

TERMS OF REFERENCE

Beekeeping activities

Terms of reference for consultancy

Purpose of Project and Background

On 8 September 2023, a 6.8-magnitude earthquake struck Morocco's High Atlas region, with severe impacts across the provinces of Al Haouz, Taroudant and surrounding areas. The disaster resulted in extensive loss of life, widespread destruction of housing and infrastructure, disruption of basic services, and long-term livelihood losses, particularly in remote mountainous communities. Harsh climatic conditions, geographic isolation, and pre-existing vulnerabilities have prolonged humanitarian needs well into the recovery phase, which is expected to continue through mid-2026.

The Moroccan Red Crescent (MRC), with the support of the International Federation of Red Cross and Red Crescent Societies (IFRC) and Partner National Societies (PNSs), has been leading a comprehensive emergency and early recovery response combining immediate relief with longer-term recovery and resilience-building interventions. Since mid-2024, the operation has transitioned from emergency response towards early recovery, with Food Security and Livelihoods (FSL) identified as a priority sector.

According to multi-sectoral assessments conducted in 2025, including the September 2025 Multi-Sector Needs Assessment and field evaluations carried out by CRM/IFRC FSL teams, agricultural production capacities have been severely weakened by the earthquake. Only 6–7% of households in the provinces of Taroudant, El Haouz and Chichaoua report any own food production, indicating significant structural constraints to agricultural recovery. As a result, households remain highly dependent on food purchases, often through credit, exacerbating food insecurity and economic vulnerability.

The earthquake also significantly disrupted income sources. Approximately 27% of households report having no income post-earthquake, while others rely mainly on informal daily labour, with reduced opportunities in agriculture. Average monthly household income decreased by around 30% (from approximately 1,200 MAD pre-earthquake to 850 MAD post-earthquake). Rising debt levels, negative coping strategies, and high Livelihood Coping Strategy Index (L-CSI) scores, particularly in Taroudant province, highlight an erosion of household resilience.¹

In this context, strengthening local agricultural production and diversifying livelihoods are essential to improve food security and support sustainable economic recovery. **Beekeeping (apiculture)** represents a promising livelihood option in the affected provinces due to its relatively low land requirements, adaptability to mountainous environments, potential for income generation, and contribution to ecosystem services. However, targeted, context-specific interventions are required to ensure technical feasibility, sustainability, and equitable access.

The consultancy aims to provide technical support to MRC and IFRC to assess the feasibility of apiculture interventions, establish beneficiary selection mechanisms for **30 beekeepers**, and develop and implement capacity-building activities for targeted households under the earthquake recovery operation.

¹ [IFRC-MRC, Maroc — Réponse au tremblement de terre : évaluations des besoins, septembre 2025](#)

Alignment to the IFRC's objectives and strategy

(IFRC's *Strategy 2030*)

The consultancy aligns with the IFRC Strategy 2030 by contributing to:

- **Strengthening recovery from crises**, through the restoration and diversification of livelihoods.
- **Enabling safe, healthy, and dignified living conditions, and creating opportunities to thrive** through improved food security and household income.
- **Promoting and supporting more inclusive, equitable and cohesive societies**, through inclusive beneficiary selection and community-based approaches.

The assignment also supports MRC's strategic priorities within the earthquake recovery operation and the Food Security and Livelihoods sector strategy, with a focus on resilience, sustainability, and community empowerment.

Project objectives

The overall objective of the consultancy is to support the design and initial implementation of a sustainable apiculture intervention contributing to the recovery and resilience of earthquake-affected households. The intervention will primarily focus on five douars of the provinces of Taroudant, El Haouz and Chichaoua, while remaining flexible to extend support to other areas within these provinces as needed.

Province	Commune	Douar
El Haouz	Aghbar	Agadir
Taroudant	Tizi n'test	Tizert
Taroudant	Tizi n'test	Ait Hamid
Taroudant	Tizi n'test	Tamsoult
Chichaoua	Adassil	Ighezran

Specific objectives are to:

1. Assess the technical, environmental, economic and institutional feasibility of supporting apiculture in the targeted provinces (Taroudant, El Haouz and Chichaoua), in order to inform a context-appropriate and sustainable intervention design.
2. Develop a transparent, inclusive and context-adapted beneficiary selection methodology for apiculture support, aligned with IFRC and MRC Food Security and Livelihoods (FSL) and Protection, Gender and Inclusion (PGI) standards.
3. Design and deliver a comprehensive training and capacity-building package enabling selected beneficiaries to establish and sustainably manage beekeeping activities under the Livelihoods recovery programme.

