

**REQUEST FOR QUOTATION (RFQ)**

Date: 10 April 2014

Dear Sir/Madam,

**Subject:** Request for Quotation for services: “Development of a brand, media conception and presentation of "Pearl necklace of Baikal" (Baikal protected areas association) in Russian and English”

**Project:** 00078317, Integrated Natural Resource Management in the Baikal Basin Transboundary Ecosystem

**Case reference:** RFQ GPSO 2014-072 (IWC-78317)

1. The United Nations Office for Project Services (hereinafter “UNOPS”) is pleased to invite you to submit a quotation for supply of the services described in Annex I to this Request for Quotation.
2. We would appreciate receiving your quotation on or before **20 April 2014 10:00 A.M. Irkutsk time** via e-mail [DmitriP@unops.org](mailto:DmitriP@unops.org) (it must not exceed 8MB) or fax +73012338030 to the attention of **Dmitry Popov**. Please specify above project and reference number on your quotation.
3. Any requests for clarification should be referred to:  
Contact Person: Dmitry Popov  
Office: UNOPS  
Address: Room: 13,  
8, Sakhyanovoy Str.,  
670047, Buryatia, The Russian Federation  
  
Telephone: +7 3012 415759  
Fax +7 3012 338030  
E-Mail: [DmitriP@unops.org](mailto:DmitriP@unops.org)
4. Your quotation shall include the following:

**It is recommended to use application form here (pages 3-6):**  
[http://baikal.iwlearn.org/en/tenders/how-to/application-form/at\\_download/file](http://baikal.iwlearn.org/en/tenders/how-to/application-form/at_download/file)

- Brief approach and methodology as well as CV(s) of proposed staff/personnel in response to the Terms of Reference as per Annex I.
- Fixed overall quotation in a single currency (see Annex II) with the following structure:

Name(s) of consultant(s)  
Number of working days and daily fee  
Daily subsistence allowance  
Number of international travels and cost  
Number of local travels and costs  
Other costs

## TOTAL

- Completed Previous Experience Form (see Annex III)
5. UNOPS evaluates the quotations based on best value, i.e. best quality and cost-effectiveness of the proposed offers. The following aspects will be considered for the evaluation:
    - (a) Suitability of the approach and methodology including firm's capacity to undertake the services
    - (b) Qualifications and suitability of the staff/personnel proposed for the assignment including their previous experience with same type of assignment
    - (c) Cost-effectiveness of price quotation
  6. A contract may be awarded to the bidder having submitted the quotation representing the best value for UNOPS. However, UNOPS reserves the right to accept or reject any quotation, and to cancel the process and reject all quotations, at any time prior to the award of contract, without thereby incurring any liability to the Bidders or any obligation to inform the Bidders of the grounds for such action.
  7. UNOPS reserves the right to make multiple arrangements for any item or items.
  8. In the event of a Contract the UNOPS General Conditions will apply. The conditions are available at <http://www.unops.org/english/whatweneed/Pages/Guidelinesforsuppliers.aspx> under "UNOPS general conditions of contract": UNOPS Conditions of Services - For contracts of a value of less than USD 50,000. (Annex IV)
  9. **Supplier eligibility.** Suppliers shall not be eligible to submit an offer and to be awarded a contract when at the time of bid submission:
    - (a) Suppliers are already suspended by UNOPS, or,
    - (b) Supplier's names are mentioned in the UN 1267 list of Terrorists issued by the Security Council resolution 1267, which establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban, or,
    - (c) Suppliers are suspended by the UN Procurement Division (UN/PD), or,
    - (d) Suppliers have been declared ineligible by the World Bank.

Furthermore, as a condition of doing business with UNOPS it is necessary that suppliers, their subsidiaries, agents, intermediaries and principals cooperate with the Office of Internal Oversight Services (OIOS) of the United Nations, UNOPS Internal Audit and Investigations Group (IAIG) as well as with other investigations authorized by the Executive Director and with the UNOPS Ethics Officer (during preliminary reviews in line with UNOPS whistle blower policy) as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives, agents and assignees of the supplier; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNOPS to repudiate and terminate the contract, and to debar and remove the supplier from UNOPS's list of registered suppliers.

