



SARGASSUM
REGIONAL
STRATEGIES FOR
ECOSYSTEM-BASED
ACTIONS

France 



FUNDING



IMPLEMENTATION



ECS

Organisation of Eastern Caribbean States

IN PARTNERSHIP WITH

TERMS OF REFERENCE

Consultancy to develop an advocacy action plan

I. Background information

Job title	Development of an Advocacy Action Plan
Country/region	The Caribbean region
Contract type	Consulting Services Agreement
Desired start date	Abril 2026
Max. duration of the mission	25 days
Project reference	23DDU0C328

Since 2011, the massive and recurrent influx of pelagic sargassum across the Caribbean has generated significant economic, environmental, and public health impacts. Caribbean Small Island Developing States (SIDS) face increasing challenges related to monitoring, collection, storage, disposal, and valorisation of sargassum, while attempting to minimise its socio-economic and ecological consequences.

Limited coordination mechanisms, fragmented management approaches, data gaps, and insufficient scientific cooperation highlight the need for regional strategies to strengthen institutional, technical, and community resilience to sargassum-related disruptions.

The SARSEA project, funded by the Agence Française de Développement (AFD) and implemented by Expertise France, responds to this need by promoting integrated, ecosystem-based, regional solutions and multi-stakeholder cooperation.

The Guadeloupe Regional Council is also a key partner of the project and plays an important role in supporting regional dialogue and cooperation on sargassum management and valorization.

At COP 28 the international sargassum initiative was launched by France with the support of the Dominican Republic, Costa Rica, Mexico and the OECS, aiming to mobilize the international community and coordinate the projection of the marine environment through different fora and conventions including the Cartagena convention.

During UNOC in June 2025, the representatives of Costa Rica, France, Mexico and the Dominican Republic, called upon all governments and stakeholders to strengthen international cooperation in response through an International Action Plan for the Management of Sargassum Floods.

At the IUCN World Conservation Congress 2025 in Abu Dhabi, a motion calling for the creation of international governance, drafted by the Guadeloupe Region with the support of Écomaires, IUCN France, the French Ministry of Foreign Affairs and the French Ministry of Overseas Territories, was adopted.

In order to enhance the policy impact of project results and support regional policy alignment, the SARSEA project seeks to recruit an expert consultant to develop a comprehensive Advocacy Action Plan.

II. Project Description

A. Expertise France

Expertise France is the public agency for the design and implementation of international technical cooperation. It operates in four main thematic areas:

- Democratic, economic and financial governance
- Peace, stability and security
- Climate, biodiversity and sustainable development
- Health and human development

In the Caribbean, the agency implements regional programmes focused on climate resilience, biodiversity protection, and sustainable development. Notable initiatives include:

- Euroclima Caribbean: Supporting green transition and biodiversity protection.
- RESEMBID: Strengthening resilience, sustainable energy and marine biodiversity.
- Green Overseas: Supporting energy transition and climate resilience in overseas territories.

The SARSEA, Sargassum regional strategies for ecosystem-based actions, project is implemented within this cooperation framework.

B. Description of the SARSEA Project

The general objective of the SARSEA project is to minimize and limit the negative impacts of stranded sargassum on local economies, coastal communities and marine ecosystems.

To achieve this, the project comprises three main components and one cross-cutting gender outcome:

Component 1. Strengthening regional cooperation

This component aims to facilitate knowledge exchange and capitalization of experiences among public, private, scientific and community actors on:

- prediction and monitoring of sargassum influxes,
- collection and pre-treatment methods,
- characterization, transport, storage,
- valorization into sustainable products.

Component 2. Supporting operationalization in four Caribbean SIDS

Implemented in partnership with the Organization of Eastern Caribbean States (OECS) Commission, this component focuses on:

- strengthening institutional and technical capacities,
- developing early warning mechanisms,
- equipping and training operational teams,
- supporting private actors in structuring value chains,
- launching a Call for Projects to strengthen the sargassum value chain in the four targeted countries.

