

On behalf of Project 00050102 – Integrated Ecosystem Management in the Prespa Lakes Basin, UNDP would hereby like to invite consulting companies/relevant institutions to submit proposal for

“Prespa Awareness Kit” - Preparation of information material on key thematic issues in the Prespa Lakes Basin

1. Mandatory documentation: please mark with “YES” if submitted:

| | | |
|-----------|---|--------|
| a) | Copies of original documents defining the constitution or legal status, place of registration and company profile; | YES/NO |
| b) | Track record of at least three similar successfully completed assignments in the last three years. Reference list with contact persons of the contractors shall be submitted as evidence. | YES/NO |
| c) | CVs of the proposed Team members | YES/NO |

NOTE: Failure to provide documentation/information which is essential to evaluate the bidder’s reliability or failure to provide timely clarification upon request may result in disqualification

2. Submission of proposals: Applications should be submitted with the above documentation by **1700 hrs (GMT +1) on the 12 August 2008**. The financial proposal **MUST** be submitted in a separate sealed envelope, in addition to the envelope containing the technical proposal. Both inner envelopes should be submitted on one outer sealed envelope marked:

UNDP
Attn. Procurement Unit
8ma Udarna Brigada 2,
1000 Skopje, Macedonia
RFQ 38/2008 – Thematic Infopack
“DO NOT OPEN before 17:00 hrs 12.08.2008”

3. Currency of Quotation: your quotation should be expressed in

- a) MKD (VAT expressed separately) for domestic bidders
- b) USD (without VAT) for international bidders.

4. Bid validity: 60 days

5. Late submissions: will be rejected and returned to the bidder, thus please indicate the name and address of the company on the outer envelope

6. Evaluation of offers: a two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 700 points in the evaluation of the technical proposals (expertise of the firm in similar projects, methodology and approach and qualifications of the staff with relevant experience) and the price has allocated 300 points.

The offer with the lowest price will receive the total 300 points. Other offers with higher prices will receive their respective scores according the following formula:

$$300 \times \frac{\text{Lowest Bid}}{\text{Proposed Bid}}$$

The company will be awarded a contract with the highest aggregate score based on technical and financial proposal.

Technical Evaluation Criteria

| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable | Company / Other Entity | | | | |
|--|--|--------------|-------------------|------------------------|---|---|---|---|
| | | | | A | B | C | D | E |
| 1. | Expertise of Firm / Organisation submitting Proposal | 35% | 350 | | | | | |
| | Previous international experience on similar assignments? | | 250 | | | | | |
| | Similar work done in the Prespa/Balkans? | | 100 | | | | | |
| 2. | Personnel | 35% | 350 | | | | | |
| | Qualifications and experience of proposed personnel in similar work. | | 250 | | | | | |
| | Language proficiency in Oral and written English | | 100 | | | | | |
| | Total | 70% | 700 | | | | | |

The technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

7. Additional Information: Interested Bidders may obtain further information only in writing, sent by fax or e-mail. No phone calls will be accepted.

Contact person: Tanja Trpevska
 Fax: +389 (2) 3249-505
 e-Mail: tanja.trpevska@undp.org

RFQ 38 / 2008

TERMS OF REFERENCE

“Prespa Awareness Kit” - Preparation of information material on key thematic issues in the Prespa Lakes Basin

- Project:** “Integrated Ecosystem Management in the Prespa Lakes Basin of Albania, FYR of Macedonia and Greece”
- Location:** Home based with one possible trip to project site
- Duration:** 5 Sept – 15 October 2008
- Deadline for application:** Aug 12, 2008 (1700hrs; GMT+1)

Background

The Prespa region is situated in the Balkan Peninsula and is shared among the three neighbouring countries Albania, FYR Macedonia and Greece. The entire Prespa Region hosts unique habitats that are important from both European and global conservation perspective. However, unsustainable agricultural, fisheries, water and forest management practices as well as use of non-timber forest products is causing stresses on the ecosystem health of the Prespa Basin. Amongst the decision makers and the general population, there is also a limited knowledge on contributions of ecosystems to human well being and therefore the need for integrated management approaches.

The aim of the UNDP - GEF Prespa Regional Project is to mainstream ecosystem management objectives and priorities into productive sector practices and policies. The project is designed to strengthen capacity for restoring ecosystem health and conserving biodiversity at the local, national and trans-boundary level in the three riparian countries in the Prespa region by piloting ecosystem-oriented approaches into spatial planning, water management, agriculture, forest, fisheries and protected area management.

The Prespa Regional Project is responsible for catalysing the stakeholder involvement in ecosystem management and sustainable development in the Prespa Lakes Basin. On the communication front, the project is designed to build the capacity of existing institutions and key stakeholders on issues relevant to ecosystem management and biodiversity conservation. At the transboundary level, the project is strengthening the capacity of the Prespa Park Coordination Committee in the development and implementation of a Communication, Education and Public Awareness (CEPA) Strategy. At the same time the project has initiated development of a multilingual web site. One of the communication outputs the project needs to prepare in 2008 is a “Prespa Information Pack”. It is envisaged that this information pack will contain information sheets on a range of thematic issues related to ecosystem management and sustainable development within the Prespa Lakes Basin.

The UNDP-GEF Prespa regional project is therefore seeking to hire a company/ scientific institution/ NGO who is able to prepare the content of this 'Prespa Awareness Kit' based on the specific thematic areas indicated.

Scope of work, duties and responsibilities

The selected company will be primarily responsible for developing the content of the multi-lingual information material on thematic issues within the Prespa Lakes Basin. These thematic information sheets are intended to be part of a 'Prespa Awareness Kit'.

Whilst drafting the thematic information material, the company should take into consideration the following purpose of the development of this information material.

