



## ANNEX 1. TERMS OF REFERENCE

### Strengthening of Rural Stakeholders involved in Agrotourism in the Caribbean Region

#### PROJECT RATIONALE

#### AGROTOURISM POLICY, KNOWLEDGE PRODUCTS, INVESTMENT IN RURAL TOURISM – WHY IICA

IICA has led a programme on Agrotourism Linkages for the past 18 years, focussing on three areas:

1. **Strengthening of the Policy and Institutional Framework for Agrotourism;**
2. **Knowledge Sharing & Capacity Building; and**
3. **Diagnostic Assessments aimed at promoting investment in rural and community-based tourism enterprises.**

Since 2013, IICA Barbados worked closely with the EU-ACP Technical Centre for Agriculture and Rural Cooperation (CTA) on promoting Agrotourism Policy and South-South Cooperation under ACP arrangements. We co-hosted an Agrotourism Investment Seminar with the CTA at CWA 2013, and developed and implemented three regional Agribusiness Forums (2014, Grenada; 2015, Barbados; 2017 Trinidad & Tobago), in collaboration with the CTA and the Caribbean Agribusiness Association (CABA). Under the Intra-ACP component of the 10<sup>th</sup> EDF Agricultural Policy Programme (APP) which was implemented by the CTA, we supported the development of national Strategies and Policies in Agrotourism in the South Pacific for Vanuatu, Samoa and Fiji.

In 2019-2020, we prepared a Scoping Study on Agrotourism in the Caribbean, which was followed by facilitation of six (6) national workshops on Agrotourism Policy in St. Vincent & the Grenadines, Suriname, Barbados, Jamaica, Grenada and St. Lucia (2018-19), as well as a Regional Workshop on Agrotourism Policy. A major outcome of these workshops was the preparation of four national and one regional proposal for the promotion of agrotourism, for funding consideration under the 11<sup>th</sup> EDF.

In collaboration with the CTO and the OAS, IICA Barbados promoted the development of a Regional Food Tourism Strategy. Our work in Culinary Tourism was also been strongly supported by the CTA and in 2017, we collaborated to launch the Chefs for Development Platform, and participated in the CTA Brussels Briefing on Food Tourism, at which we facilitated the participation of Caribbean Chefs and a Culinary Writer. After this, IICA supported the launch of a Caribbean Culinary Alliance (CCA), and the development of a Strategic Plan for the CCA in collaboration with the CTO and CHTA.

Among the Knowledge Products generated by IICA for Agrotourism are: an agrotourism website, “InfoMaps” software, and bilingual videos on agrotourism; publications on Agrotourism Resource Centres, Farmer-Hotel Partnerships, Best Practices in Rural Agrotourism in LAC; and Caribbean Success Stories in Agrotourism. With respect to Training, IICA developed an online agri-ecotourism distance learning course (with 10 Spanish editions and 2 English editions) which we used to train over 600 students in LAC. Our work in capacity building of entrepreneurs included training of 15 private sector cocoa estate owners in 7 Caribbean countries to develop rural tourism products and services based



on Caribbean Fine Flavour Cocoa. We have supported investment in rural areas with the development of 14 investment profiles for new agrotourism products and services in 7 Caribbean countries with OAS funding; and facilitated trade through partnering of at least 20 Caribbean hotels with farmers and small-scale processors.

## PRIORITY AREAS FOR AGROTOURISM DEVELOPMENT IN THE CARIBBEAN



**The Caribbean is the most tourism-dependent region in the world.** The Tourism sector accounts for approximately 50% of GDP in Member States and is the biggest contributor to the creation of jobs and the earning of foreign exchange for the Caribbean economy. In 2019 the Caribbean rebounded strongly from a decline in 2018 (-0.7%). An estimated 31.5 million tourist visits were recorded among Caribbean destinations in 2019, which was a

new record for the region. For the seventh consecutive year, cruise business in the Caribbean region grew. The total estimated number of cruise visitors descending upon the region during 2019 increased by 3.4% to approximately 30.2 million, a new record.

