing project stakeholder map through consultations with national focal points and key stakeholders.
- Identifying and profiling relevant stakeholders including national energy agencies, fisheries authorities, fisherfolk organisations, cooperatives, regional bodies, trade associations, financial institutions, and media organisations.
- Assessing stakeholder roles, influence, and potential contributions to renewable energy awareness and training initiatives.
- Facilitating coordination among stakeholders to support the implementation of awareness and training activities.
- Supporting the establishment of collaboration mechanisms, including Memoranda of Understanding (MoUs) or Letters of Agreement (LoAs), where appropriate.

All stakeholder engagement activities shall promote inclusive participation, including women, youth, Indigenous peoples, and other vulnerable groups.

3.3 Synthesis and Contextualization of Renewable Energy Technologies and Opportunities

The Consultant will synthesize and contextualize renewable and energy-efficient technologies and associated investment opportunities relevant to fisheries and aquaculture value chains, drawing on existing STAR-Fish project assessments and outputs.

This will include:

- Reviewing existing project outputs, including value chain assessments and viable business models.
- Identifying applicable renewable energy technologies and solutions relevant to fisheries and aquaculture operations (e.g., cold storage, processing, aquaculture systems).
- Translating technical information into practical, user-friendly knowledge tailored to fisheries stakeholders.
- Identifying key economic and operational considerations, including costs, financing options, and basic operational requirements.
- Ensuring that gender-responsive considerations are integrated into the identification and communication of opportunities.

Note: This task does not include primary technical assessment or selection of value chains, but builds on existing project analyses.

3.4 Development of a Renewable Energy Awareness Strategy and Action Plan

The Consultant will develop a gender-responsive Renewable Energy Awareness Strategy and Action Plan to increase knowledge and understanding of renewable energy technologies and associated opportunities in fisheries and aquaculture value chains.

The Strategy will:

- Define target audiences across fisheries value chains.
- Develop key messages on renewable energy technologies and investment opportunities.
- Identify appropriate communication channels and outreach approaches for fisheries communities.
- Integrate gender-responsive and inclusive approaches.
- Define monitoring and engagement metrics.
- Include a clear Action Plan with short- and medium-term implementation actions.

The Consultant will organize and facilitate a validation workshop with key stakeholders to finalize the Strategy and Action Plan.

3.5 Implementation of the Renewable Energy Awareness Strategy

3.5.1 Communication Materials

The Consultant will develop and support dissemination of communication materials to increase awareness of renewable energy technologies and opportunities in fisheries and aquaculture.

Materials may include: print, broadcast, and digital products tailored to stakeholder needs and local contexts.

All materials shall be:

- Accessible and user-friendly
- Gender-responsive and inclusive
- Adaptable to local languages and cultural contexts

3.5.2 Training Programme Development and Delivery

The Consultant will design and deliver training activities on renewable energy technologies and opportunities for fisheries stakeholders.

This will include:

- Developing a modular “train-the-trainer” curriculum
- Preparing training manuals and learning materials
- Delivering training workshops for fishers, processors, and relevant stakeholders
- Integrating gender-responsive and inclusive approaches

Training activities should promote balanced participation of women and men, consistent with project gender targets. The project will support 2 training events for (1) fishers, and (2) processors.

3.6 Final Technical Report

At the conclusion of the consultancy, the Consultant will prepare a Final Technical Report documenting the implementation and outcomes of the Consultancy.

The report will include:

- Overview of activities implemented.
- Stakeholder engagement outcomes.
- Training activities conducted and participation statistics.
- Lessons learned and challenges encountered.
- Recommendations for scaling renewable energy awareness and training initiatives.

The Final Report will include the following sections:

- Executive Summary
- Introduction
- Methodology and Approach
- Implementation of Consultancy Activities
- Stakeholder Engagement and Workshops
- Awareness Strategy Implementation
- Training Activities and Outcomes
- Lessons Learned and Recommendations
- Annexes (workshop reports, training materials, participation data, and other relevant outputs).

Drafts of each product are to be reviewed by the CRFM, before finalization.

4.0 Expected Outcomes and Deliverables.

The consultant(s) are expected to deliver the following outputs:

Deliverable 1: Inception Report
A report detailing the Consultant's methodology, work plan, timeline, stakeholder engagement approach, and integration of gender-responsive and inclusive approaches, aligned with the STAR-Fish Performance Measurement Framework.

Deliverable 2: Stakeholder Engagement and Renewable Energy Synthesis Report
A report documenting:

- Validation and refinement of the stakeholder map
- Stakeholder profiles and engagement approach

- Synthesis and contextualization of applicable renewable energy technologies and associated investment opportunities, drawing on existing STAR-Fish project outputs
- Translation of technical information into user-oriented knowledge for fisheries stakeholders

Note: This deliverable is based on synthesis of existing assessments and does not include primary technical evaluation or value chain selection.

Deliverable 3: Renewable Energy Awareness Strategy and Action Plan

A gender-responsive, multimedia Renewable Energy Awareness Strategy and Action Plan, including:

- Target audiences and stakeholder segmentation
- Key messaging on renewable energy technologies and opportunities
- Communication channels and outreach approaches
- Monitoring and engagement framework
- Implementation Action Plan

A report of the validation process shall also be included.

