



TERMS OF REFERENCE
Consultant for small business development.

Organization	Rare, Inc. - Brazil
Title	Consultant
Post Level	National
Project	Crab processing center.
Duty Station	Soure, Para, Brazil.
Duration	6 months
Payment	USD \$7,500

About Rare

Rare is an international non-profit organization specializing in social change for people and the environment. For over 40 years, Rare has worked at the intersection of environmental conservation, development, and human behavior through its programs *Fish Forever*, *Innovative Finance*, *Lands for Life*, and *Climate Culture* as well as the *Center for Behavior and the Environment*.

Through its global marine program, Fish Forever, Rare enhances food security, livelihoods, and local resilience to climate change in eight countries worldwide. The aim of Fish Forever is to enable the effective management of coastal fisheries in an ecosystem context, where the protection of the environment and the use of these natural assets are linked directly to building a resilient rural economy underpinning the well-being and long-term prosperity of coastal communities. Fish Forever empowers fishing communities to become stewards of their natural resources and helps build the technical capacity and agency needed to sustainably manage coastal fisheries.

Under its Innovative Finance mandate, Rare is developing pathways to provide sustainable finance-based solutions that enable households, microbusinesses, and local governments to access formal financial institutions and build more resilient coastal communities. To advance in the implementation of its mandate, Rare is currently seeking a consultant to support the planning stages of a mangrove crab processing center in Soure, Para, Brazil.

Background and project description

The Amazon coast is home to a significant number of fishers who rely on the sale of crabs as a primary source of income. Despite the abundance of natural resources, these fishers face various challenges that limit their economic potential. There is a need to develop a comprehensive business case to support sustainable and profitable crab fishing practices, enhance market access, and improve the overall livelihoods of the fishing communities.

This project is focused on the business planning, market analysis, and all the requirements and licensing process to sell mangrove crab to private and public institutions. The following is a preliminary list of the deliverables; however, it is expected that in consultation with the Brazil team and the Innovative Finance team a comprehensive work plan will be developed for project management.



Deliverables

1. **Project Plan:** This should include a detailed timeline for completion of this project.
2. **Market research:** Develop comprehensive market research for the crab processing facility including the following at the minimum:
 - 2.1. Supply analysis, this should provide an estimate of the quantity, price and quality of the product that will arrive at the processing center.
 - 2.2. Demand analysis, this should estimate the potential demand for mangrove crabs and the price for wholesale and retail.
 - 2.3. Market analysis should provide an overview of the competitors, as well as an estimate of the market price, substitute products and potential buyers in the private and public sector.
 - 2.4. Market specifics, this should provide an overview of the specific considerations for this market, i.e., special health compliance, public procurement.
3. **Sales and marketing plans:** Develop a sales and marketing plan for the processing center including the following:
 - 3.1. Identification of commercial opportunities.
 - 3.2. Sales management
 - 3.3. Contract management
 - 3.4. Clients' management relationships
 - 3.5. Private and public sector procurement.
4. **Training to management team:** Provide training to the management team regarding social entrepreneurship, leadership, community business management. Training is oriented to guiding the facility's management team on key issues for managing a community-led business.
5. **Report.** Written report highlighting the barriers and opportunities for the mangrove crab processing center, and the recommendations for project implementation.

The above list of aspects to be covered is indicative and will be completed in consultation with the Consultant with the contract kick-off. The final reports and deliverables are expected to be submitted in Portuguese and English.

Responsibilities, Qualifications, and Experience

The ideal candidate is resourceful and detail-oriented, able to produce high-quality outputs and problem-solve in high-pressure environments. S/he has a logical mindset, is very well organized, and has very strong communication and writing skills, as well as good in-person and virtual etiquette.

The Consultant will work in coordination with Rare staff in Brazil and in the United States of America. Some of the key responsibilities are listed below:

- Collaborate with Rare staff to complete the deliverables.
- Liaison with other consultants of the project.
- Collaborate with local stakeholders of the project to complete the deliverables.
- Produce high quality drafts and reports of the project in Portuguese and English.
- Conduct desktop research and in person interviews.
- Provide all relevant information for the implementation of the project.



- Provide regular updates and progress reports to Rare staff in Brazil and in the United States of America.

The following qualifications and experience are required from the Consultant:

- More than 5 years of experience working with coastal or rural communities.
- More than 5 years of proven experience working with small business development.
- Experience leading projects.
- Must be a native Portuguese speaker, with demonstrated excellent writing skills in English.
- Excellent knowledge of word processing (e.g., MS Word) and presentation (e.g., MS PowerPoint) software.
- Access to the internet and computer equipment to be able to communicate by email and have Zoom calls are essential.
- Master's degree required.
- Ability to work independently with minimal supervision.
- Ability to coordinate people and projects remotely, via email, zoom, calls, texts, and frequent check ins.
- Ability to clearly communicate complex information in a user-friendly way.

Payment.

The payment for this consultancy is US \$ 7,500 and will be made in 3 payments of US \$ 2,500.

Applications.

Applications for this consultant position, including all relevant documentation, should be submitted via email to Carlos Arango – carango@rare.org - no later than **September 16, 2024**.