General Background of the Study Project

Water covers more than two-thirds of the earth’s surface and affects life everywhere. As the second biggest continent and the largest island, Africa’s 43 million km² area covers one-fifth of the total surface of the earth. Its total length of coastline, including its islands, is over 26,000 nautical miles. Thirty-eight (38) African countries are either coastal or island states, while fifty-two (52) of its over one hundred port facilities handle containers and various forms of cargo. Whilst African owned ships account for about 1.2% of world shipping by number and about 0.9% by gross tonnage, the ports handle only 6% of worldwide water borne cargo traffic and approximately 3% of the worldwide container traffic.

The Blue Economy is new frontline for Africa’s renaissance. The sector offers huge potential for the continent’s growth, diversification, and development. The components range from the traditional ocean industries such as fisheries, tourism, and maritime transport, to new and emerging activities, such as offshore renewable energy, aquaculture, seabed extractive activities, and marine biotechnology and bio prospecting. These Blue Economy sectors are central to Africa’s competitiveness and job creation, as well as international trade, maritime infrastructure, transport, information, communication and technology, and logistics. However, Blue Economy sectors across Africa are not only underutilised but also uncoordinated. Member States are at various levels of tapping into those resource sectors.

A number of services provided by ocean ecosystems, and for which markets do not exist, also contribute significantly to economic and other human activity such as carbon sequestration, coastal protection, waste disposal and the existence of biodiversity. However, Member States’ exploitation and tapping of blue economy sectors remains limited, underutilised, and often uncoordinated

2050 Integrated Maritime Strategy

In view of the above, African Heads of State and Government called upon the AUC at the 13th Ordinary Session of AU Assembly “to develop a comprehensive and coherent strategy”1. They also charged the RECs/RMs of Africa to develop, coordinate and harmonize policies and strategies; and improve African maritime security and safety standards as well as African maritime economy for more wealth creation from its oceans and seas, ultimately ensuring the well-being of African people.

In line with the aforementioned, the 2050 AIM Strategy was developed as a tool to address Africa’s maritime challenges for sustainable development and competitiveness. The Strategy aims to foster more wealth creation from Africa’s oceans, seas and inland waterways by developing a thriving maritime economy and realizing the full potential of sea-based activities in an environmentally sustainable manner. It goes without saying that

1Decision [Assembly/AU/Dec.252(XIII)] adopted by the 13th Ordinary Session of the AU Assembly held in Sirte, Libya, on July 2009.
the preservation of Africa’s marine environment is vital to growing its GDP, share of global and regional trade, competitiveness, long-term growth and employment. Accordingly, the accompanying Plan of Action to the Strategy outlines the required objectives that are defined by related activities, outcomes, time frames and executing agents. The objectives cover projections for new institutions and structures, wealth creation and human resource development, as well as capacity building for maritime governance.

In keeping with the AU principles and the deep-rooted values enshrined in the Constitutive Act of the AU with applicable programs, the following objectives will guide the 2050 AIM Strategy’s activities:

- Establish a Combined Exclusive Maritime Zone of Africa (CEMZA)
- Engage civil society and all other stakeholders to improve awareness on maritime issues
- Enhance political will at community, national, regional and continental levels
- Enhance wealth creation, and regional and international trade performance through maritime-centric capacity and capability building
- Ensure security and safety of maritime transportation systems
- Minimize environmental damage and expedite recovery from catastrophic events
- Prevent hostile and criminal acts at sea, and Coordinate/harmonize the prosecution of the offenders
- Protect populations, including AMD heritage, assets and critical infrastructure from maritime pollution and dumping of toxic and nuclear waste
- Improve Integrated Coastal Zone/Area Management in Africa
- Promote the ratification, domestication and implementation of international legal instruments
- Ensure synergies and coherence between sectoral policies within and between the RECs/RMs
- Protect the right of access to sea and freedom of transit of goods for land-connected States.

