

## TERMS OF REFERENCE

for the provision of Services in Development of rural and Agri-tourism as a response to global climate change in Kazakhstan

Project name and reference number:	#00117909 Assistance in Enhancement of Kazakhstan's Nationally Determined Contributions
Contract Type:	Contract for the provision of Services in the UNDP format
Duty station	Home based, with business trips
Period:	Five (5) months from the date of signing the Contract (approximately February - June 2022)

### **PROJECT DESCRIPTION:**

Like many other developing countries, Kazakhstan is currently reviewing the existing system for measuring and reporting the impacts of climate change (CC) measures (both mitigation and adaptation). Since the available resources and practical knowledge are insufficient, Kazakhstan needs a more comprehensive approach to changing and implementing the National Monitoring, Reporting and Verification System.

The main component and goal of the Project is to study the existing inventory methodologies and offer the best available methods and best practices for their further application in Kazakhstan's inventory methodologies and systems.

The project will aim to introduce a modern MRV system and incorporating adaptation measures into the NDC. It is planned to develop a roadmap of commitments, outlining the main national activities to adapt and reduce greenhouse gas emissions, and which will provide technical guidance for the government of Kazakhstan to achieve the goals of reducing greenhouse gas emissions and adaptation measures.

A series of sessions, workshops and seminars will be organized to continue UNDP's policy of making countries aware of climate vulnerability, the importance of adaptation and mitigation of CC, and to maximize the focus on climate change-related issues, within the framework of international events (AEF, Forum on Energy Saving, etc.) held in Kazakhstan and the regions.

### **THEMATIC JUSTIFICATION:**

Climate change leads to catastrophic consequences for the nature and ecosystems of Kazakhstan. Agriculture and agricultural livelihood communities are the worst hit. The regions in the north may lose up to 40% of the grain harvest, and the feed capacity of pastures in the south and center of Kazakhstan will drop up to 30%. As a result, people employed in agriculture will receive less income, thereby increasing the gap between the incomes of the urban and rural population. This social factor will lead to climate migration from the affected areas to relatively prosperous regions and cities, thereby creating the preconditions for social tension.

In this regard, it is necessary to provide for the possibility of alternative ways of earning income for residents of rural areas and remote areas. One of the possible solutions is the development of agri- and ecotourism. Agritourism or rural tourism is a tourism sector focused on the use of natural, cultural, historical and other resources of the countryside and its features to create an integrated tourism product. Tourists can lead a rural lifestyle, get acquainted with local culture and customs, and take part in traditional rural work. This type of tourism is well developed in Spain, Italy, France and Kazakhstan has all possibilities to develop it as well, including ecotourism and the growing interest in domestic tourism in the country. In a broader sense, this economic sector may create conditions for the inflow of new funds into the rural economy.

In 2020, the project conducted the first phase of research and practical application of the experience of agri- and rural tourism to develop climate change adaptation for rural residents. The project covered the territory of Akmola region. In the course of the project, the main approaches to the development of agritourism were piloted and the instruments most attractive to rural residents were identified.

In the second phase of the project, it is proposed to scale up the results to the rest of Kazakhstan (at least 4 regions of Kazakhstan), as well as to create materials and products for the development of NGOs as a resource center for promoting adaptation to climate change through agro- and rural tourism.

#### **OBJECTIVE:**

Support NGOs to promote agritourism in the regions of Kazakhstan, select villages that are potentially suitable for the development of agritourism, conduct training seminars in villages (where farms can be trained) and select pilot farms for the development of agritourism, providing them with a minimum start-up package for launching a package of agritourism products.

#### **SCOPE OF WORK:**

1. Select potential areas for the development of agritourism in 4 regions of Kazakhstan;
2. Make visits to districts in order to identify the interest of villagers to participate in agri-tourism activities (at least 4);
3. Make field trips to the selected sites to conduct training seminars for selected farms. (at least 4);
4. Prepare tourist programs together with villagers involved in agritourism activities and create tourism products to attract tourists;
5. Create a web portal on agritourism, to disseminate information about agri- and rural tourism for users: both tour operators and hosts;
6. Make one promo tour to one of the districts with the participation of bloggers, media and tour operators to popularize and promote agritourism there;
7. Prepare the final analytical report on the activities implemented.

