

# Christopher Frederick Coles Ph.D.

| chris@colesconsult.com | +44 (0)7948 273293 | 37 Gravir HS2 9QX, UK | <https://colesconsult.com>

## Executive summary

Permaculture agroforestry crofter, Isle of Lewis. Conservation biologist; founder member of the Centre for Evidence-Based Conservation. Specialist in design, implementation and evaluation of inclusive, sustainable private sector and rural development approaches, including Market Systems Development (MSD), Sustainable Livelihoods frameworks and Value Chain Development. Special interests in systemic analysis and incorporating environmental, gender and social concerns into economic development.

**Clients have included:** Agora Global, Landell Mills, The World Bank, the UN (FAO, UNIDO and WFP), the EU, UK DFID/FCDO, Sida, DAI Europe, GRM International, ASI, IBF International, LTS International, Nathan Associates, PwC, ITAD, GIZ, SNV, Mercy Corps and GOAL.

**Geographical experience:** Southern, Eastern, East, Central, and West Africa; MENA; South and South-East Asia; Europe.

**Cross-sectoral knowledge:** tourism and related economic linkages; biodiversity conservation and natural resource management; infrastructure and business environment development; public policy; agriculture; horticulture; aquaculture; fisheries; forestry.

## Selected experience

| Client(s)                     | Date                | Role                                  | Summary   |
|-------------------------------|---------------------|---------------------------------------|---|
| Agora Global/USAID            | Oct 2023-present    | Market Systems Advisor/Trainer        | Mentor to <b>Jordan</b> USAID Informal Livelihoods Advancement Activity (Iqlaa); strategic review, market systems analysis (MSA) & intervention strategy development for micro- and small enterprises   |
| Agora Global/Sida             | June 2023-present   | Market Systems Advisor/Trainer        | Backstopping programme strategic review, MSA & intervention strategy development, Musika agricultural market development organisation, <b>Zambia</b> .  |
| Agora Global/Sida             | May 2021 to present | Market Systems Advisor                | NIRAS/Sida MSD Helpdesk; on-demand technical support for Sida's <b>global</b> MSD programming.  |
| Landell Mills/EU              | Mar-Jun 2022        | Team Leader                           | Development of strategy for sustainable coastal tourism in <b>Tanzania</b> , EU Africa RISE programme.  |
| Agora Global/Sida             | Jun-Dec 2022        | Market Systems Advisor                | Backstop to Helvetas team implementing RECONOMY regional employment & income generation programme, <b>Europe</b> .  |
| Landell Mills/DFID            | Nov 2019-Nov 2020   | Market Systems Expert                 | Technical inputs & case study for evaluation of Arab Women's Enterprise Fund (AWEF), <b>Egypt, Jordan &amp; Palestine</b> .   |
| The World Bank                | Jan 2018 -May 2019  | Senior Consultant                     | Development of an Integrated Strategic Action Plan for Tourism with the Government of <b>Zanzibar</b> . Strong focus upon product development for, & sustainable management of, the archipelago's biodiversity & natural resources attractions. |
| Landell Mills/DFID            | Sept-Dec 2018       | Team Leader/ Principal Expert         | Project Completion Review, Creating Opportunities for Sustainable Spending on Roads (CrossRoads) <b>Uganda</b> .  |
| IBF International/EU          | Nov 2018            | Moderator                             | Government of Kenya/European Union conference on the <b>Global</b> Sustainable Blue Economy.  |
| LTS International Ltd./DFID   | May-Nov 2018        | Market Systems Expert/Evaluator       | Performance Evaluation: Improving Market Systems for Agriculture in <b>Rwanda</b> (IMSAR).  |
| LTS International Ltd./DFID   | Oct-Nov 2017        | Agricultural Value Chain Advisor      | Quality assurance of agricultural value chain development & enabling environment reform outputs from <b>Malawi, Uganda &amp; Mozambique</b> .   |
| Nathan Associates Ltd./DFID   | Nov 2016-Jun 2017   | Market Systems Development Consultant | Market systems analysis & intervention design for vegetable seeds; Market Development for Northern <b>Ghana</b> (MADE) programme.   |
| Nathan Associates Ltd./DFID   | Jan-Mar 2017        | Private Sector Development Analyst    | Identification, profiling & screening of potential seed company investors (rice & groundnut) for <b>Ghana</b> MADE programme.   |
| The World Bank                | Jan 2016-Feb 2017   | Tourism Value Chain Specialist        | Implemented <b>Seychelles</b> Value Chain Linkages to Tourism project. Produced inputs for the Bank's Seychelles Country Diagnostic (SCD). Emphasis was on leveraging ecotourism opportunities in the 'Blue Economy' & tropical forests.        |
| Adam Smith International/DFID | Mar 2016            | MSD Market Advisor                    | Supported Year 3 business planning process for <b>Malawi</b> Oil Seeds Sector Transformation (MOST) programme.  |
| PwC LLP                       | Nov 2015            | External Expert                       | Supported preparation of technical proposal, DFID Dar es Salaam Urban Jobs Programme, <b>Tanzania</b> (home-based).   |
| Adam Smith International/DFID | Aug 2013-Nov 2015   | MSD Market Advisor                    | Supported crop sector (ginger, mechanisation, vegetables, crop protection) strategy development & implementation under the Samarth- <b>Nepal</b> Market Development Programme.  |