**Lome Charter**


The Charter’s key objectives included the following:

- Prevent and suppress national and transnational crime, including terrorism, piracy, armed robbery against ships, drug trafficking, smuggling of migrants, trafficking in persons and all other kinds of trafficking through the sea and illegal, unreported, and unregulated (IUU) fishing;
- Promote the environment in general and the marine environment in the space of coastal and insulate States, in particular;
- **Promote a flourishing and sustainable Blue/Ocean economy**;
- Boost the implementation of the 2050 AIM Strategy in conformity with International Maritime Law;
- Promote the training and capacity building of the maritime, port and industrial sector, for safe and responsible use of maritime domain;
Further sensitize communities living to seas for sustainable development of African coastline and biodiversity;  
To promote and protect the right of access to the sea of landlocked countries in accordance with the provisions in the Charter, the legal instruments of the AU and other regional and international instruments; and  
Raise the level of social welfare of the concerned population.

Soon after the adoption of the Lome Charter, the Office of the Legal Counsel convened a series of meeting drafting annexes to the Charter. The Annexes are ready for further review by the Specialised Technical Committees (STCs) from member states.

The African Union Blue Economy Strategy

Blue Economy Strategy is the long term strategy to support sustainable growth in the marine and maritime sectors as a whole. Seas, oceans, dams and rivers are drivers for the Africa’s economy, and have great potential for innovation and growth. It is the maritime contribution to achieving the goals of the African Union Agenda 2063. The guiding vision for Agenda 2063 is the AU Vision of “An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in international arena”.

The African Union Blue Economy Strategy that is expected to assist AU Member States to positively respond both to the implementation of the 2050 AIM Strategy and the Lome Charter with respect to the Blue Economy. Although the Lome Charter identifies the Blue Economy as one of the areas of intervention, there is no doubt that a lot of emphasis was placed of safety and security. Matters relating to Blue Economy are not afforded equal importance. The blue economy concept seeks to promote economic growth, social inclusion, and the preservation or improvement of livelihoods while at the same time ensuring environmental sustainability of the oceans and coastal areas. At its core it refers to the decoupling of socioeconomic development through oceans-related sectors and activities from environmental and ecosystems degradation. It draws from scientific findings that ocean resources are limited and that the health of the oceans has drastically declined due to anthropogenic activities. These changes are already being profoundly felt, affecting human well-being and societies, and the impacts are likely to be amplified in the future, especially in view of projected population growth.

The blue economy has diverse components, including established traditional ocean industries such as fisheries, tourism, and maritime transport, but also new and emerging activities, such as offshore renewable energy, aquaculture, seabed extractive activities, and marine biotechnology and bio prospecting. A number of services provided by ocean ecosystems, and for which markets do not exist, also contribute significantly to economic and other human activity such as carbon sequestration, coastal protection, waste disposal and the existence of biodiversity.

General Objectives of the African Union Blue Economy Strategy

The Strategy will clearly indicate areas African Union Member States will be expected to focus on so as to realize quick wins from the expected investments in Blue Economy. The Strategy will also assist in Resource Mobilization for implementation of some of the measures that are resource intensive. Further, the Strategy will also serve as a guide to various donor and development partners in regards to areas where they can focus their assistance.

The objectives of the Study are therefore to conduct the following:

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I. Develop an African Union Draft Blue Economy Strategy (for ocean energy, aquaculture, maritime tourism, blue biotechnology, seabed resources, among other sectors)

II. Develop Blue Economy Map for Africa

III. Identify areas requiring Technical Assistance and / or Capacity Building

IV. Identify areas that require partnerships with International Partners

Scope of Work and Methodology

The scope of work for the project is understood to cover all activities necessary to accomplish the stated objectives of the project, whether or not a specific activity is cited in these terms of reference. The methodology of approaching firms will be undertaken mainly through desk research and visits to any Member State or African RECs.

The Consultant is expected to:

(a) Review relevant reports and or work done so far (or ongoing) in AU recognised RECs; AU Member States; or by Development Partners, including, but not limited to the 2050 AIM Strategy, Lome Charter, as well as relevant reports of UNCTAD, IMO, World Bank, among others.

(b) Review the State of Implementation of the 2050 AIM Strategy

(c) Review the Challenges in implementing the 2050 AIM Strategy and Lome Charter, providing recommendations on way forward

(d) Make recommendations on resources requirements to achieve Technical Assistance / Capacity Building

(e) Propose a robust Monitoring and Evaluation mechanism as part of the Strategy

The above activities that constitute the Scope of Work will be carried out through a variety of methods but mainly using desk research, visits and interviews.