Component 3. Strengthening regional scientific cooperation

Activities include:

- a Collective Scientific Expertise led by the French National Research Institute for Sustainable Development (IRD),
- a Call for Research Projects for universities, laboratories and research hubs,
- dissemination and communication of scientific evidence to decision-makers and provision of recommendations

Cross-cutting outcome: Gender mainstreaming

Ensuring gender-responsive approaches in the management, operationalization and valorization of sargassum.

Main implementing partners include:

- OECS Commission (public policy, governance, and technical capacity strengthening)
- Private and public-private actors (via a Call for Projects)
- IRD and regional research centers (scientific knowledge generation)

C. Objective of the assignment

1. Overall Objective

The overall objective of this consultancy is to develop a strategic Advocacy Action Plan to support policy dialogue, regional cooperation and evidence-based decision-making on sustainable sargassum management and valorization in the Caribbean region.

2. Specific Objectives

Specific objectives include:

- Identify key policy challenges and opportunities related to **sargassum management and valorization**.
- Map and analyse relevant stakeholders at **national, regional and international levels**, including public institutions, private sector actors, research institutions and civil society organisations.
- Define **advocacy priorities** aligned with the objectives of the SARSEA project.
- Identify key **regional and international policy forums and events** that could provide strategic opportunities to advance advocacy efforts on sargassum management and valorisation.
- Propose a **roadmap translating the identified priorities into concrete and actionable advocacy actions**, including potential engagement in these policy platforms and events.
- Ensure that **gender-responsive considerations** are effectively integrated into the advocacy strategy.
- If relevant, explore and support the **establishment of a regional multi-stakeholder platform or coalition on sargassum** (e.g. a *Sargassum Coalition*) to strengthen coordination, increase visibility and leverage collective advocacy efforts.

D. Scope of work

The consultant will undertake the following tasks:

1) Inception and Desk Review

- Review key project documents and relevant regional initiatives
- Analyze existing policy frameworks related to sargassum management
- Examine regional cooperation mechanisms and policy processes

Based on this review, the consultant will prepare an Inception Report further detailing the methodology and work plan. As part of the application a draft methodology would be required.

2) Stakeholder and Policy Landscape Analysis

- Building on what already exist, identify and map key stakeholders involved in sargassum management and valorization, including:
 - national governments
 - regional organizations
 - research institutions
 - private sector actors
 - civil society organizations
- Analyze the policy landscape and decision-making processes relevant to the issue.

Targeted consultations with selected stakeholders may be conducted if deemed necessary to refine the analysis.

3) Identification of Advocacy Priorities

- Identify priority policy issues requiring advocacy efforts
- Define key target audiences for advocacy actions
- Identify policy opportunities and regional platforms where advocacy efforts could be most effective
- Formulate initial advocacy messages based on project evidence and scientific knowledge.

4) Development of the Advocacy Action Plan

The consultant will develop a Draft Advocacy Action Plan including:

- Strategic advocacy objectives
- Key policy messages and recommendations
- Target audiences and decision-makers
- Advocacy strategies and engagement approaches
- Communication tools and channels
- A timeline for advocacy actions
- Roles and responsibilities of project partners
- Monitoring indicators to track advocacy impact
- Integration of gender considerations

The first draft of the Advocacy Action Plan will be developed based on:

- desk review of project documentation
- analysis of the regional policy context
- exchanges with the SARSEA project coordination team
- close collaboration with the Guadeloupe Regional Council

5) Validation Workshop

- Prepare a presentation of the Draft Advocacy Action Plan

- Facilitate a validation workshop with key stakeholders
- Collect feedback and recommendations to refine the strategy.

6) Finalization of the Advocacy Action Plan

Following the validation workshop, the consultant will revise and finalize the Advocacy Action Plan, integrating feedback from project partners and stakeholders.