**EXPECTED RESULTS:**

#	Tasks and outputs	Deadline	To be reviewed and approved by	Payment in %
1.	Select potential areas for the development of agritourism in 4 regions of Kazakhstan  <i>Output: List of districts (with justification for selection) and project implementation plan.</i>	2 months after contract is signed	Project manager.  Project experts	25%
2.	Make visits to districts in order to identify the interest of villagers to participate in agri-tourism activities (at least 4).  <i>Output: Monitoring visits reports. Photos for the project's photo bank</i>		Project manager.  Project experts	
3.	Make field trips to the selected sites to conduct training seminars for selected farms. (at least 4)  <i>Output: Reports on the seminars held. Photos for the project's photo bank.</i>		Project manager.  Project experts	
4.	Prepare tourist programs together with villagers involved in agritourism activities and create tourism products to attract tourists.  <i>Output: Tourist program for each site (district, village, etc.)</i>	3 months after contract is signed	Project manager.  Project experts	25%
5.	Make one promo tour to one of the districts with the participation of bloggers, media and tour operators to popularize and promote agritourism there  <i>Output: Promo tour held. Photo for the photobank. At least 15 participants took part in the tour.</i>		Project manager.  Project experts   PR expert under the project and UNDP	

6.	Create a web portal on agritourism, to disseminate information about agri- and rural tourism for users: both tour operators and hosts  <i>Output: Web portal developed and available on the Internet.</i>	5 months after contract is signed	Project manager.  Project experts   PR expert	50%
7.	Prepare the final analytical report on the activities implemented.  <i>Output: Final report with attachments submitted to the project</i>		Project manager.  Project experts  PR expert	

The Contractor hired under this Terms of reference work in close cooperation with the Project team under the guidance of a responsible person appointed from the Project:

- The Contractor shall perform tasks within the Terms of reference (including special conditions specified below) timely and with due quality;
- The Contractor shall plan activities timely and rationally, perform work and achieve results set within the Terms of reference;
- If necessary, the Contractor will hold online consultations with the Project team during the entire period of the Terms of reference;
- The Contractor is responsible for the quality of the materials prepared within the Terms of reference;

#### **INDISPENSABLE CONDITIONS:**

When carrying out all types of work that may have to be done in the performance of this assignment, the contractor must ensure the safe and legal production of the required deliverables (e.g., reports and finished products, excluding the creation of counterfeit products). It is necessary to ensure compliance with the copyright (and related rights) laws and regulations of the Republic of Kazakhstan.

All rights to products produced, including originals of documents and their copies, can be transferred to any third person by the decision of the client (NDC Project), and such transfer can be carried out directly to the third person and immediately upon completion and acceptance of all work, in accordance with this Terms of Reference.

The UNDP project reserves the right to amend the Terms of Reference (up to a maximum of 20% of the content) but ensuring no change in the general essence of the consultancy assignment and the cost of services under the Agreement.

#### **DURATION OF WORK:**

The contract will be signed for a period of 5 months (February-June 2022). All the tasks specified above shall be performed within this time period. The Project Manager and experts will provide their comments and recommendations/approvals within 1 week from the report submission dates.

**DUTY STATION:**

The tasks will be executed at the place of residence/location of the Contractor with trips to conduct seminars. The number of days in business trip shall be approved with the project team depending on the agenda of the seminar

**REQUIREMENTS FOR REPORTING AND OTHER DOCUMENTATION:**

Reports and materials shall be provided in accordance with the following requirements:

- in Russian in MS Word (2003 or later)
- according to the format adopted by UNDP projects (font used: 11 "Arial")
- the texts of reports and draft documents shall be carefully checked and edited.