**All of these gains in 2019 have now been severely derailed by the COVID-19 pandemic which is impacting the world with crippling and deleterious effects on Caribbean tourism and all of its primary source markets in the UK, Europe, Canada and the USA.**

The outbreak of Coronavirus COVID-19 has presented both the Agriculture and Tourism sectors in the Caribbean with a major and evolving challenge. The closure of hotels and restaurants and the domino effect this has had on employment, combined with the need to maintain adequate food supplies have underscored the critical need for strengthening linkages between agriculture and tourism, and for diversification of the existing tourism product. Moreover, the restrictions on food exports from major suppliers in the USA is calling attention to the need for greater food security and strengthening of intra-regional production and trade to satisfy both domestic and tourism markets across the Region.

**It is imperative that we use this time of downturn to consolidate the policy and institutional framework for promotion of Agrotourism Linkages, create new and unique tourism sites and attractions based in rural communities, apply innovation and technological solutions to facilitate food production, and safe food preparation and delivery, and upskill workers throughout the entire Tourism Value Chain in the face of the new normal created by the pandemic. In this way, we will provide the people of the Caribbean with opportunities for investment, employment and sustainable livelihoods and diversify the revenue base of the economy.**

### FOCUS OF THIS PROJECT

This project will focus on four main areas:

1. Management and enhancement of the Chefs for Development Platform developed by the CTA;



2. Production and dissemination of regional knowledge products (including best practice models, lessons learned, apps for trade, manuals and training toolkits) that will assist existing and potential agrotourism stakeholders to bring their product offerings in line with health and safety protocols;
3. Training and capacity building for stakeholders in foodservice and for SMEs in agribusinesses linked to tourism in hybrid and virtual formats; and
4. Selected national actions aimed at promoting Food Tourism and validating Community Heritage and Assets

The proposed activities to be undertaken under each of these areas are detailed as follows:

1. Management and enhancement of the Chefs for Development Platform developed by the CTA
  - Acquisition of domain name and link to IICA website and social media.
  - Development of information and articles including, inter alia stories of Caribbean food culture, chef profiles, recipes, manuals, culinary directories, trends, for uploading onto site.
  - Acquisition of existing videos and production of recorded interviews with culinary stakeholders.
  - Establishment of links with regional and international accreditation and certification agencies for culinary arts in Latin America, Europe, Africa and the Pacific.
2. Acquisition, Production and dissemination of regional knowledge products (including best practice models, lessons learned, apps for trade, manuals and training toolkits) that will assist existing and potential agrotourism stakeholders to bring their product offerings in line with health and safety protocols:
  - Accession and Uploading of available information materials to IICA Agrotourism website and creation of links to websites of key partners and stakeholders
  - Development of training course curricula
  - Identification and selection of trainers and trainees
  - Delivery of courses.
3. Training and capacity building for stakeholders in foodservice and for SMEs in agribusinesses linked to tourism in hybrid and virtual formats
  - Collaboration with agencies (such as “Chefs Helping Chefs”, IberoAmerica Gastronomy Forum, Chef coalitions in the OACPS) as well as TVET-approved training centres (for N/CVQs in Foodservice, Agro-Processing and Commercial Food Preparation) and
  - Ministries of Health to develop a suite of training courses
  - Launch of courses in hybrid format (combining virtual and hands-on training within health and safety protocols)
  - Monitoring and Evaluation of Training.



4. Selected national actions aimed at promoting Food Tourism and validating Community Heritage and Assets, with focus on indigenous and vulnerable groups, women and youth
- With the assistance of IICA offices in Member Countries, establish and mobilise national agrotourism committees (comprising public and private sector representatives from Agriculture, Tourism, Community Development, Business Support Organisations) to identify one key project related to enhancing an existing rural tourism site, event or attraction (for example through improvement of signage, upgrading of artisanal offerings, creation of guides or directories of service offerings, enhancement of websites)
  - Work with CTO and COMPETE Caribbean to train communities in the use of the recently published **Community-Based Tourism Toolkit**
  - Provide up to US\$2,000 for a maximum of 10 projects as a contribution towards eligible projects
  - Establish a competition to create apps which would assist communities to promote their rural tourism offering and access markets.