Effort and Time Frame

The assignment is estimated to require 66 work-days. The assignment will begin as soon as the consultants have been selected. The consultants will be required to provide the reports outlined below.

Deliverables and Reporting Requirements

The Consultant/s will be expected to produce report of their work following a schedule outlined below. All reports must be written in English. Three (3) hard copies and electronic versions of the following reports must be submitted to the Director of the Department of Trade and Industry of the African Union Commission according to the following schedule:

(a) Inception report following consultations with the AUC Department of Trade and Industry first week of commencing the assignment.

(b) Progress Report on the study 30 days after commencing the assignment

(c) Draft Final Report of the study30 days after the Progress Report.

(d) Final Report to be provided 30 days after receiving comments on the draft.

(e) A mission to the AUC to exchange views with AUC Department of Trade and Industry / Technical Working Group and to present findings, conclusions and recommendations

Assignment Management and Administration

The counterpart of the consultant shall be the Focal Point for the Blue Economy in the Department of Trade and Industry. The Consultant will also work with relevant Heads of Divisions in the Department of Rural Economy and Agriculture and the Department of Infrastructure and Energy, as well as the Legal Counsel of the African Union Commission or their designated representatives. These shall also be responsible for the day to day management of the Assignment.
However, the overall supervision of the assignment shall be done by the Director of Trade and industry Department.

Consultancy Fees

A fixed sum of USD35,000, is envisaged as the total consultancy fees for this assignment. The payment will be phased in accordance with the various stages of the assignment and is inclusive of all assignment costs and profits as well as tax obligations that may be imposed on the Consultant. It also includes all travel Costs envisaged herein.

Qualification and Experience

It is expected that the consultant will have wide knowledge in Blue Economy issues; Agenda 2063 as well as the 2050 AIM Strategy and the Lome Charter. Knowledge of global developments on Blue Economy will be an added advantage.

The Consultant shall be selected based on the following minimum educational and experience criteria:

Education & Experience

(i) A combination of undergraduate and post graduate qualifications in the areas of Blue Economy or Maritime. A PHD will be an added advantage.
(ii) At least ten (10) years’ experience at a senior level in Blue Economy or Maritime Sectors, and application and/or programming at national or regional levels.
(iii) Experience in conducting a similar exercise will be an added advantage.
(iv) Knowledge of Africa’s Regional Integration programme is desirable.
(v) Knowledge of the 2050 AIM Strategy and the Lome Charter would be a distinct advantage.

Required Skills

(i) Excellent written and oral communication skills in English and knowledge of any other AU language is desirable.

The African Union Commission now invites eligible Individual Consultants to indicate their interest in providing the Services. Interested candidate must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services. Consulting firms may propose individual consultants, but only the experience and qualifications of individuals shall be used in the selection process, and that his or her corporate experience shall not be taken into account, and the contract would be signed with the proposed individual.

Evaluation and qualification criteria

For evaluation of the expressions of interest the following criteria will be applied:

a) General Education Qualification and Relevant Training (20 points);
b) Experience Related to the Assignment (30 points);
c) Technical approach and methodology (40 points);
d) Work plan (10 points)

Interested candidates are requested to submit the following documents for AUC’s consideration as an attachment to their CVs:
a) Technical Proposal on:
- Understanding and interpretation of the TOR
- Methodology to be used in undertaking the assignment
- Detailed work plan

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time.

Proposal must be delivered in a written form to the address below not later than 15:00 hours local time, December 7, 2018.

African Union Commission,
Attn: Carine Toure Yemitia (Mrs.)
Head of Procurement Travel and Store Division
Building C, Room 327
P.O.Box 3243, Roosevelt Street
Addis Ababa, Ethiopia

Tel: +251 (0) 11 551 7700 – Ext 4305
Fax: +251 (0) 11 551 0442; +251 11-551-0430
E-mail: tender@africa-union.org

NB: The Title of the Assignment and Procurement reference number should be clearly indicated in the subject matter of the email.