

Technical Expertise – Definition and Operationalisation of the Methodological Framework for Strengthening Nature-Based Tourism Value Chains

Department: Économie Durable et Inclusive

Publication date: 20 February 2026

1. Background and project context

Expertise France is the French public agency for international technical cooperation. It designs and implements projects contributing to sustainable development in partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and France's international cooperation priorities.

The '**Regenerative Nature-based Tourism Development**' (R-NBTD) project is funded by the **European Union (EU)** and jointly implemented by **Expertise France** (lead partner), **Agenzia Italiana per la Cooperazione allo Sviluppo (AICS)**, and **Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)**. The project has a total budget of EUR 10 million, of which EUR 4 million is managed by Expertise France.

The project aims to **make nature-based tourism (NBT) more regenerative, competitive, and inclusive**, via two specific objectives:

- **SO1** - To improve the long-term environmental and business performance of nature-positive MSMEs (Micro, Small and Medium Enterprises) in the tourism sector, particularly focusing on micro and small enterprises owned and operated by women, entrepreneurs or groups living adjacent to protected areas rich in biodiversity.
- **SO2** - To strengthen the enabling business environment for nature-positive MSMEs in the tourism sector, with reduced inequalities and enhanced integration into global nature-based tourism value chains.

The project's **primary direct beneficiaries** are **NBT MSMEs** operating in or near natural or protected areas, seeking to improve their practices and transition towards **more regenerative** models.

To achieve these objectives, the following project outputs are foreseen:

- **Cross-cutting output** - A Global Mechanism is defined and continuously updated, including a common approach and tools for strengthening sustainable value chains that are adaptable to local or national contexts.

- **Output 1.1** - Targeted MSMEs, with a focus on those owned and led by women and youth, are better equipped in biodiversity protection, business management, and inclusion skills.
- **Output 1.2** - Financial mechanisms are established in collaboration with financial institutions to support targeted MSMEs.
- **Output 2.1** - Targeted MSMEs (especially those led by women and youth) improve their market access and NBT in targeted regions gains visibility both locally and internationally.

The project is implemented in three distinct geographies:

- **Colombia** (Expertise France);
- The **Kavango–Zambezi (KAZA) Transfrontier Conservation Area** in southern Africa (GIZ); and
- **Bosnia and Herzegovina** (AICS).

In each geography, the project will focus on a **limited number of destinations (2-3)**, where it will **support nature-based tourism MSMEs** through a range of activities, including, but not limited to: **technical assistance**, tailored **financial mechanisms**, **grant facilities**, and commercial activities that facilitate **MSMEs' integration into global value chains**.

2. The Global Mechanism

As a **pilot** project, which seeks to innovate in this domain, one of its central objectives is to **define, test, iterate, consolidate, and ultimately disseminate** a **self-contained, replicable and adaptable methodology** for **strengthening nature-based tourism value chains via a regenerative approach**.

By ensuring **methodological consistency** with **decentralised implementation**, this methodology – referred to as the project's '**Global Mechanism**' - will allow for **systematisation, comparability, and structured learning** across the project's three pilot regions. In turn, it will facilitate the **scaling, replication and adaptation** of effective regenerative NBT support strategies - both **during the project's implementation**, and **beyond the project lifetime** in other contexts and geographies.

As such, the Global Mechanism is conceived as a **two-pillar framework**, with complementary and mutually reinforcing functions:

- **Pillar 1:** A methodological framework for **coordination, collective decision-making and action**.
- **Pillar 2:** A tool for **structured learning, capitalisation, and replication**.

Together, these pillars support both:

- The **implementation and strengthening of pilot activities**, and
- The **consolidation of an effective, replicable and adaptable methodology** during and beyond the project lifecycle.

3. Mission Description and Scope of Work

Expertise France seeks to hire a Technical Expert or Experts who will be responsible for the **design, implementation, testing, and consolidation of the Global Mechanism** – constituting the **methodological and operational backbone** of the project.

Drawing on **extensive experience in economic analysis, value chain development strategies, and private-sector support** in emerging and developing regions, the Expert(s) will be responsible for producing a **replicable and adaptable methodological framework for strengthening nature-based tourism value chains**, with scope to later be used in other contexts and geographies.

The mission is expected to begin in **March 2026**, during the project's **inception phase**, and will continue throughout its implementation phase until mid-2029.