**10. Information regarding Bid Protest can be found at:**

<http://www.unops.org/english/whatwedo/services/procurement/Pages/Procurementpolicies.aspx>

11. UNOPS strongly encourages all Bidders to subscribe to the Tender Alert Service available on the United Nations Global Market Place ([www.ungm.org](http://www.ungm.org)). This will allow Bidders to be notified automatically of all UNOPS business opportunities for the products and services for which they have registered. Instructions on how to subscribe to the Tender Alert Service can be found in the UNGM Interactive Guide for Suppliers.

12. UNOPS will effect payment within 30 days after receipt of original payment documentation.

We look forward to receiving your quotation.

Yours sincerely,

Sergey Kudelya

Project Manager

GPSO/IWC

UNOPS

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8, Sakhyanovoy Str.,

670047, Buryatia, The Russian Federation

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## ANNEX I - TERMS OF REFERENCE

### **Terms of Reference (TOR) for Local Service Contract Development of a brand, media conception and presentation of "Pearl necklace of Baikal" (Baikal protected areas association) in Russian and English**

<b>Location:</b>	The Russian Federation
<b>Application Deadline:</b>	20-Apr-2014
<b>Type of Contract:</b>	Service Contract
<b>Post Level:</b>	Local
<b>Languages Required:</b>	English, Russian
<b>Starting Date:</b> (date when the selected candidate is expected to start):	01-May-2014
<b>Duration of Initial Contract:</b>	01 May 2014 - 30 Nov 2014
<b>Expected Duration of Assignment:</b>	7 months

#### **Background:**

The project's objective is to spearhead integrated natural resource management of Baikal Lake Basin and Hövsgöl Lake ensuring ecosystem resilience, reduced water quality threats in the context of sustainable economic development. The project has three primary components: elaborating a strategic policy and planning framework; strengthening institutional capacity for IWRM; and demonstrating water quality and biodiversity mainstreaming practice, including groundwater monitoring and protection.

This project builds upon a solid, decades-old baseline of bilateral cooperation between Russia and Mongolia on the transboundary waters of the Selenga River and by extension the Baikal Basin itself. To date, international support for environmental conservation and management in the Baikal Basin has not been transboundary in orientation; little support has been provided the two countries in strengthening their transboundary cooperation to manage sustainably the globally significant environmental benefits represented by the incomparable Lake Baikal and its transboundary Basin, at the top of which lies Mongolia's aquatic jewel, Lake Hovsgol. In addition to this solid baseline of transboundary cooperation are two rapidly growing economic baselines in mining and tourism, with mining being the biggest and fastest growing economic activity in the Baikal Basin and tourism a smaller but also rapidly growing sector in both the Russian and Mongolian portions of the Baikal Basin. Both of these sectors hold much promise in becoming better stewards of the Baikal Basin's aquatic ecosystems. In the absence of a GEF investment, these barriers are likely to continue hampering an effective transboundary response to the critical threats that are already impacting the ecosystem health and resilience of the Baikal Basin.

Successful implementation of a regional project like "Integrated Natural Resource Management in the Baikal Basin Transboundary Ecosystem", to a large degree depends on effective implementation and ownership of project-inspired work at the national and local levels. .

#### **Justification of consultancy:**

Baikalsky, Baikalo-Lensky and Barguzinsky protected areas (PA) in Russia's Baikal Basin are receiving large investment from the government for tourism development. This PA will receive

over \$13 million from the MNRE in 2011-2013 for tourism development. In addition a regional Baikal investment programme has been developed with a large tourism development component focused on Buryatia.

This output will provide incremental assistance in shaping investments to maximize the mainstreaming of biodiversity and ecosystem health objectives and practices into tourism development. Biodiversity-compatible tourism plans has to be developed and adopted. Russian plans will be designed specifically to inform decision-making. Project resources will also support the development of model public-private contracts for these PA to use that incorporate these clear principles and requirements for “eco-tourism” at the planning and operational stages of tourism enterprises. The "Baikal Special Economic Zone of Tourism and Recreation" regulation and plan will be served as the entry point for mainstreaming activities under this output. Practical guidelines and principles appropriate to the Baikal context will be promulgated. PA staff, tourism operators and tourism policy makers will be trained as part of the pilot.