Deliverable 4: Renewable Energy Communication and Outreach Materials

A suite of communication products developed in line with the approved Strategy, which may include print, broadcast, and digital materials (e.g., brochures, radio scripts, videos, social media content), designed to be accessible, inclusive, and tailored to fisheries stakeholders.

Deliverable 5: Renewable Energy Training Programme and Delivery Report

- A modular training curriculum (“train-the-trainer”) on renewable energy technologies and opportunities
- Training manuals and supporting learning materials
- Reports from training workshops conducted, including participation data disaggregated by gender and stakeholder group

Deliverable 6: Final Technical Report

A comprehensive report documenting:

- Implementation of consultancy activities
- Stakeholder engagement outcomes
- Awareness strategy implementation
- Communication and training outputs
- Lessons learned and recommendations for scaling

The Consultant will support monitoring and reporting of the consultancy’s results in alignment with the STAR-Fish Performance Measurement Framework.

5.0 Project Schedule and Milestones

Deliverable	Date	Payments (% of fees value)
Deliverable 1: <i>Consultancy Inception Report</i>: Report detailing activities, work plan, milestones, timeline and methodology.	0.5 months after contract signature	15%
Deliverable 2: Stakeholder Engagement and Renewable Energy Knowledge Translation Report	2.5 months after contract signature	15%
Deliverable 3: Draft Renewable Energy Awareness Strategy and Action Plan	4.0 months after contract signature	15%
Deliverable 4: Validation Workshop and Report	5.0 months after contract signature	15%
Deliverable 5a: Draft Communication Materials and Training Toolkit	6.0 months after contract signature	15%
Deliverable 5b: Finalized Communication Materials and Training Toolkit + Training Delivery Report	7.0 months after contract signature	15%
Deliverable 6: <i>Final Technical Report</i>	8.0 months after contract signature	10%

6.0 Team Composition, Roles and Required Experience

The consultancy may be undertaken by an individual consultant or a firm with a multidisciplinary team possessing expertise in communications, stakeholder engagement, renewable energy awareness, and capacity-building within fisheries and aquaculture sectors.

The team should include the following expertise:

Team Lead/Communications Specialist

The Team Lead will be responsible for the overall coordination of the consultancy and for leading the development and implementation of the consultancy.

The Team Lead will guide the development of multi-media awareness products, oversee strategy design, and ensure the effective translation of renewable energy concepts into accessible and practical information for fisheries stakeholders.

Minimum qualifications and experience should include:

- A Bachelor's degree or equivalent in Communications, Public Relations, Environmental Education, Development Communication, or a related field.

- At least five (5) years of experience designing and implementing multi-media awareness or communication strategies for development, environmental, or sustainability initiatives.
- Demonstrated experience translating technical concepts into accessible communication materials for diverse audiences.
- Proven experience developing multi-media communication products, including print, broadcast, and digital content.
- Experience designing communication strategies targeting community-based stakeholders and resource users, such as fisheries or agricultural communities.
- Demonstrated ability to integrate gender-responsive messaging and incorporate sex-disaggregated monitoring indicators into awareness initiatives.
- Experience developing data collection tools such as surveys or dashboards to support monitoring of awareness campaigns.
- Strong skills in knowledge management, documentation and lessons-learned synthesis.

Experience working in Caribbean or Small Island Developing States (SIDS) contexts, including adapting communication materials to local cultural contexts and dialects, will be considered an asset. Familiarity with Caribbean sustainable energy policy frameworks (e.g., C-SERMS, CARICOM Energy Policy) is also desirable.

Renewable Energy Specialist

The Renewable Energy Specialist will provide technical guidance on renewable energy technologies relevant to fisheries and aquaculture operations and ensure that awareness and training materials accurately reflect renewable energy applications within fisheries value chains.

Minimum qualifications and experience should include:

- Degree in renewable energy, engineering, environmental science, or related field.
- At least 5 years of experience in renewable or sustainable energy systems.
- Experience communicating renewable energy technologies for productive sectors such as fisheries, agriculture, or agro-processing.
- Experience working in Small Island Developing States (SIDS) or Caribbean contexts is an asset.

Additional Regional Experience and Partnerships

Given the community-based nature of the fisheries and aquaculture sectors and the need for context-specific engagement approaches, demonstrated experience working in Caribbean or Small Island Developing States (SIDS) contexts will be considered a strong asset.

Proposals that demonstrate:

- familiarity with Caribbean fisheries institutions and governance structures, including national fisheries authorities, fisherfolk organisations, and regional bodies.
- experience working with coastal and fisheries-dependent communities.
- understanding of Caribbean renewable energy policy frameworks and regional energy transition initiatives.
- partnerships with regional experts, national institutions, or local organizations

will be viewed favorably. Bidders are encouraged to include regional experts or local partners where appropriate to strengthen the contextual relevance and effectiveness of the consultancy outputs.