The Expert(s) will:

- Define a **common methodological framework** to guide project implementation across the three pilot geographies, for both its inception and implementation phases.
- Lead on the **dissemination, uptake, appropriation, and iterative refinement** of this methodology by:
 - **Project implementation teams** in each region;
 - **Regional consulting organisations**, contracted separately to conduct macro- and micro-diagnostics of NBT value chains, and facilitate stakeholder roundtables in the three project geographies; and
 - Other relevant stakeholders, as identified by the project teams.
- Ensure that implementation of the methodology during the project is sufficiently **harmonised** to allow for **comparability, cross-pilot synthesis, and learning** across regions, while enabling **local adaptation**.
- **Iteratively develop and consolidate** (through at least two revision cycles) **a self-contained methodological framework and toolkit to strengthen nature-based tourism value chains**, whose primary institutional audience is the **EU**, but which is intended for use by a **wide range of actors**.
- **Formulate concrete recommendations** to ensure the **replicability, adaptability and scalability** of the methodology beyond the project's lifecycle and geographies.

4. Specific Responsibilities

4.1 Design and Implementation Support for the Global Mechanism

Specifically, the Expert(s) will:

- Develop and operationalise an **initial methodological framework and accompanying tools** (the Global Mechanism ‘**Start-up Kit**’), to be applied during the project inception phase and subsequently refined during its implementation.
- Provide methodological guidance for **planning, coordinating and facilitating multi-stakeholder roundtables and other dialogue structures**, that convene key value chain actors (e.g. MSMEs, public agencies, national parks, tourism offices, policymakers, financial institutions, international operators, etc.) in each of the project geographies. This may include, but not be limited to:
 - Stakeholder **mapping** and **engagement**;
 - Indicative roundtable **agendas**;
 - Roundtable briefing **materials**;
 - **Facilitation tools** and **exercises**;
 - **Standardised templates for roundtable deliverables**; and
 - **Collective decision-making protocols**.
- Provide overarching methodological guidance for **nature-based tourism value chain diagnostics**, that are both informed with inputs from, and to be used by, **regional consulting organisations contracted separately** in the three pilot regions. This may include, but not be limited to:
 - ‘**Core**’ **research questions, data points, and typologies** that ensure consistency and comparability of diagnostics;
 - **Standardised** data collection and analysis **tools or templates**; and
 - Guidance on **adapting diagnostics in each region**, ensuring contextualisation while maintaining overall comparability.

4.1.1 Application during the project inception phase

During the inception phase, the methodological framework will be applied through **two sequential types of multi-stakeholder roundtables**, informed by macro- and micro-level value chain diagnostics conducted by regional consulting organisations following the Global Mechanism methodology.

a. **First roundtables – macro level (regional/national)**

Based on “macro” diagnostics at the regional or national level, these roundtables will convene key value-chain stakeholders to:

- Validate and provide feedback on regional/national-level diagnostic findings;
- Identify shared challenges and opportunities;
- **Identify priority localities** for pilot implementation;
- Agree on **strategic roadmaps**, outlining a collective vision, objectives, and intervention priorities for value-chain strengthening in each region or country.

b. Second roundtables – micro level (local/destination)

Based on “micro” diagnostics of targeted local value chains, these roundtables will convene key value-chain stakeholders to:

- Validate and provide feedback on local-level diagnostic findings;
- Identify shared challenges and opportunities at the local level;
- Define the project’s operational framework in selected localities; and
- Agree on **context-specific action plans** to guide pilot activities, covering topics such as:
 - MSME selection criteria;
 - Technical assistance modalities;
 - Financing mechanisms and grant facilities; and
 - Market access and integration initiatives.

4.1.2 Application during the project implementation phase

Once pilot action plans are under implementation, the Expert(s) will refine, expand and operationalise the methodology (into a Global Mechanism ‘**Operationalisation Kit**’). This should build upon existing secondary resources and notably the EU, 2025, *‘Strategic and Operational Guidance for Strengthening Regional Nature-Based Tourism Value Chains’*¹. It will comprise, among other elements, **strategic and operational guidance** for strengthening nature-based tourism value chains in each pilot geography, along with guidance and tools for **change management**, such as **ongoing dialogue structures** with key stakeholders in each region. These structures will be designed to:

- Continuously gather feedback, inputs and critical reflection on the project’s strategy and activities;
- Ensure sustained alignment, ownership and buy-in from key stakeholders; and
- Inform the adaptive strengthening and refinement of project activities over time.

4.2 Learning, Capitalisation, and Methodology Consolidation

In parallel to the above, the Expert(s) will work closely with the project Monitoring, Evaluation, Accountability & Learning (MEAL) Officer to:

- Design and implement **structured feedback instruments, tools, and learning exercises**, to critically reflect on and gather feedback, learning and good practices from pilot experience;
- **Test, adapt, and enrich the methodology** through its concrete application in the three geographies, in close collaboration with project teams;
- Produce a **final and consolidated methodological framework, or ‘Blueprint’ for NBT value-chain strengthening, including:**
 - A **global methodological overview**, outlining the approach used by the project;

¹ Draft version to be shared with the successful Expert(s) upon signature of the work contract.