Each park and protected area needs a plan that describes how tourism and associated development will be managed. The plan represents the desired future state or condition of the protected area and the most efficient and equitable path to that future. Such a plan details the specific goals and objectives mandated for the area in its founding legislation, decree or government policy, describes the objectives for tourism development, and specifies the management actions, budgeting, financing and park zoning needed to achieve those goals. In a sense, park plans for managing tourism attempt to maximize the benefits of tourism while minimizing its costs. Tourism policies are an important component of the overall document, sometimes called a management plan.

It is important in designing a planning process to adopt a procedure that is understandable, defensible, where decisions can be traced and where the value judgments inherent in protected area planning are made explicit. Most of all, it is essential that all stakeholders are appropriately involved in the process. Making management decisions about tourism in protected areas is not easy; it involves not only protected area managers but also affected citizens, including the local public, visitors, private operators and scientists. To ensure that each group can contribute its different type of knowledge to decision making, it is essential to establish a public involvement programme, which may be modest or comprehensive, depending upon the needs.

### **Development objective:**

The Russian government places a priority on the development of tourism in the Russian part of the Baikal basin, focusing on the tourism development potential of Baikal protected areas. Within the framework of the Federal Target Program "Protection of Lake Baikal and the socio-economic development of the Baikal natural territory" one of the objectives of protected areas is to create conditions for the controlled recreation and eco-tourism, namely: enhancement of the recreational potential of protected areas.

In the times of USSR the following reserves and national parks on the Baikal territory were created:

- Baikal State Natural Biospheric Reserve (Kabansky, Selenginsky, Dzhidinsky, Mukhorshibirsky districts, Buryatia)
- Barguzinsky State Natural Reserve (Severobaikalsky district, Buryatia)

- Baikal-Lena State Natural Reserve (Kachugsky and Olkhonskii districts, Irkutsk Region)
- Dzherginsky State Natural Reserve (Kurumkansky district, Buryatia)
- Sokhondinsky State Natural Reserve (Krasnochikoisky, Kirinsky, Uletovsky districts, Zabaikalsky krai)
- Zabaikalsky National Park (Barguzinsky district, Buryatia)
- Pribaikalsky National Park (Olkhonsky, Irkutsky, Slyudyansky districts, Irkutsk region)
- Tunkinsky National Park (Tunkinsky district, Buryatia)

These Special Protected Natural Areas (SPNA) form so called “PEARL NECKLACE OF BAIKAL”

The aim of this work is to demonstrate the Baikal nature reserves and national parks for eco-tourists in the Russian and English languages. Natural objects of unique flora and fauna and landscapes will be shown. Particular focus will be on ecological trails, enabling contact with nature in its purest form.

#### **Immediate objective(s):**

The purpose of this work, which is carried out under Output 3.4.”Baikal Information Center, with NGO Forum and Business and Industry Partnerships”, is development of a media conception and presentation of "Pearl necklace of Baikal" in Russian and English.

#### **Specific Deliverables:**

A number of international and domestic projects, implemented in Baikal region in the past decade, contributed to the promotion of idea of ecologically responsible tourism. One of such projects is “Big Baikal Trail”, whose main objective is to create conditions and mechanisms to ensure sustainable, environmentally oriented tourism

Big Baikal Trail (BBT) – is a system of trails with a total length of about 2000 km, unifying set of tourist sites and visiting service, providing convenient and safe movement of tourists along the coast of Lake Baikal. In a narrow sense, BBT - is a combination of elements of the natural environment and biodiversity with components of tourist service (based on the principles of Baikal nature safety). Broadly speaking, BBT – is an environmental strategy and economic tactics of Lake Baikal tourist development.

Within a framework of this work, the following actions are supposed to be implemented: expedition across all reserves and national parks, photo and video filming of main touristic routes and eco-trails, interview with Protected areas employees and key scientific researchers of Baikal region.