**PAYMENT TERMS:**

The price offer in the national currency (tenge) shall include all company's costs with a detailed breakdown by items stipulated under the "Expected Results" section, as well as the Contractor's agreement with the conditions and requirements of the Terms of Reference. The price offer shall include all indirect and direct costs (VAT, if applicable, and other mandatory payments). The Contractor must specify if it pays the VAT or not.

The contract price shall be fixed regardless of changes in cost components in the course of work under the Terms of Reference.

Payments shall be made in tranches upon satisfactory completion of each item under the "Expected Results" section of the Terms of Reference and authorization of deliverables by the UNDP Project Manager and UNDP Programme Specialist upon submission of an act of acceptance and an invoice.

**!!! IMPORTANT Special conditions for COVID19 !!!**

**All events participated by three or more people shall be held respecting the requirement of social distancing and participants shall be provided with the necessary sanitary conditions (wet wipes, sanitisers, medical masks for all participants to be replaced at least once every 2.5 hours; airing the premises every 2.5 hours). Before each trip, each performer involved in the project shall be checked for COVID. In case of a positive test result, the performer is not allowed to participate and shall be substituted. If the substitute is not possible, the project shall stop until the situation is stabilized. Where technical conditions are available and where possible, the project implementation team seeks to hold all activities online.**

**The Contractor is committed to providing all necessary protective equipment for its employees and to comply with all WHO standards and recommendations of local authorities to carry out work during the epidemic. The service provider is responsible for ensuring that its employees involved in this Terms of Reference are properly and promptly provided with all necessary personal protective equipment in accordance with current WHO guidelines (masks, gloves, disinfectants, COVID-19 test (if necessary)) for the entire period of work on this assignment.**

**Full vaccination of project team participants is considered a great advantage.**

**QUALIFICATIONS AND WORK EXPERIENCE REQUIRED:**

The Contractor and/or experts hired under the Terms of reference shall have:

- At least 2 years of work experience in Agri- or Eco-tourism.

- Experience in implementing similar projects.
- Vehicles or a written commitment from third parties to provide transport services for the implementation of this project.

The Service Provider should have a team of experts (combined jobs are allowed) with the following specializations (with the provision of a detailed resume, diplomas and other documents confirming experience and qualifications).

**National trainer expert on agritourism;**

- Higher education, at least a bachelor's degree in tourism, geography regional studies or related area
- At least 4 trainings conducted on agritourism
- At least 3 years experience in agritourism

**Expert in expeditions;**

- Higher education;
- At least 2 years of experience in organizing field visits

**Web design expert a written commitment of third parties for the provision of IT services is allowed):**

- Education in IT or related area
- At least 2 years of experience in web design
- Experience in implementation of similar project

**Photographer/operator (a written commitment of third parties for the provision of such services is allowed):**

- At least 2 years of experience in making photos or filming various types of videos / or films;

**CRITERIA FOR EVALUATION:**

Bidders will be evaluated based on the Highest Combined Scoring method – where the qualifications will be weighted a max. of 70%, and combined with the commercial offer which will be weighted a max of 30%:

- Technical proposal (70%, 700 points)
- Financial proposal (30%, 300 points)

Summary of Technical Proposal evaluation forms		Assessment weight	Max points
1.	Assessment of the Company/Organization	40%	280
2.	Methodology/approach to work	20%	140
3.	Management structure and key personnel	40%	280
	<b>TOTAL</b>		<b>700</b>

Evaluation of the Technical Proposal		Max points
Expert assessment of the Firm / Organization		
1.1	Have at least 2 years of experience in Agri or Eco-tourism or similar:  <i>less than 2 years – 0 points</i> <i>2 years – 70 points</i> <i>10 points for each additional year</i> <i>max. 100 points</i>	100

