



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 30 May 2022

Reference Number: IC-2022-052

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**Country:** Republic of Kazakhstan

**Description of the assignment:** National Expert on development of virtual tours for 5 pilot Protected Areas (PA)

**Project name:** "Conservation and sustainable management of key globally important ecosystems for multiple benefits", 00101043

**Period of assignment/services:** June 2022 - December 2022 (118 working days over a period of 7 months (62 days of home based work and 56 days on trips in Kazakhstan)

**Contract Modality:** Individual contractor (IC)

**Important Note:** Technical and Financial Submission Proposals must be submitted in **separate** PDF/Word files!

Any request for clarification must be sent by standard electronic communication to the e-mail [procurement.kz@undp.org](mailto:procurement.kz@undp.org) with copy of [karina.amralina@undp.org](mailto:karina.amralina@undp.org) and in e-mail subject please indicate **Ref.2021-052**.

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### 1. BACKGROUND

The objective of the Project is to improve the conservation and management of forest resources and the surrounding grassland, floodplain, and desert ecosystems, which are important for the conservation of biodiversity, land resources, and the local population's well-being. To achieve the Project goal and mitigate certain threats and barriers, the project structure involves working on 3 components:

- **Component 1:** Increasing the representativeness of globally important forest ecosystem biodiversity in the PAs network and improving the effectiveness of PAs management;
- **Component 2:** Promoting the integration of forest PAs into the landscape context by creating conditions for the effective regulation and management of globally significant ecosystems;
- **Component 3:** International cooperation and knowledge management.

As part of interim sub-outcome 2.1. of the Project for pilot PAs (Sairam-Ugam, Kolsai-Kolderi, Katon-Karagai and Tarbagatai State National Natural Parks (SNNP); West Altai State Nature Reserve (SNR)) the Tourism Development Strategies were developed in 2021, which were integrated into the existing PA Management Plans, regional programs/plans for the development of tourism in Almaty, East Kazakhstan

and Turkestan regions and other programme documents. In addition, pilot PAs provide for the demonstration of practical approaches in planning of tourism infrastructure, developing of new tourist routes/trails and their arrangement in accordance with the Tourism Management Plans.

In order to provide information support for implementation of the Tourism Development Strategy, as well as development of tourist routes or trails, the Project Work Plan for 2022 includes creation of virtual tours for the above PAs. These works include involvement of the PAs virtual tours development expert.

Involvement of an expert is provided for in the activities of Component 1 of the Project Work Plan for 2022.

## 2. SCOPE OF WORK

- 1. Preliminary study** of the territory of 5 pilot PAs with the use of maps and satellite images (Google Earth, SasPlanet, Yandex map etc.) as well as places where 3D panoramic shots and air panoramic shots have been taken from remotely piloted aircraft.
- 2. Collection of additional materials** (photos and descriptions) of tourist destinations to develop pop-up information for 3D and air panoramic shots of the virtual tour.
- 3. Development and approval of the general virtual tour design for 5 PAs:**
  - 1) virtual tour has to be composed of 3D (360°), air panoramic shots (360°) from drone and detailed photographs;
  - 2) the service provider has to present at least 3 virtual tours design options to choose.
- 4. Development and approval** of the trip plan and camerawork with the UNDP Project and PAs.
- 5. Air and photo surveying** on the territory of PAs according to the schedule of trips below:
  - 1) quantity of land and air panoramic shots:
    - Sayram-Ugam: 15 land panoramic shots and 10 air panoramic shots;
    - Kolsai Koldery: 10 land panoramic shots and 5 air panoramic shots;
    - Tarbagatai SNNP: 12 land panoramic shots and 5 air panoramic shots;
    - Katon-Karagai: 15 land panoramic shots and 10 air panoramic shots;
    - West-Altai State Nature Reserve: 32 land panoramic shots and 15 air panoramic shots.

*Information on potential survey locations is available at: <https://cloud.mail.ru/public/Jsbg/hVDGHRN6C>*

  - 2) the survey has to be undertaken on clear days and during the daylight hours with cloud cover not exceeding 50%;
  - 3) the image size of the equidistant projection of each panoramic shot:
    - for land shot: 10240x5120 px;
    - for air shot: 15360x7680 px.