- An **analytical and operational toolkit**, with resources on topics such as:
 - Stakeholder mapping and engagement;
 - Value chain diagnostics;
 - Roundtable and dialogue facilitation; and
 - Specific project activities, like MSME capacity building, financial mechanisms, and integration into global value chains.
- Provide inputs and recommendations to support the **dissemination, replication, adaptation, and scaling** of this Blueprint by other actors in different contexts and geographies.

5. Communication, Reporting and Travel

The Expert(s) will be supervised by the **Project Lead** and **MEAL Officer** at Expertise France, based in Paris, and will be **expected to work closely with**:

- In-country **project implementation teams** in Colombia, Bosnia and Herzegovina, and Botswana (KAZA);
- **Regional consulting organisations** recruited simultaneously, who will be responsible for conducting macro- and micro-diagnostics of NBT value chains, facilitating roundtables in the three project geographies, and other project activities; and,
- Other relevant public, private and community **stakeholders along nature-based tourism value chains** in the project geographies.

International travel to visit the project teams could be proposed by the Expert(s), notably to Paris, Brussels, Colombia, southern Africa (KAZA), and Bosnia and Herzegovina.

6. Expected Deliverables

Deliverable	Description	Deadline	Estimated days
D1 – Inception plan	A provisional workplan and timeline for the mission, with key steps, activities, assumptions, and dependencies outlined.	1 week after contract signature	1-3
D2 – Methodology for the inception phase (Global Mechanism ‘Start-up Kit’)	<p>A report outlining an initial methodological framework and accompanying operational tools, to be used by project teams and regional consulting organisations during the inception phase of the project. This may be informed by:</p> <ul style="list-style-type: none"> • A desk review of: <ul style="list-style-type: none"> ○ Project background documents; ○ Preliminary work undertaken by project teams on the Global Mechanism and value chain diagnostics; and ○ Relevant secondary resources, and in particular: <ul style="list-style-type: none"> ▪ EU, 2025, ‘<i>Strategic and Operational Guidance for Strengthening Regional Nature-Based Tourism Value Chains</i>’, 	1 month after signature	15-30

	<p>developed under the SWITCH to Green Facility;² and</p> <ul style="list-style-type: none"> ▪ ECLAC, 2016, ‘Strengthening Value Chains: A Toolkit’³. <ul style="list-style-type: none"> • Primary data collection, such as interviews with project teams, regional consulting organisations, and other stakeholders. <p>The Global Mechanism ‘Start-up Kit’ may comprise, for example, the following elements:</p> <ul style="list-style-type: none"> • A global methodological overview, describing the approach to be followed during the project inception phase. • Methodological guidance for micro-level diagnostics, informed by inputs from regional consulting organisations, and intended to be used by them in their analysis, such as: <ul style="list-style-type: none"> ○ ‘Core’ research questions, data points, and typologies that ensure consistency and comparability of diagnostics; ○ Standardised data collection and analysis tools or templates; and ○ Guidance on adapting diagnostics in each region, ensuring contextualisation while maintaining overall comparability. • Proposals for facilitation of regional/national and local roundtables, covering topics such as: <ul style="list-style-type: none"> ○ Stakeholder mapping and engagement; ○ Indicative roundtable agendas; ○ Roundtable briefing materials; ○ Facilitation tools and exercises; ○ Standardised templates for roundtable deliverables (strategic roadmaps and context-specific action plans); and ○ Collective decision-making protocols. <p>In addition, the Expert(s) shall prepare clear and concise briefing materials and guidance summarising the above, and ensure these are effectively conveyed to, adopted, and iteratively refined by project teams and regional consulting organisations, responsible for their implementation in the different project contexts.</p>		
<p>D3 – Methodology for the implementation phase (Global Mechanism ‘Operationalisation Kit’ v1)</p>	<p>A revised and expanded methodological framework and accompanying tools, translating the Global Mechanism ‘Start-up Kit’ into an operational package, to be used by project teams during the implementation phase of the project.</p> <p>This deliverable shall build on experience and learning generated in the inception phase, including:</p> <ul style="list-style-type: none"> • Insights from the regional/national and local roundtables; and • Feedback and learning discussions with project teams and regional consulting organisations. <p>The ‘Operationalisation Kit v1’ may comprise, for example:</p>	<p>Approximately 5 months after signature</p>	<p>25-40</p>

² Draft version to be shared with the successful Expert(s) upon signature of the work contract.

