



Call for Service Providers Terms of Reference

City of Chefchaouen

ICLEI Africa invites applications to participate in a project titled,
“**Chefchaouen Mediterranean diet label.**”

(Fixed term contract position)
(REF - City Food Systems Coordinator: AfriFOODlinks, Chefchaouen)

Deadline for applications: 14 May 2025

Technical queries can be sent to : ayman.aribou@iclei.org with cc to ruby.schalit@iclei.org

AfriFOODlinks is delivered by: ICLEI Africa (coordinator), ACRA, African Population and Health Research Centre (APHRC), Agence de Financement et de Promotion de Petites et Moyennes Entreprises (AFP/PME), Agence du Développement Économique Urbain (ADEU), Centre de coopération internationale en recherche agronomique pour le développement (CIRAD), City, University of London, Département de Technologie Alimentaire de l'IRSAT, Està - Economia e Sostenibilitat, Food Rights Alliance, HIVOS, ICLEI Europe, ICLEI World Secretariat, Inades Formation Burkina, Institut de Recherche pour le Développement (IRD), Institut National de Nutrition et de Technologie Alimentaire (INNTA), Jaramogi Oginga Odinga University of Science and Technology (JOOUST), L'institute Agro, Milan Urban Food Policy Pact (MUFPP), Oribi Village, Rete Semi Rurali, Rikolto, Shona East Africa, South African Urban Food & Farming Trust, University of Cape Town, University of Ghana, Women in Sustainable Enterprise (WISE)

AfriFOODlinks – Launched in December 2022, AfriFOODlinks is an EU-funded project coordinated by ICLEI Africa, bringing together 26 partners from across the globe to enhance food security and urban sustainability in more than 65 cities across Africa and Europe. The project applies an urban food systems lens to drive transformative change by promoting shifts toward healthy and sustainable diets, reshaping urban food environments through real-world socio-technical experiments, and fostering inclusive multi-actor governance. By empowering public officials, small businesses, and communities with ownership and agency, AfriFOODlinks enables them to actively shape their food systems. Additionally, the project accelerates innovative agri-food businesses, with a strong focus on women- and youth-led enterprises, to support local value addition and foster inclusive economic participation.

ICLEI – Local Governments for Sustainability is a global network of more than 1,750 local and regional governments committed to sustainable urban development. Active in 100+ countries, ICLEI influences sustainability policy and drives local action for low emission, nature-based, equitable, resilient and circular development. The organisations' Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

1. Background

AfriFOODlinks is implementing real-world socio-technical experiments, referred to as **pilot projects**, to intervene in urban food environments with the potential for scalability. The pilot project proposal was initiated by a city-to-city exchange in 2024, during which a team of delegates from four different countries, hosted by the **City of Chefchaouen**, investigated local policies, explored agricultural cooperatives and local restaurants, and visited regional producers, to better understand the local food environment. Ultimately, it became clear that the city is deeply connected to the history, culture and way of life of **the Mediterranean Diet** - making this a cornerstone of the city's food system and an important lever for change. This is also evidenced by the city's intangible cultural heritage (ICH) award from UNESCO, as an emblematic Mediterranean Diet community.

As part of the exchange, a city dialogue was held, bringing together local stakeholders who shared their expert advice, which played a key role in shaping the proposal: implementing a territorial quality mark, or label, for restaurants and producers who align with principles and core tenets of the Mediterranean Diet. This builds on existing work done by the city and external consultants, including The Mediterranean Diet Action Plan created in 2013, as well as a comparative analysis and benchmarking report for a territorial quality label and a legal guide for implementing the label, both produced in 2016. Based on this, the legal specifications for establishing the label are in place and there is evidence of support by local restaurants to join the initiative, as indicated in a 2024 AfriFOODlinks case study. The project stopped at the study evaluation stage in 2016, for financial reasons, however with the AfriFOODlinks project, the implementation phase can now begin.

The pilot project aims to implement and test the "**Chefchaouen Mediterranean Diet**" labeling system through a structured, multi-phase approach. It will begin with the establishment of a labeling committee composed of experts—including nutritionists, chefs, farmers, and local government representatives—who will oversee governance, management, and control of the label. This committee will refine and validate the labeling criteria in collaboration with key stakeholders such as restaurant owners, small-scale farmers, and market vendors. An independent certification body will conduct audits to ensure compliance with the established standards.