*To perform field surveys, the pilot PAs provides a guide to escort at survey places, as well as a horse for horse trails.*

*Expert shall independently find and lease means of transportation within PAs premises.*
- 6. Processing** of obtained images, creation of equidistant images – high quality spherical panoramic shots with 360° angle and minimal distortions, preparation of 3D and aerial panoramic shots.
- 7. Creation of virtual tours for each PA on general design:**

Virtual tours must have the following functionality:

  - 1) *Main menu for tour management:*
    - previous and next panoramic shot;
    - zoom in and out of the panoramic shot;
    - look up and down, left and right;
    - minimized panoramic shot preview;
    - launching and stopping auto-rotation;
    - opening full screen menu, minimizing menu.

2) *Interactive navigation map of PAs (based on Google map/Open street map/Yandex map).*

3) *The list of panoramic shots with their thumbnails:*

- horizontal or vertical gallery - the list of 3D panoramic shots from which the 3D tour consists.

4) *Skipping between previous and next panoramic shots:*

- arrows or other pulsating icons to switch between the nearest panoramic shots in the virtual tour.

5) *Additional features and elements of virtual tour:*

- icons, pulsating buttons or widgets for additional information on tourist attractions. On a PC the icons have to be able to be activated by pointing or left-clicking the mouse, and on mobile devices by a single tap.
- pop-up windows with text (description, brief description of unique features, main species of natural site's flora and fauna), graphics and photos of additional information on tourist attractions. They have to appear when clicking on the icon with the left mouse button and single tap on mobile devices;
- icons or pulsing buttons to move to websites.

6) *Virtual tour main page design must be approved by UNDP communications specialist. Logos have to be shown on the home page of the virtual tour in accordance with UNDP branding guidelines. The design of the main page has to be approved by UNDP Communications Specialist:*

- UNDP in Kazakhstan;
- Global Environment Facility;
- Forestry and Wildlife Committee of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan;
- PAs.

7) *Music and background sound:*

- Music has to be integrated into the 3D panoramic shots of the virtual tours (options to be proposed by the expert). The expert must obtain all copyrights for the music to be used in the virtual tours.

8) *Interface of virtual tour has to be made up in 3 languages: Kazakh, Russian and English. The translation of texts must be endorsed by UNDP.*

9) *Virtual tours must be optimized for Android, IOS and other mobile devices.*

#### **8. Handing-over the materials of the work performed to the UNDP Project:**

- 1) virtual tours;
- 2) 3D and air panoramic shots;
- 3) scripts to place the virtual tours on the websites.

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **Education:**

- Higher technical/humanitarian/natural science education;

***Experience:***

- Experience in land 3D and aerial surveying in natural areas;
- At least 3 years of experience in virtual tour development.
- Availability of resources and equipment to perform the work: software for processing the photos and aerial shots, as well as for developing a virtual tour; reflex camera, quadcopter and computer.

***Language:***

- Excellent knowledge of the Russian language. Knowledge of Kazakh language will be an advantage.

#### 4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

The following documents **in PDF** to be attached to the Offer (maximum size 19Mb per one e-mail transmission) and should be sent to [procurement.kz@undp.org](mailto:procurement.kz@undp.org) with indication of **Ref.2021-052** in the e-mail subject not later **4 PM (Nur-Sultan time, GMT+6) of 13 June 2022**:

- a) Duly accomplished Annex 4 "Offeror's Letter to UNDP confirming interest and availability for the Individual contractor" and Annex 5 "Breakdown of Costs Supporting the Final All-Inclusive Price" using provided UNDP template; the document should be provided separately from other required below documents;
- b) Detailed CV, where previous work experience in similar projects should be included, as well as contact details (email and phone number) of the Offeror;
- c) Written confirmation of the availability of the material and technical base: software for processing photographs and aerial photographs, a SLR camera, a quadcopter and a computer;
- d) Other documents certifying the work experience, expertise, education, and skills (qualification improvement certificates\diplomas, awards, etc.);

**Incomplete proposals will be rejected automatically. ONLY fully submitted applications would be considered for evaluation!!!**

#### 5. FINANCIAL PROPOSAL

This contract is concluded for a fixed amount, in the national currency tenge, with lump-sum payments for each completed result.