E. Expected deliverables

The expert will provide the following deliverables:

Deliverable	Content	Indicative dates
1. Inception Report	<ul style="list-style-type: none"> • Detailed methodology for the assignment • Detailed work plan and timeline • Preliminary review of key documents • Outline and proposed structure of the Advocacy Action Plan • Initial identification of key stakeholders 	2 weeks after contract signature
2. Stakeholder and Policy Landscape Analysis	<ul style="list-style-type: none"> • Mapping of key stakeholders at regional and national levels • Analysis of institutional and policy frameworks related to sargassum management • Identification of key policy processes and entry points for advocacy • Preliminary identification of advocacy priorities 	6 weeks after contract signature
3. Draft Advocacy Action Plan	<ul style="list-style-type: none"> • Advocacy objectives and expected outcomes • Key advocacy messages and policy recommendations • Identification of target audiences and decision-makers • Proposed advocacy strategies and engagement approaches • Proposed advocacy activities and timeline • Monitoring indicators for advocacy impact • Integration of gender consideration 	10 weeks after contracts signature
4. Presentation for the Validation Workshop	<ul style="list-style-type: none"> • Presentation summarizing the draft Advocacy Action Plan • Key advocacy priorities and strategic recommendations • Proposed roadmap for implementation • Facilitation of the validation workshop and documentation of feedback 	12 weeks after contract signature
5. Final Advocacy Action Plan incorporating stakeholder feedback	<ul style="list-style-type: none"> • Revised Advocacy Action Plan integrating comments from the validation workshop • Final advocacy strategy and action plan • Final set of advocacy messages and policy recommendations • Implementation roadmap for the project and partner 	14 weeks after contract signature

F. Consultant profile

Education

Advanced degree (Master's or higher) in public policy, environmental governance, international development, marine or coastal management, or related fields.

Professional Experience

- At least 10 years of professional experience in policy advocacy, strategic planning or public policy development.
- Demonstrated experience in environmental governance, marine issues, climate or biodiversity policies.
- Experience working on regional cooperation initiatives.
- Experience in the Caribbean region will be considered a strong asset.
- Proven experience developing advocacy strategies or policy action plans for development programs or international projects.

Skills

- Strong analytical and strategic thinking skills.
- Excellent stakeholder engagement and facilitation skills.
- Ability to translate scientific and technical information into policy messages.
- Excellent writing and communication skills in English.

G. Duration and workplan

The consultancy is expected to be conducted over a period of three months, encompassing all preparatory, facilitation, and reporting tasks. The estimated level of effort is up to 25 working days.

H. Supervision and coordination

The expert will work under the overall supervision of the Team Leader of the SARSEA Project (or their designated delegate).

Reporting Line: The expert will report directly to the SARSEA Project Team Leader and will be responsible for submitting all deliverables to them for review and approval.

Coordination: The SARSEA Project Team Leader will be the primary point of contact for contractual matters, logistical coordination for the workshop, and facilitating communication with national focal points from the participating countries. The expert is expected to coordinate closely with the Team Leader to ensure the workshop's objectives are fully aligned with the broader goals of the SARSEA project and to secure any necessary country-specific information.

Technical Guidance: While the expert will work independently on the technical content and facilitation methodology, strategic guidance and quality assurance will be provided by the SARSEA Project Team Leader. The Team Leader will also be responsible for validating the final outputs.

Communication: Regular communication (e.g., weekly virtual check-ins) shall be maintained between the Consultant and the SARSEA Project Team Leader throughout the duration of the contract to report on progress, flag any potential issues, and ensure seamless coordination.

I. Budget and payment terms

The financial proposal should include all cost of the expertise (consultant fees, travel costs and per diem). All costs must comply with Expertise France's financial standards. Payments will be released upon acceptance of deliverables.

J. Quality assurance requirements

The expert must ensure:

- Rigorous and transparent methodology
- Data reliability and triangulation
- Integration of Expertise France MEAL standards
- Gender-sensitive and ethical approaches
- Data protection and confidentiality

K. Application procedure

Applicants must submit on Expertise France online platform GEX:

- CV
- Technical offer (maximum 4 pages): including the approach, proposed methodology and workplan
- Financial offer detailing daily fees and estimated costs

Location: Caribbean + remote work