7.0 Technical Proposal Requirements

Technical Approach

The technical proposal must clearly describe the methodology that will be used to design and implement the Renewable Energy Awareness Strategy and Training Programme.

In particular, the proposal should demonstrate:

- How renewable energy awareness activities will effectively reach fisherfolk and fisheries value chain actors, including small-scale operators.
- Communication approaches suitable for coastal and fishing communities, taking into consideration literacy levels, gender, language, and accessibility.
- Strategies to ensure gender-responsive participation, including the engagement of women and (other) vulnerable groups in fisheries value chains.
- Mechanisms to address potential barriers to participation such as digital access, language barriers, disability, and time constraints faced by women and vulnerable groups.
- Approaches for translating technical renewable energy concepts into practical, actionable information for fisheries operators and facility managers.

Proposals that rely primarily on digital campaigns or conventional media outreach without direct engagement of fisheries communities will not be considered sufficient.

8.0 Roles and Responsibilities

The consultant will present the deliverables following the schedule established in section 4 of these terms of reference. The deliverables must include reports in Word, PowerPoint presentation of major findings and recommendations, and other documents used as the basis of the analysis (including other formats such as Excel spreadsheets, etc. as applicable) All reports should follow the CRFM Guidelines for Publications and Reports. All materials must be delivered in English. All reports, studies, plans, drawings, source code, technical data, specifications, and any other material prepared by or worked upon by the consultant exclusively for the CRFM under this

Agreement are the sole and exclusive property of the CRFM and as such the CRFM has exclusive title, rights, and interest in all such material including the right of dissemination, reproduction, and publication. In the conduct of the assignment the Consultant will be supported by the Regional Project Coordinator, Environmental and Social Safeguards Specialist and CRFM Secretariat, who will provide overall guidance on implementation of the contract. The CRFM Secretariat will assign staff who will work closely with the team at all times. The CRFM Secretariat will also assist in the circulation of documents for regional-level review and support the finalization of all documents produced.

9.0 REPORTING

The Contractor will prepare an Inception Report, Progress Report and Final Technical Report. The progress report will be submitted as part of deliverable four (approximately mid-term of the contractual period). The final technical report should include methodologies used to deliver the various outputs, with lessons learned and recommendations for follow-up action, and include final technical deliverables in publisher-ready format. The report should be produced in Microsoft Word for Windows format and submitted electronically to the CRFM Secretariat.

10.0 LOGISTICS

All logistical arrangements pertaining to travel by the Consultant and any workshop participants are the responsibility of the Consultant. The CRFM guidelines for all travel and workshop expenses should be followed.

11.0 DURATION

The consultancy should be conducted over 8 months and must be completed no later than the end of **January 2027**.

12.0 COST OF THE CONSULTANCY

The budget included in this section details the level of effort estimated for the activities programmed in this consultancy.

Table 1 – Consultancy Budget (CAD)

CONCEPT	Months (estimated)	(CAD)
Consulting Fees	8	\$68,016.00
Reimbursable Expenses (Travel and other costs)		\$73,684
Total		\$141,700.00

13.0 APPLICATION AND SELECTION PROCEDURE

13.1 Interested consulting firms are invited to submit their Technical and Financial Proposal outlining observations on these Terms of Reference, understanding of the objectives of the assignment, details of methodology to be applied, proposed work plan and timeline, personnel to be involved, skills and Curriculum Vitae of **all proposed team members**, declaration of availability, declaration of no conflict of interest, and tax-inclusive price proposal with details of professional fees for team members, logistics, travel, printing, and all other associated costs.

13.2 Technical and Financial Proposals will be evaluated using a Quality and Cost-Based Selection procedure, in which the Technical Proposal can be awarded a maximum of 70% of the evaluation score and price a maximum of 30% of the evaluation score.

13.3 Please submit your application in PDF format by **8 May 2026** to jobs@crfm.int and secretariat@crfm.int.

Annex 1:

Alignment with STAR-Fish Results Framework

This consultancy contributes directly to the implementation of Output 1223: Renewable energy awareness implemented and operators trained to support the transition to sustainable energy in the fisheries and aquaculture sectors.

The consultancy will support achievement of the project results framework as outlined below.

STAR-Fish Results Level	Relevant Result	Contribution of this Consultancy
Ultimate Outcome	Increased adoption of renewable and low-carbon energy technologies in Caribbean fisheries and aquaculture sectors	Increased awareness, knowledge, and stakeholder engagement supporting the transition to renewable energy technologies
Immediate Outcome 1220	Application of renewable energy/low-carbon technologies in fisheries and aquaculture	Improved knowledge and preparedness of fisheries stakeholders to adopt renewable energy technologies
Output 1223	Renewable energy awareness implemented and operator(s) trained to support the transition to sustainable energy	Development and implementation of a Renewable Energy Awareness Strategy and delivery of awareness and training activities
Performance Measurement Framework Indicators	# of operator (s) trained to facilitate transition to sustainable energy	At least 8 operators trained to facilitate transition to sustainable energy
	% participation of women and men in capacity building workshops and trainings	Consultant will track participation and report sex-disaggregated training data