

TERMS OF REFERENCE

Position:	International expert on the analysis of successful practices for the development of ecotourism in Kazakhstan
Project name and number:	The Biodiversity Finance Initiative (BIOFIN), 00108641\00113227
Contract type:	Individual Contract (IC)
Duty station:	Home-based, with 2 trips to Kazakhstan (Nur-Sultan)
Duration:	40 days within 12 months after IC signing

PROJECT DESCRIPTION:

The 2nd phase of “Biodiversity Finance Initiative - BIOFIN” Project (the BIOFIN) is implemented by the United Nations Development Programme with financial support from the Government of Germany and the Government of Switzerland. The BIOFIN supports countries with a methodology that provides innovative steps to measure current biodiversity expenditures, assess financial needs, identify the most suitable finance solutions and provides guidance on how to implement these solutions to achieve their national biodiversity target. The 2nd phase of the BIOFIN in Kazakhstan will be built on the lessons learned from the 1st phase and will aim to test six finance solutions: (1) subsidizing game breeding, (2) creating tax incentives for the development of ecotourism, (3) capacity building of protected areas to improve financing, (4) biodiversity offsets, (5) carbon offsetting through an internal emission trading system (ETS) and (6) attracting foreign investment to implement projects to absorb greenhouse gases by forest ecosystems.

Implementation of new finance solutions will be based on changing existing and preparing new legal standards, testing, studying the experience of other countries, approaches, building capacity of industry experts, providing extensive information on the problems and possibilities of biodiversity financing. The BIOFIN also aims to promote gender equality and the empowerment of women as a result of introducing new finance solutions, as far as it is relevant and possible within the framework of the project.

The world is paying increasing attention to the development of the ecotourism sector and the implementation of support policies with the expectation that this will contribute to economic growth, employment and higher incomes. In particular, in many developing countries, supportive policies include tax incentive schemes aimed at stimulating private investment in the tourism sector. In Kazakhstan, tourism is one of the fastest growing sectors of the economy of Kazakhstan. The quantum index (QI) and gross value added (GVA) created in the tourism industry over the past three years have ranged from 8.9% to 18.2%, year-on-year. From 2003 to 2016, the GVA created in the tourism industry grew 6.5 times - from 296.3 billion KZT to 1 932.3 billion KZT. At the same time, the share of tourism in the country's GDP is insignificant - about 4%.

Over the past five years, there has been a significant increase in interest in the Kazakhstani recreational resources from foreign tourists. Thus, the share of inbound tourism has significantly increased in the volume of recreational services. If in 2012 the share of expenses incurred by non-resident tourists of the Republic of Kazakhstan for sports and recreational services amounted to only 37%, then by 2016 the amount of expenses increased 3.15 times, making up to 63% of the total consumption of sports and recreational services by tourists and sightseers. In general, based on the statistics on the consumption of recreational and sports services by tourists, it can be concluded that the demand for these types of services by tourists, although insignificant across the economy, is growing steadily (over the past four years - almost by 5% per year), which creates a favorable environment for the development of ecotourism.

At the same time, the activities of tourism enterprises are regulated by the Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II “On Touristic Activity in the Republic of Kazakhstan”. Moreover, despite the allocation of ecological tourism as a type of tourism activity, there is no definition of ecological tourism in the current Kazakhstani legislation.

To develop and further promote ecotourism in Kazakhstan, within the BIOFIN in 2017, several proposals were prepared on tax incentives for the development of ecotourism. The purpose of the mechanism is the provision of tax benefits (reduction of the tax base) to individual entrepreneurs and legal entities engaged in the development of ecological tourism, whose expenses on the development of ecotourism (according to separate accounting) being 70% and more of total costs will be subject to preferential taxation, depending on the form of the enterprise. This mechanism is conceptually supported by stakeholders and requires further detailed justification to be submitted to the Committee of the Tourism Industry of the Ministry of Culture and Sport of the Republic of Kazakhstan and the Ministry of Finance of the Republic of Kazakhstan.