Additionally, a special edition of the magazine will be prepared, containing a description of all Baikal PAs and the structure of eco-routes. The film becomes a full application to the magazine. Both the film and the magazine will be released in the English and Russian languages.

The service is expected to deliver the following results:

- Media concept of association of Baikal protected areas has been developed.

- Documentary concept (explication, synopsis and production schedule) “Pearl necklace of Baikal” is developed. The concept should contain presentations of each protected area of the Baikal territory. The endorsement for Documentary concept has been received from the Project Management Unit (PMU).
- Documentary “Pearl necklace of Baikal” is produced in HD format in English and Russian. The disc cover has been designed and approved by PMU.
- About 5 minutes video presentation for each Baikal protected area in English and Russian has been created.
- The design of web site has been developed and approved by PMU.
- One web page presentation (video, photo and text) for each Baikal protected area in English and Russian has been prepared.
- The static web site presented “Pearl necklace of Baikal” has been launched in Russian and English.

### **Expected Outputs, reports and related logistics:**

The service is expected to deliver the following results:

- Detailed calendar plan for activities to be carried out within the framework of the consultancy within at the end of first 15 days.
- Media and documentary concept of “Pearl necklace of Baikal”
- Documentary motion report, off-screen commentary and post-production report.
- Developed web site source code and materials.
- Final report.
- MP4 copies of documentary and protected areas video presentations in HD format in English and Russian.
- Multimedia materials made within the framework of the consultancy (photo of motion sites, production process and etc.)

Payment will be made in 3 installments based on the acceptance of the required deliverables by the Project Manager as specified below:

- **20% payment** as a first installment upon the submission of a) detailed calendar plan for activities to be carried out within the framework of the consultancy;
- **40% payment** upon submission of media and documentary concept, not later than 30 June 2014;
- **20% payment** upon receiving the a) approved by PMU off-screen commentary a) post-production report, not later than 30 Sept 2014.
- **20% payment** upon receiving a) final report b) MP4 copies of the documentary and protected areas video presentations c) the developed web site source code and materials, not later than 30 Nov 2014.

**Приблизительный перевод  
(английский текст имеет преимущественное значение)**

**Обоснование:**

Российское правительство придает приоритет развитию туризма в российской части байкальского бассейна, сделав упор на потенциале развития туризма внутри и вокруг байкальских особо охраняемых природных территорий (ООПТ). В рамках выполнения Федеральной целевой программы «Охрана озера Байкал и социально-экономическое развитие Байкальской природной территории» одной из задач ООПТ является создание условий для регулируемого отдыха и экологического туризма, а именно: повышение эффективности использования рекреационного потенциала ООПТ.

На территории самого Байкала еще во времена СССР были созданы следующие заповедники и национальные парки:

- Байкальский государственный природный биосферный заповедник (Кабанский, Селенгинский, Джидинский, Мухоршибирский районы, Республика Бурятия)
- Баргузинский государственный природный заповедник – (Северобайкальский район, Республика Бурятия)
- Государственный природный заповедник Байкало-Ленский (Качугский и Ольхонский районы, Иркутская область)
- Джергинский государственный природный заповедник - (Курумканский район, Республика Бурятия)
- Сохондинский природный биосферный заповедник (Красночикойский, Киринский, Улетовский районы, Забайкальский край)
- Забайкальский национальный парк, Баргузинский район, Республика Бурятия)
- Прибайкальский национальный парк (Ольхонский, Иркутский, Слюдянский районы, Иркутская область)
- Тункинский национальный парк (Тункинский район, Республика Бурятия)

Данные ООПТ образуют “ЗАПОВЕДНОЕ ОЖЕРЕЛЬЕ БАЙКАЛА”.

Целью проекта является демонстрация байкальских заповедников и национальных парков с точки зрения эко-туриста на русском и английском языках. Будут показаны объекты уникальной флоры и фауны, особенности природных ландшафтов. Особый акцент будет сделан на экологические тропы, дающие возможность прикоснуться к природе в ее первозданном виде.

Цель данной работы, которая является частью компонента Проекта 3.4. "Байкальский информационный центр, с форумом НКО для партнерства бизнеса и промышленности", является развитие медиа-концепции и представления "Жемчужного ожерелья Байкала" на русском и английском языках.