## Christopher Frederick Coles Ph.D.

| chris@colesconsult.com | +44 (0)7948 273293 | 37 Gravir HS2 9QX, UK | <https://colesconsult.com>

| Client(s)                                  | Date                | Role                                      | Summary   |
|--|---------------------|---|---|
| Adam Smith International/DFID              | Jun 2015            | MSD Advisor                               | Technical Advisory Panel (TAP) member, <b>Zimbabwe</b> Zimbisa Business Environment Strengthening Programme.  |
| Adam Smith International/DFID              | Mar 2015            | MSD Advisor                               | Backstopped the Year 2 business planning process for the DFID <b>Malawi</b> MOST programme.   |
| Adam Smith International/Sida              | Aug-Oct 2014        | Team Leader/MSD Advisor                   | Performed Market systems analysis & designed interventions for the sunflower sector in <b>Tanzania</b> .  |
| Adam Smith International/DFID              | Mar-Jul 2014        | MSD Portfolio Advisor                     | Supported the <b>Sierra Leone</b> Opportunities for Business Action (SOBA) programme in portfolio development.  |
| ODI/IDRC                                   | Jan 2011-Jul 2014   | Technical Advisor                         | Backstopped the project 'Contribution of milk value chain to Poverty Reduction in <b>Tanzania</b> '. Lead author of journal paper.  |
| Adam Smith International/DFID              | Apr-Jun 2014        | Senior Market Development Advisor         | Strategic review of agricultural sector support, <b>DFID Rwanda</b> : nutrition, food security & private sector development.  |
| Adam Smith International/DFID              | Feb-Mar 2014        | MSD Market Advisor                        | Led market systems analysis & partnership formation for youth employment MSD programme in Mombasa, <b>Kenya</b> .   |
| Adam Smith International/DFID              | Nov 2013, Jan 2014  | MSD Market Advisor                        | Coordinated market systems analysis, & sector strategy & intervention design for the <b>Malawi</b> MOST programme.  |
| Adam Smith International/DFID              | May-Oct 2013        | MSD Market Advisor                        | Market systems analysis & sector strategy development for the <b>DRC</b> Élan programme.  |
| UK FCO/MoD/DFID                            | Apr-Nov 2013        | Lead Consultant                           | Assessed employment & growth dividends of water infrastructure investments in Taiz, <b>Yemen</b> .  |
| VSO International                          | Apr-Sept 2013       | Lead Consultant, MSD                      | VSO-Barclays Enterprise-based Development Initiative. Coordinated <b>global</b> strategic research with corporate partner Barclays to inform VSO's future MSD approach.         |
| VECO                                       | Mar-Apr 2013        | Lead Consultant                           | Assessed the potential to develop an Inclusive Markets programme for smallholders in fresh fruits & vegetables in <b>Vietnam</b> & the <b>Mekong</b> sub-region.                |
| DAI Europe/DFID                            | July 2012           | Lead Evaluator                            | Led the 2012 annual review of the £14.6m <b>Tanzania</b> Private Sector Competitiveness Programme.  |
| ODI/IDH Dutch Sustainable Trade Initiative | Sept 2011-July 2012 | Lead Evaluator                            | Led assessment of economic, social & environmental impact of the Tea Improvement Programme (TIP) pilot in <b>Kenya</b> .  |
| ODI/IDRC                                   | Nov 2008-Sept 2011  | Technical Advisor & Programme Coordinator | Coordinated seven projects in a <b>global</b> action research programme on upgrading in value chains, acting as Sector Specialist for three of them. Edited & co-authored book. |