The quotation must include all expenses of the expert, including his daily rate, the number of working days (118 working days) to complete the tasks and any other relevant expenses for the task and necessary to obtain the below outputs.

Payment will be made after the approval of interim reports, based on the above outputs by the project manager and signing of the certificate of completion for each output by the UNDP Project Manager.

The contract price will be fixed regardless of changes in cost components.

In this regard, the Consultant's proposal must be submitted indicating a lump sum payment for the following tranches:

#	Deliverables	Price
1	Result 1	40%
2	Result 2	30%
3	Result 3	30%
	Total	100%

## 6. EVALUATION

Individual consultants will be evaluated based on **Combined Scoring method** – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%:

- Step I: **Preliminary evaluation** of offers (ONLY fully and timely submitted applications with all required documentation (CV, methodology, Annex-IV and Annex -V) would be considered for shortlisting;
- Step II: **Shortlisting. Formation of the list of candidates who passed the selection according to the minimum criteria;**
- Step III: **Technical Evaluation – 70%** (maximum 700 points), which consists of technical scoring of qualifications and experience = 700 points,
- Step IV: **Financial Evaluation – 30%**

### Step II: Shortlisting (Pass/fail)

Only candidates meeting the mandatory criteria below will be included in the shortlist and allowed to the technical evaluation:

- Higher technical/humanitarian/natural science education;
- Experience in land 3D and aerial surveying in natural areas;
- At least 3 years of experience in virtual tour development.
- Availability of resources and equipment to perform the work: software for processing the photos and aerial shots, as well as for developing a virtual tour; reflex camera, quadcopter and computer.
- Excellent knowledge of the Russian language. Knowledge of Kazakh language will be an advantage.

### Step III: Technical Evaluation – 70%:

UNDP will conduct a desk review to technically evaluate the shortlisted candidates. Only candidates obtaining a minimum of 70% (490 points) of the maximum obtainable points for the technical criteria (700 points) shall be invited for the financial evaluation.

**Technical scoring of qualifications and experience – maximum 700 points:**

Criteria	Maximum points	Assessment
Higher technical/humanitarian/natural science education;	100	Bachelor = 70; Master = 85; PhD = 100
Experience in land 3D and aerial surveying in natural areas;	150	Participation in 1 project = 100; 10 points for each additional project; Max = 150
At least 3 years of experience in the development of virtual tours	200	3 years = 150; +10 points for each additional year of experience Max = 20
Availability of material and technical base for the performance of work: -software for processing photography and aerial photographs, as well as for developing a virtual tour; -reflex camera, -quadcopter -a computer.	150	There is a complete set of material and technical base = 150; Missing or partially = 0 points,
Excellent knowledge of the Russian language. Knowledge of the Kazakh language will be an advantage	100	Knowledge of the Russian language = 70; + Knowledge of the Kazakh language = 30
<b>TOTAL</b>	<b>700</b>	

**Step IV: Financial evaluation – 30%:**


The following formula will be used to evaluate financial proposal:

Lowest priced proposal/price of the proposal being evaluated \* 100%.

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as (a) responsive/compliant/acceptable and (b) having the highest score out of the set of weighted criteria: technical (70%) and financial (30%).

**APPROVED BY:**

**Karina Amralina**  
Procurement Associate OiC

Signature:   
Date: 29-May-2022

**ANNEXES****ANNEX 1- TERMS OF REFERENCES (TOR)****ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**

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**Dana Saifullina**  
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**ANNEX 3- INDIVIDUAL CONTRACT TEMPLATE**

**ANNEX 4- OFFEROR'S LETTER TO UNDP/CONFIRMATION OF INTEREST**

**ANNEX 5 – FINANCIAL PROPOSAL**