#### EXPECTED RESULTS

- A fully functional Chefs for Development Platform linking the Caribbean with ACP and IberoAmerica linked to an IICA Agrotourism Website
- Agrotourism linkage committees functioning in at least 10 Caribbean countries
- At least five information products produced for each of the 15 Caribbean countries (viz. 75 in total) and uploaded onto the platform
- A suite of training courses developed and delivered to 1,000 stakeholders across the Caribbean in collaboration with established tourism training and certification institutions
- At least 500 stakeholders trained in the use of the CBT Toolkit
- Apps competition launched and at least 2 apps developed and piloted with rural communities.

#### Beneficiary Countries:

Antigua & Barbuda, Bahamas, Barbados, Belize, Commonwealth of Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname, Trinidad & Tobago.

**Proposed Implementation Period:** December 2020 – December 2021.

#### PROJECT MANAGEMENT

The Inter-American Institute for Cooperation on Agriculture (IICA), Delegation in Barbados will have overall responsibility for the implementation of project activities and accountability of project funds.



## ANNEX 2. INDICATIVE Budget (for information only)

ACTIVITY	Total (EUR)
<b>Development and Management of Chefs for Development Platform, including:</b>	
<ul style="list-style-type: none"> <li>• Development of a professional logo and brand guide to support the establishment of the Chefs for Development brand identity</li> </ul>	<b>1,000</b>
<ul style="list-style-type: none"> <li>• Development of 15 (2-minute) video stories and 15 photo stories on Caribbean culinary heritage and food tourism. Written stories to accompany photo stories max 300 words per story</li> </ul>	<b>3,900</b>
<ul style="list-style-type: none"> <li>• Creation of content and design for the platform to be hosted as a 4-page Google Site, featuring: Home, Stories, Database, and Contact Us pages and select appropriate platforms and create social media pages to accompany website</li> </ul>	<b>1,500</b>
<ul style="list-style-type: none"> <li>• Creation of a Communications strategy for sustainability of website, including: Background Context, Objectives, Target Audience, Marketing Strategies, Tactics, and Best Practices, Advertising Strategy, Social Media Strategy, PR Strategy, and Marketing Budget</li> </ul>	<b>2,500</b>
<ul style="list-style-type: none"> <li>• Provision of social media services, including:               <ul style="list-style-type: none"> <li>○ Growing the fanbase (Page Followers/Likes)</li> <li>○ Developing monthly content calendars outlining what will be posted</li> <li>○ Capturing Photos/Videos</li> <li>○ Scripting captions to go along with each content piece</li> <li>○ Posting on the pages</li> <li>○ Page monitoring and responding to comments and messages</li> <li>○ Conveying feedback/queries from the public</li> <li>○ Social Media Advertising</li> <li>○ Monthly performance report</li> </ul> </li> </ul>	<b>4,000</b>
<b>Sub-Total (Chefs for Development)</b>	<b>12,900</b>
<b>Acquisition, Production and dissemination of knowledge products in trade linkages, rural tourism across the Caribbean and ACP SIDS, including online training courses, toolkits, documented best practices and successful models</b>	<b>5,000</b>
<b>Provision of support to SMEs involved in rural agrotourism projects in selected countries (including access to training and certifications, and capacity building and strengthening resilience to Climate Change and COVID-19 impacts)</b>	<b>10,000</b>
<b>ICR (7%)</b>	<b>2,100</b>
<b>TOTAL</b>	<b>EUR 30,000</b>



Please note that:

- a. Non budgeted items are ineligible for reimbursement unless prior approval has been obtained from CTA.
- b. Final payment takes into account actual expenditure for reimbursable items if applicable.
- c. All requests for payment must be accompanied by the original supporting documents corresponding to the sums to be paid out including items clearly marked as to be invoiced by the Contractor.
- d. The contingency, if any, only applies to items included in the budget (except fees).