| ODI/UN World Food Programme                | Jan-Oct 2011        | Evaluation Coordinator                    | Coordinated evaluation of the flagship Purchase for Progress (P4P) programme pilot in <b>Africa</b> & <b>Latin America</b> .  |
| ODI/The Gatsby Charitable Trust            | May-Aug 2011        | Lead Evaluator                            | Led evaluation of the pilot phase of Gatsby's <b>Tanzania</b> cotton contract farming programme.  |
| ODI/The Travel Foundation                  | Nov 2010-Mar 2011   | Lead Consultant                           | Conducted baseline study for Enhancing Local Tourism Supply Chains Programme (horticulture) in <b>Turkey</b> .  |
| ODI/Ramboll Ltd.                           | June 2009           | Lead Consultant                           | Researched tourism development opportunities; <b>Libya</b> Green Mountain Sustainable Development Programme. Underexploited eco- & cultural tourism products prioritised.       |
| ODI/ITC/SNV                                | May 2009            | Trainer                                   | Delivered course on tourism value chain analysis & development for staff from SNV <b>East &amp; Central Africa</b> .  |
| ODI/SNV                                    | Mar 2009            | Tourism Analyst                           | Researched business & conference tourism value chain in Accra, <b>Ghana</b> .   |
| ODI/The World Bank                         | Dec 2008-Mar 2009   | Tourism Analyst                           | Research & pro-poor tourism development recommendations for <b>Ethiopia</b> , focussing upon the country's pro-poor eco-trekking, cultural & historical offers.                 |
| UNIDO/UN FAO/UN ILO/UNIFEM                 | Aug-Nov 2008        | Lead Consultant/Facilitator               | Led sub-sector selection & value chain analysis for UN Joint Programme on Wealth & Employment Creation <b>Tanzania</b> .  |
| The Earth Institute at Columbia University | Jan-July 2008       | Project Manager/PI                        | Quantified value distribution & employment patterns, & developed options for <b>Zanzibar</b> fisheries development.   |

# Christopher Frederick Coles Ph.D.

| [chris@colesconsult.com](mailto:chris@colesconsult.com) | +44 (0)7948 273293 | 37 Gravir HS2 9QX, UK | <https://colesconsult.com>

---

## Education

Ph.D. Natural Resource Management  
B.Sc. (Hons) Zoology, First Class

University of Durham, 2000  
University of Aberdeen, 1996

---

## Employment history

|                 |   |
|-----------------|---|
| 2023 to present | Owner, Croft 37 Gravir (crofting enterprise, Gravir, Isle of Lewis).                                  |
| 2012 to present | Director, Coles Development Consulting Ltd.   |
| 2008-12         | Research Consultant, Private Sector Programme, Overseas Development Institute (ODI), London.          |
| 2008            | Private Sector Consultant, Matchmaker Associates Ltd., Dar es Salaam, Tanzania.                       |
| 2008            | Visiting Scholar, Environmental Economics, The Earth Institute at Columbia University, New York, USA. |
| 2004-07         | Natural Resources & Livelihoods Adviser, Zanzibar, then Livelihoods Programme Manager, VSO Tanzania.  |
| 2003-04         | Research Fellow, Evidence-based Conservation, University of Birmingham.                               |
| 2000-02         | Programme Manager, Kilombero Valley Integrated Environmental Management Programme, Tanzania.          |
| 1996-2000       | PhD research studentship, landscape and bird ecology, Kielder Forest, University of Durham.           |
| 1996            | Field Assistant, Joint Raptor Study, Langholm Moor (now Tarras Valley Nature Reserve).                |