Following this, the project will focus on awareness and capacity-building activities. Training sessions will be organized for restaurateurs and food producers to familiarize them with the labeling requirements and sustainable food practices. Consumer awareness campaigns will highlight the benefits of the Mediterranean diet and the significance of the label. Restaurants and businesses that meet the certification criteria will receive the label and be authorized to use its logo on their menus, products, and promotional materials. The pilot will also include a structured evaluation phase, involving consumer surveys, economic impact analysis, and environmental practice assessments, to refine and improve the labeling initiative for future expansion.

To support the implementation of this initiative, ICLEI Africa is seeking to **appoint a dedicated food system coordinator for the city of Chefchaouen** who will be seconded to the Municipality of Chefchaouen. The primary responsibility of this food system coordinator will be to serve as a **project coordinator for the Chefchaouen Mediterranean Diet Label**. The selected individual will be supervised by Mayor Sefiani and his team, working from a dedicated desk at the municipality. Their role will be **strictly focused on food-related initiatives, particularly the labeling system**, and will support broader food coordination efforts in the city without being drawn into unrelated activities.

The project coordinator will be responsible for:

- **Supporting the Implementation of the Labeling System:**
 - Establish and coordinate a Labeling Committee composed of local stakeholders, including nutritionists, chefs, farmers, and municipal representatives.
 - Refine and validate labeling criteria in collaboration with restaurants, farmers, and market vendors.
 - Engage an independent certification body to audit compliance with labeling standards.
 - Register the label or trademark with the relevant authorities.
- **Capacity Building and Awareness Raising:**
 - Organize training sessions for restaurateurs and food producers on labeling requirements and sustainable food practices.
 - Develop and execute consumer awareness campaigns highlighting the benefits of the Mediterranean diet and the significance of the label.
- **General Food-Based Coordination:**
 - Ensure synergy between different food-related initiatives in the city.
 - Support the municipality in fostering collaboration between food sector stakeholders.
 - Ensure ongoing evaluation and refinement of the labeling process for future scaling.
- **Management and Evaluation:**
 - Conduct consumer surveys and analyze economic data to assess the impact of the labeling initiative.
 - Ensure ongoing evaluation and refinement of the labeling process for future scaling.

2. Scope of work and key deliverables

ICLEI Africa is looking to appoint a short term project coordinator with proven experience in food systems and tourism in Morocco. This will be a fixed term contract for 18 months.

Responses to this ToR are welcomed from individuals who will hereafter be referred to as the service provider. In order to meet the requirements of this ToR, the appointed service provider is expected to undertake (support and/or lead) the following activities:

1. Labeling system implementation deliverables

- **Establishment of Labeling Committee:** A formalized multi-stakeholder committee (nutritionists, chefs, farmers, municipal reps) with documented terms of reference.
- **Refined Labeling Criteria:** A validated framework for labeling criteria, developed in collaboration with stakeholders.
- **Certification Audit Report:** A report from an independent certification body verifying compliance with labeling standards.
- **Registration of the label with the relevant authorities** to ensure legal recognition and protection.

2. Capacity building and awareness deliverables

- **Training Sessions:** At least one training session for restaurateurs and food producers on labeling requirements and sustainable food practices, with attendance records and take-home training materials.
- **Consumer Awareness Campaigns:** A documented strategy and execution plan for raising awareness about the Mediterranean diet and the labeling system, including materials (physical or social media), campaign reach, and engagement metrics.

3. Food sector coordination deliverables

- **Strategy for Food Initiatives Synergy:** A plan outlining how the labeling initiative integrates with other food-related programs and policies in the city.

4. Label evaluation deliverables

- **Consumer Surveys and Economic Impact Assessments, where relevant:** Report analyzing consumer perceptions and the economic impact of the labeling initiative.
- **Labeling Process Refinement Reports:** Evaluation report (May 2026) with recommendations for improving the labeling system for scalability, using URBAL methodology.

5. Reporting and supervision deliverables

- **Regular Progress Reports:** Periodic updates provided to ICLEI Africa and the Municipality of Chefchaouen, summarizing activities, challenges, and next steps.
- **Participation in Coordination Meetings:** Documented attendance and contributions to relevant meetings with municipal and ICLEI stakeholders.

○ **Management and Supervision**

- The coordinator will be **seconded to the Municipality of Chefchaouen**, working under the supervision of the Mayor of Chefchaouen and his team.
- The mayor's team will be expected to provide bi-monthly updates to ICLEI Africa and participate in coordination meetings as required.