³ <https://repositorio.cepal.org/entities/publication/024ec504-6ac2-41eb-a6fc-39cb057163c0>

	<ul style="list-style-type: none"> • Updates to the methodological framework and tools, reflecting lessons learned from the inception phase; • Strategic and operational guidance for strengthening nature-based tourism value chains in each pilot geography, building on the EU <i>'Strategic and Operational Guidance'</i>; • Guidance and tools for change management, such as proposals for ongoing dialogue structures; and • Structured feedback and learning tools, for iterative strengthening of both the methodology and project activities. <p>As with deliverable D2, the Expert(s) shall prepare clear and concise briefing materials and guidance summarising the above, and ensure they are effectively conveyed to, adopted, and iteratively refined by project teams, responsible for their implementation.</p>		
<p>D4 – Updated methodology for the implementation phase (Global Mechanism 'Operationalisation Kit' v2)</p>	<p>A revised and strengthened version of the Global Mechanism 'Operationalisation Kit', building on experience, learning and good practices generated in the first half of the project.</p> <p>This deliverable shall be developed in line with the project's mid-term evaluation and might integrate:</p> <ul style="list-style-type: none"> • Insights from ongoing dialogue structures; • Feedback and learning discussions with project teams; and • Findings and recommendations from the mid-term evaluation, where available and relevant. <p>The 'Operationalisation Kit v2' is primarily intended for project teams, to strengthen the robustness, usability, and contextual adaptability of the methodology for the remainder of the project. In parallel, it shall be refined with an increasing focus on use by external audiences, with a view to enabling its future replication and adaptation in other contexts and geographies.</p>	<p>Approximately 18 months after signature</p>	<p>15-25</p>
<p>D5 – Final methodology for value chain strengthening ('Global Mechanism Blueprint')</p>	<p>A final, consolidated, and self-contained methodological framework and toolkit for strengthening nature-based tourism value chains, which synthesises learning, experience and good practice from the duration of the project.</p> <p>The Global Mechanism 'Blueprint' is intended as an external-facing resource. Its primary institutional audience is the project donor, the EU, and principally the Directorate-General for International Partnerships (DG INTPA) and EU Delegations. However, it is intended for use by a wide range of actors, such as development organisations, public authorities, and private-sector stakeholders, to be identified in collaboration with project teams.</p> <p>The content, formats and dissemination strategy of this Blueprint will be determined by project teams in collaboration with other experts recruited to lead on project capitalisation. The Global Mechanism Expert(s) are expected to make a substantive contribution to this Blueprint, including, for example, through provision of inputs and recommendations on the following:</p> <ul style="list-style-type: none"> • A global methodological overview, outlining the approach developed and applied by the project. 	<p>Approximately 30 months after signature</p>	<p>20-30</p>

	<ul style="list-style-type: none"> • A suite of analytical and operational tools and resources, on topics such as: <ul style="list-style-type: none"> ○ Stakeholder mapping and engagement; ○ Value chain diagnostics; ○ Roundtable and dialogue facilitation; and ○ Specific project activities, such as MSME capacity building, financial mechanisms, and integration into global value chains. • Actions to support the dissemination, replication, adaptation, and scaling of this Blueprint by other actors in different contexts and geographies. 		
--	--	--	--

Each version of the Global Mechanism (deliverables D2-D5) shall supersede the previous one and integrate agreed feedback from project teams and other relevant stakeholders. **Validation at each stage shall be carried out by the Project Lead and the MEAL Officer.**

In addition to the deliverables listed above, the Expert(s) may be requested to develop **additional tools and resources**, in various formats, in line with the project’s iterative learning approach. The scope, content, and expected outputs of such assignments shall be specified separately and commissioned through **individual Purchase Orders**.

Total estimated workload: 75-130 days.

7. Required profile

7.1 Qualifications and skills

- Master’s degree or equivalent in international cooperation, economics, sustainable development, or a related field;
- Sound knowledge of the sector of intervention and demonstrated expertise in the following areas: private sector development and financing, economic policy, value chain strengthening, cluster development, tourism support, and biodiversity protection;
- Understanding of the key challenges and opportunities linking nature-based tourism and biodiversity protection;
- Excellent written and oral communication skills; and
- Fluency in English and Spanish is essential, with French desirable.

7.2 Professional experience

- Minimum 10 years’ experience in economic analysis and strategic advisory services for value chain or cluster development in emerging and developing countries;
- Prior experience supporting or financing private sector actors and initiatives in such contexts;
- Demonstrated experience coordinating or facilitating multi-stakeholder roundtables and public–private dialogues; and
- Demonstrated experience in projects related to tourism, MSME support, and/or biodiversity protection.

7.3 Interpersonal competencies

- Excellent communication and analytical skills;
- Strong ability to build relationships and foster collaboration;
- Adaptability and ability to work in multidisciplinary teams;
- Diplomacy, empathy, and conflict-management skills;
- Initiative, responsiveness, and a results-oriented mind-set; and
- Strong organisational skills, rigour, and proactivity.

8. Practical Information

Estimated duration of mission: 75 to 130 days, between March 2026 and June 2029 (see Section 5 for provisional timeframes).

Preferred duty station: France or Europe.

Possible international travel, notably to Paris, Brussels, Colombia, southern Africa (KAZA), and Bosnia and Herzegovina.

Desired start date: 30 March 2026.