---

## Other experience

- Member, Scottish Raptor Study Group, Lewis and Harris branch
- Committee member, Lewis and Harris Horticultural Producers Group (LHHP)
- Trustee, Disability and Development Partners (DDP)

---

## Selected publications

- Bicycle-based Recreation and Tourism in Natural Areas: A Review of Benefits and Impacts with Policy and Management Implications. In preparation.
- Development of a Strategy for Sustainable Coastal Tourism for Tanzania. Report to EU Delegation to Tanzania, June 2022.
- Youth Employment Programme Concept. Swisscontact Uganda submission to the Mastercard Foundation, February 2022.
- Egypt Case Study, Evaluation of the Arab Women's Enterprise Fund (AWEF). Report to Landell Mills/UK FCDO, August 2020.
- Integrated Strategic Action Plan for Tourism in Zanzibar. Report to Government of Zanzibar/The World Bank, May 2019.
- Improved Vegetable Seeds Market Systems Analysis. Report to Ghana MADE, Nathan Associates, June 2017.
- Seed Investor Identification and Screening – Rice and Groundnuts. Report to Ghana MADE, Nathan Associates, March 2017.
- Seychelles: Strengthening Value Chains Linkages to the Tourism Industry. World Bank report to Seychelles Ministry of Trade, Finance and the Blue Economy, August 2016.
- Field assessment of Rapid Market Estimation Techniques: A Case Study of Dairy Value Chains in Tanzania. African Journal of Agricultural and Resource Economics 10 (3): 222-233. September 2015.
- Sunflower Oil in Tanzania: A Market Systems Analysis, Sector Strategy and Intervention Guide using the MSD Approach. Report to Sida, DANIDA, SDC and Irish Aid, Tanzania, November 2014.
- Strategic Review of DFID's Engagement in Rwanda's Agriculture Sector. Report to DFID Rwanda, June 2014.
- Choice of Marketing Channels Among Urban Dairy Farmers and its Implication on Growth of the Milk Sector in Tanzania. Eastern and Southern Africa Journal of Agricultural Economics and Development, 10: 1-14. 2013.
- New Water for Taiz: Conflict Prevention and Economic Revitalization: Capturing the Water Dividend. Report to UK FCO/Mod/DFID, with JFA Ltd, November 2013.
- Annual Review of Tanzania Private Sector Competitiveness Programme (PSCP). DAI report to DFID, August 2012.
- Baseline and Quick Scan: IDH Dutch Sustainable Trade Initiative Tea Improvement Programme (TIP). ODI report to IDH, July 2012.
- Assessment of the Tanzania Cotton Sector Development Programme. Report to The Gatsby Charitable Trust, October 2011.
- Markets and Rural Poverty: Upgrading in Value Chains. Book; Earthscan, June 2011.
- Enhancing Private Sector Engagement in Tourism Services in Ethiopia. ODI report to The World Bank. October 2009.
- Libya Green Mountain Project for a Sustainable Future: Maximisation of Local Benefits from the Sustainable Development of Tourism. ODI report to Ramboll Ltd. July 2009.
- Unguja (Zanzibar) Fishing Sub-Sector and Value Chain Analysis. Report to Columbia University/VSO July 2008.
- Poor Evidence Base for Assessment of Windfarm Impacts on Birds. Environmental Conservation, 2007.
- Does Burning Degrade Blanket Bog? Systematic Review Number 1, Centre for Evidence-Based Conservation, 2004.
- The Role of Food Supply in the Dispersal Behaviour of Juvenile Tawny Owls *Strix aluco*. Ibis, 2003.
- Spatial Synchrony in Field Vole Abundance in a Coniferous Forest in Northern England: the Role of Vole Eating Raptors. Journal of Applied Ecology, 2000.
- Breeding, Survival, Movements and Foraging of Tawny Owls *Strix aluco* in a Managed Spruce Forest, a Spatial Approach. PhD thesis, University of Durham, 2000.