3. Timelines & key milestones

The service contract will run from appointment until 31 October 2026. Deliverable deadlines will be set in consultation with ICLEI Africa when the service provider is appointed. The below timelines are approximate.

Phase	Milestone	Timeline
Phase 1: Project Setup & Labeling System Development	Final timeline and budget allocation plan Initial stakeholder mapping and engagement Establishment of the Labeling Committee Refining labeling criteria in collaboration with the identified stakeholders Identification and engagement of an independent certification body or similar certification process Validation of labeling criteria Certification framework finalized and auditing process defined	Month 1-6
Phase 2: Capacity Building & Labeling implementation, mid-term assessment	Production of training materials on label requirements, the Mediterranean Diet and other sustainability principles Design and approval of awareness campaign strategy Stakeholder coordination meetings Project assessment report using URBAL method, evaluating project progress and propose strategy for the remaining project period Undertake relevant impact surveys (consumers, producers and businesses) and light economic impact assessment	Month 7-12

<p>Phase 3: Refinement, further implementation, final assessment and handover</p>	<p>Training sessions for tourism operators and enterprises on the labeling system</p> <p>Training sessions for restaurateurs and food producers on labeling requirements</p> <p>Launch of consumer awareness campaign</p> <p>Final project evaluation & presentation of key findings to the Municipality and ICLEI Africa</p> <p>Strategy proposal for long-term sustainability of the labeling initiative, and handover to relevant staff</p>	<p>Month 13-18</p>
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4. Budget

The total budget may not exceed €35 000. No more than €17 000 may be allocated to the service provider's labour/consultancy fees/staff time, leaving €18 000 available for implementation costs (label registration, communication assets, public awareness engagements, meeting venues, events, etc).

5. Submission requirements

We are seeking a strong project manager and social mobiliser with lots of energy, who is committed to the future of Chefchaouen, and has a demonstrated passion for food, Moroccan culture and tourism.

They should have proven experience in urban food systems and sustainability projects and/or food system businesses such as farming, markets and restaurants. Expertise in food governance, food labeling, or certification processes is a strong asset, and experience working with local government institutions and/or local business associations would be a plus. They should have excellent organisational, coordination and stakeholder engagement skills. Proficiency in French and Arabic is required; English is an asset.

Proposals may be submitted by an individual, located in the city of Chefchaouen for at least the contract period. Only complete proposals will be considered. Proposals must include the following sections:

- A CV detailing qualifications, skills, relevant experience and past track record, particularly in relation to the main requirements and skills and competencies outlined above.
- A short cover letter outlining their approach to the role.
- A detailed work plan and time schedule of activities, demonstrating creativity and ambition, and how this will practically be achieved. This should include a clear description of each of the proposed activities, outputs and deliverables, as well as a short explanation of how each activity will be done (methods), by whom, and when. Please pay special attention to the public awareness and engagement interventions and products, as well as how you will demonstrate the value of the label and onboard relevant stakeholders to be certified.
- A detailed implementation budget, not exceeding €35 000, detailing the anticipated activities and demonstrating an efficient allocation of funds; no more than €17 000 may be allocated to labour/consultancy fees/staff time.

6. Submission process and timelines

Deadline for applications: 14 May 2025

Please indicate interest in submitting a bid by **25 April 2025**, via email to ruby.schalit@iclei.org and ayman.aribou@iclei.org, so any responses to queries may be shared with all bidders. Bidders will not be excluded from submitting bids if notice of interest is not indicated, but these bidders will not receive responses to any queries and clarifications raised.

See the timelines for submission process and first meetings below:

9 April 2025	ToR released
25 April 2025	<i>Optional</i> Expression of interest from prospective service providers Deadline for sending requests for clarification or queries regarding the ToR to ICLEI Africa, if any
2 May 2025	Response to queries from ICLEI Africa
14 May 2025	Proposal submission closing date
17 June 2025	Service provider appointed

7. Additional information

ICLEI - Africa is committed to the pursuit of excellence, diversity and in achieving its gender, equity and development aspirations.

ICLEI AFRICA RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER AS PER THIS TERMS OF REFERENCE.

Please be aware if you do not hear any feedback, either ICLEI-Africa has decided not to appoint a service provider for this piece of work, or you have been unsuccessful in your application.