**Ожидаемые результаты:**

Продвижению идеи экологически ответственного туризма способствовали различные отечественные и международные проекты, реализованные в Байкальском регионе за



последние 10 лет. Одним из таких проектов является проект «Большая Байкальская тропа» (ББТ), основная цель которого заключается в создании условий и механизмов обеспечения развития устойчивого, экологически ориентированного туризма.

Большая Байкальская тропа - это система троп общей протяженностью около 2000 км, объединяющая набор туристских объектов посещения и сервиса и обеспечивающая удобное безопасное передвижение туриста по побережью Байкала. В узком смысле, ББТ - это включение элементов природной среды и биоразнообразия в компоненты туристского предложения на принципах безопасности для природы Байкала и для путешественников. В широком понимании, ББТ - это экологическая стратегия и экономическая тактика туристского освоения озера Байкал.

В рамках реализации проекта будет осуществлена экспедиция по всем заповедникам и национальным паркам, выполнены фото и видеосъемки основных туристических маршрутов и эко-троп, взяты интервью у сотрудников ООПТ и у ведущих научных работников Байкальского региона.

Кроме этого будет подготовлен специальный выпуск журнала, который будет содержать описание всех байкальских ООПТ и структуру эко-маршрутов, проложенных на них. Фильм станет полноценным приложением к журналу. И фильм и журнал будут выпущены на русском и английском языках.

### **Конкретные результаты:**

Следующие результаты ожидаются в результате выполнения данной работы:

- Разработка медиа-концепции сообщества Байкальских ООПТ;
- Разработка концепции документального фильма «Жемчужное ожерелье Байкала» (экспликация, синопсис и график производства). Концепция должна содержать презентации каждой охраняемой территории в пределах территории Байкала. Концепция документального фильма должна быть одобрена БУП (бюро управления проектом).
- Документальный фильм «Жемчужное ожерелье Байкала» должен быть выпущен в HD формате на английском и русском языке. Дизайн обложки диска должен быть разработан и одобрен БУП.
- Видео-презентация (~5 мин) для каждой ООПТ на русском и английском языках
- Дизайн веб-сайта должен быть разработан и одобрен РМУ;
- Веб-страницы, содержащие видео, фотоматериалы и текст, посвященные каждому ООПТ;
- Статичный веб-сайт, представляющий «Жемчужное ожерелье Байкала» должен быть запущен на русском и английском языках.

### **Ожидаемые результаты и отчеты:**

- Детальный календарный план работ, которые должны быть выполнены в рамках данной работы (не позднее 15 дней после заключения контракта)
- Медиа-концепция и концепция документального фильма «Жемчужное ожерелье Байкала»
- Отчет о ходе производства фильма, закадровый текст и отчет о монтаже фильма
- Разработанный исходный код сайта и материалы

- Финальный отчет
- mp4 копии документального фильма и видео-презентаций о каждом ООПТ в HD формате, на русском и английском языках.
- Мультимедиа материалы, подготовленные в ходе реализации работ (фото процесса съемки и т.п.)

Платеж будет осуществлен 4 частями, на основе принятия Руководителем Проекта отчетов в соответствии с графиком:

- 20% платеж на основе принятия а) детальный календарный план работ, выполняемых по данному контракту
- 40% платеж по предоставлению концепции фильма и медиа-отчета, не позднее 30 июня 2014
- 20% платеж – по предоставлению а) закадровых комментариев, одобренных БУП; б) отчет о монтаже фильма, не позднее 30 сентября 2014.
- 20% платежа на основе приемки: а) финального отчета; б) mp4 копий документального фильма и видео-презентаций ООПТ; в) исходный код разработанного веб-сайта и материалы, не позднее 30 ноября 2014.