- To increase the awareness amongst the general public with regard to the uniqueness and importance of the Prespa Lakes Basin and the ecosystems within it hosts.
- To highlight range of issues affecting the ecosystems within the Prespa Lakes Basin and the specific interventions of the UNDP-GEF Prespa project aimed at addressing these issues

The proposed thematic issues for the full-colour "Prespa Awareness Kit" are

- The Prespa lakes basin – An overview Prespa and main thematic issues, its biodiversity and ecosystem services.
- Prespa – its landscapes, ecological and cultural highlights!
- Water management issues in Prespa (including water quality)
- Prespa – the agricultural landscape and "Good agricultural practices".
- Overuse of pesticides and fertilizers and the link between agrochemicals and ecosystem health.
- Fisheries management, including depletion of fish and introduction of non-native species.
- Endemic species – what and where? (Proposed title: Only in Prespa)
- Invasive alien species (Proposed title: Aliens – Friend or Foe?)
- Integrated ecosystem management – what it is and why it is required.
- Transboundary Governance and the Prespa Park Coordination Committee.
- Ecosystems and livelihoods! – Links between ecosystem services and human well being with examples from Prespa.
- Traditional activities around Prespa Lakes.
- Tourism in Prespa.
- Protected areas in the Prespa Lakes Basin
- The UNDP GEF Prespa Project and its interventions (this can be both a separate information sheet or could be integrated within the relevant info sheets above).

In addition, the company is expected to prepare five separate 'print-ready' A0-sized posters on five selected thematic issues. The poster will contain as minimum text as possible.

Finally, one simple interactive CD containing information on the thematic issues based on the info-material shall be prepared.

It is anticipated that this assignment will consist of two separate phases.

Phase 1 – Preparation of technical content

- Review of existing information
- Preparation of technical information
- Preparation of charts/maps and selection/acquisition of photographs for info-pack and poster.
- Editing of technical content in the info-pack based on review and feedback with UNDP etc.
- Preparation of the posters based on agreed thematic issues.
- Submission of the complete first draft of “Prespa Awareness Kit” to UNDP for approval based requirements within ToR and agreement on content.
- Translation of the content of all the intended outputs into 3 littoral languages. (Albanian, Greek and Macedonian).
- Final editing of all language versions based on comments received.

Phase 2 – Design, layout and preparation of final products

- Preparation of options for design and layout of info material, poster, interactive CD and info-pack cover design.
- Presentation of at least three options to UNDP for consideration and approval.
- The information pack shall contain a ‘one sheet’ table of content providing the list of the various information material contained in the pack.
- Preparation of ‘editable’ final electronic copies (in 4 languages) for submission containing
 - a) The Prespa information sheets and ‘packaging design’.
 - b) The posters on 5 thematic issues
 - c) The interactive web-friendly CD on Prespa values and issues

Deliverables and payment schedule

Tentative schedule and payment conditions for the above-mentioned deliverables are given as follows:

| Deliverable | Schedule | Payment |
|--|-------------------|----------------|
| Phase 1: Preparation of content | | |
| Submission of outline/structure/ format of presentation of the info material to UNDP for approval. | 8 Sept 2008 | - |
| Submission of the complete first draft of “Prespa Awareness Pack” to UNDP for approval based | 20 September 2008 | 60% |

| | | |
|--|-------------------|-----|
| requirements within ToR and agreement on content. | | |
| Submission of edited material (content) based on comments received | 30 September 2008 | - |
| | | |
| Phase 2: Design, layout and final products | | |
| Submission and approval by UNDP of all finalised deliverables and associated "high quality" images/illustrations etc in electronic format. | 15 October 2008 | 40% |

Terms and Conditions

- In discussion with UNDP, the company may propose to merge some of the thematic material proposed above or propose additional thematic issues for consideration.
- The information presented will have to be scientifically sound yet presented in language and illustrations simple enough for the comprehension of the general public.
- Upon UNDP's approval of the content of the information material, the company will proceed with the design and layout. The company will take into consideration the tri-lateral nature of this UNDP-GEF project and the design and layout will adhere to UNDP policies in relation to transboundary initiatives. The company shall obtain final approval from UNDP with regard to the design and layout of the information material.
- All information material shall maintain a consistent structure and format in order to be identified as being part of the same series.
- Each information sheet (on the relevant thematic issue) shall be no longer than 4 pages in length with maximum 3 pages of text (Paper size: A4; Font type/size: Arial/10) and the remaining space filled with graphics and illustrations. The company shall include simple charts/table/maps and an attractive selection of photographs.
- All content of the information pack should be made available to UNDP electronically in agreed professional 'print quality' standards. This includes high-resolution photographs and charts etc. UNDP will provide appropriate acknowledgements for usage of the relevant photographs.
- The company will not take responsibility for the printing of the information material.
- Travel: It is not expected that this assignment would require any field work but the company may choose to travel to the site to consult with project staff and key stakeholders (if required) for the preparation of the information material. Please include this cost in the budget breakdown.
- Reporting: The company will report directly to the International Transboundary Advisor (ITA) of the UNDP-GEF Prespa Project. The ITA will coordinate the compilation of the comments where required and submit them to the contractor in accordance with the time schedules below.

- Language: It is anticipated that four sets of the outputs be produced- the first in English and the remaining three in each of the 3 different littoral languages.
- Payments and milestones: See above section under deliverables.

Required expertise and experience Pls. fine-tune this part in way that will serve as evaluation criteria

The company shall have:

- Multi-disciplinary technical expertise relevant to this assignment (e.g. ecosystem management, biodiversity conservation, communications etc.).
- Track record of similar successfully completed assignments (at least 2) preferably at the international level. Similar work in the Balkans is an asset.
- Team members shall possess an excellent command of oral and written English language skills