The **relevance** of the work lies in the fact that ecological tourism is a promising and rapidly developing sector of economy; however, for further development and promotion in Kazakhstan, it is necessary to study and implement international successful practices for the implementation of plans for the development of ecotourism, including ecotourism certification system.

In this regard, the **aim** of this work is to analyze successful international practices of development of ecotourism and ecotourism certification systems, as well as select the best applicable of them in the realities of Kazakhstan.

To carry out works on introducing tax incentives for the development of ecotourism, in addition to an international expert on the analysis of successful ecotourism development practices, it is planned to attract 2 national experts - on ecotourism (1) and legislative support for introducing tax incentives for the development of ecotourism (1).

STAKEHOLDERS AND BENEFICIARIES:

The main beneficiaries of the work are the Committee of the Tourism Industry of the Ministry of Culture and Sport of the Republic of Kazakhstan and the Forestry and Wildlife Committee of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan, JSC "NC" Kazakh Tourism", Kazakhstan Tourist Association.

SCOPE OF WORK:

- 1) Studying the market and the situation of ecotourism in Kazakhstan, assessing the status of the development of ecotourism in the country;
- 2) Holding inception meeting with the expert group and stakeholders (the authorized body in the field of tourism, Forestry and Wildlife Committee of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan, JSC "NC" Kazakh Tourism", Kazakhstan Tourist Association and others);
- 3) Studying the development and promotion of ecotourism in other countries, identifying successful practices. Developing recommendations and justified proposals for the development and improvement of ecotourism in Kazakhstan;
- 4) Preparing an analysis of the best international practices of ecotourism certification, a detailed examination of the ways of their implementation, the consistency with the country's policies / legislation, compliance principles and criteria for obtaining the certificate, and other important implementation aspects;
- 5) Selecting the most appropriate ecotourism certification system for Kazakhstan, considering the development specifics of this sphere and the legislative framework, for subsequent implementation in the country. Developing recommendations for its implementation in the country;
- 6) Developing guidelines for a certification system in the field of ecotourism in Kazakhstan;
- 7) Providing support to the expert team on the development of ecotourism and the certification system on an ongoing basis;
- 8) Presenting work results to a wide range of stakeholders. Preparing presentation materials.

EXPECTED RESULTS AND PAYMENT TERMS:

No	Deliverables	Duration	Completion date	Required approvals	Payment in %, upon performance of the Deliverable
1.	A report on successful international ecotourism practices with recommendations and justified proposals for development and improvement of ecotourism in Kazakhstan prepared. Completion form - thematic report	10 days	October 2019	Project Manager and Project Expert on finance solutions implementation	10%
2.	Inception meeting held with the expert group and stakeholders (the authorized body in the field of tourism, Forestry and Wildlife Committee of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan, JSC “NC” Kazakh Tourism”, Kazakhstan Tourist Association and others) in Nur Sultan. Completion form - progress report	2 days			10%
3.	Analysis on best international practices of ecotourism certification with a detailed examination of the ways of their implementation, consistency with the country's policies/legislation, compliance principles and criteria for obtaining the certificate, and other important implementation aspects prepared. Completion form - thematic Report	15 days	March 2020		40%
	Recommendations on implementation of ecotourism certification system for Kazakhstan developed. Completion form - report with recommendations				
4.	Guidelines on implementation of	12 days			

	ecotourism certification for use by Kazakhstani companies, taking into account the requirements and comments from government bodies developed. Completion form – the guidelines				30%
5.	Guidelines and recommendations on implementation of certification system presented at the Workshop for the authorized bodies and other stakeholders in Nur Sultan. Completion form - progress report	1 day	May-August 2020	Project Manager and Project Expert on finance solutions implementation	10%

INSTITUTIONAL ARRANGEMENT (ACCOUNTABILITY AND INTERACTION):