**ANNEX II. FINANCIAL OFFER**

Name(s) of consultant(s) (a)	Number of working days (b)	Daily fee (c)	Daily subsistence allowance (d)	Total (e)=(b)x((c)+(d))
<b>Subtotal:</b>				

International/National travels (a)	Quantity (b)	Cost (c)	Currency (d)	Total (e)=(b)x(c)
<b>Subtotal:</b>				

Other Costs (description)	Cost
<b>Subtotal:</b>	

GRAND TOTAL: (Sum of 3 tables)

**ANNEX III: PREVIOUS EXPERIENCE FORM**

<b>Previous Experience</b>				
<b>Description of services/goods/works/</b>	<b>Country</b>	<b>Total amount of contract</b>	<b>Contract Identification and Title and Contact details of Client: (Name, Address, telephone, email, fax)</b>	<b>Year project was undertaken</b>

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **ANNEX IV - UNOPS CONDITIONS OF SERVICES**

**1-Contractor's Status** In all matters relating to this Contract, the Contractor shall be acting as an independent contractor. Neither the Contractor nor its employees are the employees of UNOPS. The Contractor assumes all liabilities or obligations imposed by any law or regulation with respect to such employees. The Contractor shall not have the authority to create any obligation on behalf of UNOPS and shall not represent itself as an agent, employee or in any other capacity of UNOPS. The Contractor shall be responsible for the professional and technical competence of its employees, who shall be expected to respect local customs and conform to a high standard of moral and ethical conduct.

**2-Damage to Persons and Property** The Contractor shall indemnify and hold harmless UNOPS, its officers, agents, employees and servants from and against all suits, claims, demands, proceedings, and liability of any nature or kind, including costs and expenses, for injuries or damages to any person or any property whatsoever which may arise out of or in consequence of acts or omissions of the Contractor or its agents, employees, servants or subcontractors in the execution of this Contract.

**3-Intellectual Property Rights** All intellectual property and other proprietary rights, including but not limited to patents, copyrights and trademarks, in all countries, with regard to maps, drawings, photographs, mosaics, plans, manuscripts, records, reports, recommendations, estimates, documents and other materials, except pre-existing materials, publicly or privately owned, collected or prepared as a consequence of or in the course of the performance of this Contract, shall become the sole property of UNOPS. The Contractor shall hold harmless and fully indemnify UNOPS from and against all claims and proceedings for infringement of any patent rights, design trademark or name or other protected rights resulting from Contractor's performance.

**4-Confidentiality** All maps, drawings, plans, reports, documents and all other data compiled by or received by the Contractor under the Contract shall be the property of UNOPS, shall be treated as confidential and shall be delivered only to the duly authorized representative of UNOPS upon completion of the Services.

**5-Advertising** The Contractor shall not advertise or otherwise make public the fact that it is performing, or has performed services for UNOPS or use the name, emblem or official seal of UNOPS or the United Nations or any abbreviation of the name of UNOPS or the United Nations for advertising purposes or any other purposes.

**6-Modifications** Any modification or change to this Contract shall require an amendment in writing between both parties duly signed by the authorized representatives of the Contractor and UNOPS.

**7-Sub-contracting and Assignment of Contract** The Contractor shall not sub-contract the Services or otherwise assign, transfer, pledge or make other disposition of this Contract or any part thereof or of any of the Contractor's rights, claims or obligations under this Contract.

**8-Termination** UNOPS may terminate this Contract for cause or convenience in the interest of the UNOPS upon not less than fourteen (14) days written notice to the Contractor. Upon termination of this Contract, the Contractor shall take immediate steps to terminate his performance of the Contract in a prompt and orderly manner and to reduce losses and to keep further expenditures to a minimum. Unless such termination has been occasioned by the Contractor's breach of this Contract, the Contractor shall be entitled to be paid for the part of the Services satisfactorily completed as of the date of termination, plus substantiated costs resulting from commitments entered into prior to the date of termination as well as any reasonable substantiated direct costs incurred by the Contractor as a result of the termination, but shall not be entitled to receive any other or further payment or damages.

**9-Privileges and Immunities** Nothing in or relating to this Contract shall be deemed a waiver of any of the privileges and immunities of the United Nations of which the UNOPS is an integral part.

**10-Settlement of Disputes** Any controversy or claim arising out of or in connection with provision of this Contract or any breach thereof, shall, unless resolved through direct negotiation, be settled in accordance with the UNCITRAL Arbitration Rules then in force. UNOPS and the Contractor shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy or claim.