1.2	Experience in implementing similar projects.  <i>no projects – 0 points</i> <i>1 project - 50 points</i> <i>for each additional project 25 points</i> <i>max. 100 points</i>	100
1.3	Availability of the Vehicles or a written commitment from third parties to provide transport services for the implementation of this project:  <i>Confirmation provided – 80 points;</i> <i>not provided – 0 points.</i>	80
	<b>TOTAL:</b>	<b>280</b>
<b>Methodology / approach to work</b>		
2.1	Methodology /approach to work is provided  <i>Available - 70 points</i> <i>Not available - 0 points</i>	70
2.2	Understanding of the essence and expected results of the project corresponds to the terms of reference and is reflected in the proposal  <i>Bidder demonstrated the understanding of ToR requirements- 70 points</i> <i>Not provided-0 points</i>	70
	<b>TOTAL:</b>	<b>140</b>
<b>Management structure and key personnel</b>		
3.1	<b>National trainer expert on agritourism</b>	
3.1.1	Higher education, at least a bachelor's degree in tourism, geography, regional studies or related area  <i>Bachelor's degree – 14 points;</i> <i>Master's degree – 17 points,</i> <i>Higher qualification (PhD, Doctorate) – 20 points;</i>	20
3.1.2	At least 4 trainings conducted on agritourism  <i>Less than 4 trainings – 0 points</i> <i>4 trainings - 28 points</i> <i>for each additional training 2 points</i> <i>max. 40 points</i>	40
3.1.3	At least 3 years' experience in agritourism  <i>less than 3 years – 0 points</i> <i>3 years - 28 points</i> <i>for each additional year - 2 points</i> <i>max. 40 points</i>	40
	<b>TOTAL:</b>	<b>100</b>
3.2	<b>Expert in expeditions</b>	
3.2.1	Higher education	30

	<i>Bachelor's degree – 10 points; Master's degree – 20 points; Higher qualification (PhD, Doctorate) – 30 points;</i>	
3.2.2	At least 2 years of experience in organizing field visits  <i>less than 2 years – 0 points 2 years - 28 points for each additional year 2 points max. 40 points</i>	40
	<b>TOTAL:</b>	<b>70</b>
3.3	<b>Web design expert a written commitment of third parties for the provision of IT services is allowed)</b>	
3.3.1	Education in IT or related area  <i>Bachelor's degree – 15 points; Master's degree – 20 points; Higher qualification (PhD, Doctorate)– 25 points;</i>	25
3.3.2	At least 2 years of experience in web design  <i>less than 2 years – 0 points 2 years - 17 points for each additional year 2 points max. 25 points</i>	25
3.3.3	Experience in implementation of similar project  <i>Confirmed – 20 points Not confirmed – 0 points</i>	20
	<b>TOTAL:</b>	<b>70</b>
3.4	<b>Photographer/operator (a written commitment of third parties for the provision of such services is allowed):</b>	
3.4.1	At least 2 years of experience in making photos or filming various types of videos / or films  <i>less than 2 years – 0 points 2 years - 35 points for each additional year 5 points max. 50 points</i>	50
	<b>TOTAL:</b>	<b>50</b>
<b>TOTAL</b>		<b>280</b>

\*Financial Proposal (30%) to be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

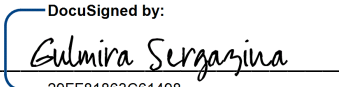
#### **SUBMISSION OF PROPOSALS:**

- Company profile with indicated experience in implementation of projects in Agri / Eco tourism;
- Methodology/ approach to work for the assignment; .
- The latest updated team CVs, including all previous experience and skills relevant to the assignment, as well as all the necessary contact information (email, phone, etc.) for each of the team members;
- Copies of diplomas, certificates and other supporting documentation for this work;



- Price proposal indicating the full assigned amount under the contract, including all costs and their detailed breakdown.
- Certificates of state registration and VAT registration;
- Business Licenses – Company's state registration certificate; Business license; Company's Charter (if applicable); VAT certificate (if applicable), etc. Financial Stability – Certificate on the absence of debts in tax authorities and the banks; Financial reports for the last 2 years (2020 and 2021);

**This ToR is approved by:**

Signature   
Name and position Gulmira Sergazina, Project Manager  
Date: 21-Dec-2021

Signature   
Name and position Assel Nurbekova, Programme Analyst  
Date: 23-Dec-2021