Desired outcomes

- Clear evidence-based recommendations on the feasibility and design of apiculture interventions in the targeted provinces.
- A validated beneficiary selection methodology jointly agreed with MRC and IFRC.
- Beneficiaries equipped with the technical knowledge and skills required to manage beekeeping activities sustainably.
- Foundations laid for effective distribution of beehives, bees and equipment under the Livelihoods recovery programme.

Consultancy outputs

The consultant will deliver the following outputs:

1. Feasibility Study on Apiculture Support in Taroudant, El Haouz, and Chichaoua Provinces

- Assessment of agro-ecological and climatic suitability for apiculture.
- Identification and technical justification of appropriate bee species/subspecies.
- Definition of technical specifications for recommended beehives, equipment, and required inputs.
- Analysis of key risks, including environmental, climatic, disease-related, market, and security risks.
- Mapping and assessment of potential local and national suppliers of bees, hives, and equipment.
- Practical recommendations on implementation modalities and sustainability considerations.
- Liaison and consultation with relevant stakeholders, including Office National de Sécurité Sanitaire des Produits Alimentaires (ONSSA), FIMAP (Fédération Interprofessionnelle Marocaine de l'Apiculture), local cooperatives, and other sector actors, to ensure recommendations are contextually relevant and feasible.

2. Terms of Reference (ToR), including a Beneficiary Selection Methodology, developed in close collaboration with MRC and IFRC

- Definition of eligibility and vulnerability criteria aligned with MRC/IFRC FSL and PGI standards.
- Design of transparent selection processes and tools (screening forms, scoring matrices, and verification mechanisms).
- Integration of gender equality, inclusion, and protection mainstreaming measures.

3. Training Package and Capacity-Building Activities

- Development of training curricula and materials tailored to local contexts and literacy levels, available in French or English and Arabic.

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- Delivery of training sessions for selected beneficiaries covering beekeeping fundamentals, hive management, disease prevention, honey harvesting, quality control, processing, packaging, and marketing, including basic pricing and market access.
- Facilitation of practical demonstrations and hands-on learning activities.
- Submission of a comprehensive training report.

Method of delivery and reasons for selecting that method

The consultancy will be delivered through a combination of desk review, field assessments, and in-person training sessions. This mixed approach ensures that technical recommendations are evidence-based while remaining grounded in local realities and beneficiary capacities. Practical, hands-on training is prioritised to maximise learning outcomes and sustainability.

Support to be provided to the consultant

MRC and IFRC will provide:

- Relevant assessment reports, strategies and programme documentation.
- Facilitation of coordination with local authorities, communities and partners.
- Logistical support for field visits, subject to security and access constraints.
- Technical focal points within MRC/IFRC for regular coordination and validation of deliverables.

Schedule for payment of fees

Payments will be linked to satisfactory completion of agreed deliverables, tentatively as follows:

- 30% upon submission and approval of the inception note and work plan.
- 40% upon submission and approval of the feasibility study, ToR and beneficiary selection methodology and training modules.
- 30% upon completion of training delivery and submission of the training report and final consultancy report.

A detailed payment schedule will be finalised during contract negotiation.

Time Allocation, for budget purposes

The consultancy is expected to require approximately 03 months from March to May 2026. The exact duration may vary depending on the consultant's proposed methodology, operational constraints, and contextual factors.

The timeline below is therefore indicative and subject to adjustment in coordination with IFRC and MRC, considering operational needs, seasonal considerations for apiculture, access constraints, and other unforeseen factors.

As mentioned, the consultant will also provide ad hoc technical advice and support to IFRC and MRC throughout the assignment, as needed and within the agreed level of effort.

	March	April	May
Inception and Feasibility Phase: - Week 1 : contract, introduction and planning - Week 2 – 4 : Field visits in Taroudant, El Haouz and Chichaoua (technical assessments, stakeholder consultations, supplier mapping) - End of March: Submission of inception note and preliminary findings			
Feasibility Study, ToR and Selection Methodology: - Week 1: Drafting of feasibility study (technical, environmental, economic and risk analysis) - Week 2: Development of ToR and beneficiary selection methodology and tools (criteria, scoring matrix, verification mechanisms) - Week 3-4 : IFRC/MRC registration of beneficiaries. - Week 3-4 : Development of training modules.			
Training, distribution and finalisation: - Week 1–4: Delivery of training sessions for selected beneficiaries (including practical demonstrations) and distribution of equipment, beehives, bees etc. - Week 4: Submission of training report and final consultancy report			
Ad hoc technical advice and support			

Management of consultancy

The consultant will be contracted by the IFRC and will work under the direct supervision of the IFRC Livelihoods Delegate, in close coordination with the MRC FSL department. Regular coordination meetings will be held to review progress and validate outputs.