- In the course of his\her work, the engaged expert is accountable to the UNDP Biodiversity Project Manager and project expert on finance solutions implementation. All actions related to the performance of this work must be coordinated with these specified persons;
- Reports and materials performed are to be submitted in accordance with the deadlines indicated in the Section “Expected Results” above, addressed to the Project Manager for comments and approval. The presented results are agreed in accordance with the expected results indicated in this ToR within 3 working days by e-mail;
- Upon the completion of the Individual Contract and performance of the works, the engaged expert will participate in the thematic workshops, discussions and meetings as necessary;
- The engaged expert ensures timely and rational planning, execution of activities and achievement of results in accordance with this ToR;
- The engaged expert provides consultations for the project team throughout the contract period via working meetings, online conferences;
- The engaged expert does not have the right to distribute, transmit data, materials, reports collected\prepared as part of this ToR without the permission of UNDP;
- Reports and materials should be submitted in English electronically in the format adopted by UNDP Projects (font used: Times New Roman 12);
- The engaged expert is responsible for the accuracy of the presented calculations and data within the framework of this ToR. Therefore, in the course of work, the engaged expert must meet and interact through the official requests, working meetings with all target groups, on which the results of the works depend.

NOTE: Upon termination of the Individual Contract, UNDP will receive all direct and related copyrights for the use of all materials that will be prepared under this Term of Reference and Individual Contract.

DURATION OF THE WORK:

- The total duration of work is 40 days. The expected date of full completion is August 2020;
- In case of poor quality of work of the engaged expert, UNDP reserves the right to terminate the individual contract unilaterally. Therefore, the works must be done efficiently and in a timely manner, in accordance with the requirements of the Individual Contract.

DUTY STATION: home-based. There are planned 2 trips to Nur-Sultan, Kazakhstan, where: duration of the 1st trip is 2 days, of the 2d trip - 1 day.

MINIMUM QUALIFICATIONS TO THE SUCCESSFUL CONTRACTOR:

- University degree in economics and/or environmental and/or social field;
- International experience in environmental tourism development, as a minimum 5 years;
- Knowledge of ecotourism certification systems;
- Work experience in projects implemented in Central Asian countries will be an asset;
- Expertise with preparation of analytical reports;
- Fluent English. Knowledge of Russian will be an asset.

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS:

The financial proposal in USD shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. The financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Payment will be made in installments after the submission of the required reports by each deliverable (as given in the Scope of Works), upon approval and signing certification of payment by the Project Manager of Biodiversity Projects Portfolio.

RECOMMENDED PRESENTATION OF PROPOSAL:

The following documents to be attached to the Offer and e-mailed not later **5PM (Nur-Sultan time) of 29 August 2019** to procurement.kz@undp.org with indication of **Ref.2019-026** in the e-mail subject:

- a) Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP; Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided;
- b) Detailed personal CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate;
- c) Brief description of why the individual considers him/herself as the most suitable for the assignment;
- d) Other documents certifying the work experience, expertise and skills (qualification improvement certificates\diplomas, awards, etc. with total size no more than 5 Mb)

CRITERIA FOR SELECTION OF THE BEST OFFER

1) Only short-listed candidates will be considered for the technical evaluation. The short-listing (screening and desk-review) will be based on completeness of provided documents and minimum work experience (as a minimum 5 years of international experience in ecotourism development).

2) Shortlisted candidates will be then evaluated based using *cumulative analysis approach* - the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

a) *Responsive/compliant/acceptable, and*

b) *Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation:*

* *Technical Criteria weight: 70%*

* *Financial Criteria weight: 30%*

2.1 At technical evaluation, the shortlisted candidates will be assessed and scored against the following evaluation criteria:

Criteria	Weight %	Passing score	Max. score
University degree in economics and/or	30	105	150

environmental and/or technical field			
Knowledge of ecotourism certification systems	35	122,5	175
Work experience in projects implemented in Central Asian countries will be an asset	20	70	100
Fluent English. Knowledge of Russian will be an asset	15	52,5	75
Overall technical score	100	350	500

*Only candidates obtaining a minimum of 350 points (70%) on the technical evaluation would be considered for the financial evaluation.

Talgat Kerteshev

Position

UNDP Biodiversity Project Manager

Signature

Talgat Kerteshev

Date of signing

8/15/2019

Victoria Baigazina

Position

Program Associate\OIC Head of the Sustainable Development and Urbanization Unit

Signature



Date of signing

8/15/2019