

PROCUREMENT No. ARM/CQS-1
(Activity 3.5)

TERMS OF REFERENCE

Development and Presentation of a Book and CD on Forest Related Vegetation of Armenia

1. Background

The European Union (EU) funded “*European Neighborhood and Partnership Instrument (ENPI) East Countries Forest Law Enforcement and Governance (FLEG) II Program*” (the “Program”) is aimed to support the participating countries strengthen forest governance through enhancing their forest policy, legislation and institutional arrangements, and implementing sustainable forest management models on a pilot basis. The Program will be implemented in seven countries of the EU’s European Neighborhood and Partnership Instrument (ENPI¹) East region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, and the Russian Federation.

The Program builds on initiatives undertaken under the first EU funded FLEG Program. It will be carried out over a four-year period, with end on December 31, 2016. The Program is supported by the European Commission contributing to a single-donor trust fund administered by the World Bank (WB). Austrian Development Cooperation (ADC) provides additional funds supporting Program activities in Armenia and Georgia. Implementation of the Program is led by the WB, working in partnership with the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF). The Program has three Development Objectives (PDO):

- 1) To make progress implementing the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries commit to a time-bound action plan to ensure its implementation and follow-up activities (regional level).
- 2) To review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge of and support for sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level).
- 3) To test and demonstrate best practices for sustainable forest management and the feasibility of improved forest governance practices at the field-level on a pilot basis in all participating countries (sub-national level).

¹ The European Neighborhood Policy (ENP) was developed in 2004, to avoid the emergence of divisions between the enlarged EU and its nearest neighbors (16 countries excluding the Russian Federation) but to instead strengthen prosperity, stability and security of all. The ENP Eastern Region includes the six countries covered by the Program. Cooperation is open to Russia whenever relevant to the objectives of the Program. The ENPI (which includes the Russian Federation) was established to support the development of an area of prosperity and good neighborliness encompassing the EU and the countries of the ENP.

The Program in Armenia deals with a number of issues according to the objectives above. In particular, it is mainly focused on the works supporting legal and institutional review and reforms, building human resource capacity to address FLEG issues, public awareness and public monitoring of the forests, strengthening sustainable forest management through activities with model forest units such as forest protected areas and activities on sustainable use of forest resources with involvement of adjacent communities as well as improving the FLEG planning and monitoring at the national, regional (local) and international levels.

During the ENPI-FLEG 1 project (2011-2013) the communications activities implemented by WWF Armenia included a number of publications related to forests, in particular the manual on forest legislation, the map and brochure on forests and protected areas of Armenia, the forest related plant resources of Northern Armenia and others. They were widely disseminated among various public to raise awareness on the value of forest resources in Armenia and the ways of improving sustainable forest management.

The current task on development and presentation of a book on forest related vegetation of Armenia will continue the series of communications products aimed at wide public with the aim to present the wealth of forests in Armenia and improve the knowledge of sustainable forest management. It will contribute to the fulfillment of the ENPI-FLEG II PDO 2.

2. Objectives of the Assignment

These TORs are for consultancy services to be provided under a contract signed between the WWF-Armenia (hereinafter the Client) and a Consulting Company (the Consultant). The general goal of the assignment on development and presentation of a book and a CD on forest related vegetation of Armenia is to have more aware wide public about the value of forests and related vegetation as well as the need of their protection in Armenia.

The specific objectives of the assignment include:

- Development of a book on forest related vegetation of Armenia (to be published by the Client along with the production of a CD of the book),
- Presentation of the book and CD to the public.

3. Scope of Services

The book on forest related vegetation of Armenia will be a pictorial book to introduce the vegetation of Armenian forests and related landscapes. It shall demonstrate the richness of the forest diversity in Armenia and attract people to the beauty of the Armenian flora, explaining the importance of botanical diversity, forest vegetation and the environment as a whole.

The book shall include brief information on about 250-400 species, including the main forest species and fruit species as the genetic resource for future selection as well as a number of non-forest species sometimes growing in the forest, namely those growing below the forest belt (steppe vegetation) and above the upper timberline (sub-alpine zone).

The special issues to be addressed include: recommended native trees and other woody plants for planting, endangered and protected species, endemic plants, beautiful herbaceous plants and recommended herbaceous plants for sustainable areas.

The text on each species shall include an overview on distribution, use, folklore, botanical interest, conservation or other information of interest.

Each species shall have 1 or rarely 2 pictures (the photos preferably taken in Armenia at least 300 DPI and 3 MB).

Among others the book shall have short introduction with brief information on the forests and nature of Armenia (including geography, climate, geology, floristics, conservation, culture, etc.), landscape pictures and possibly a few animal pictures. The indices shall be for Latin, Armenian and preferably English names of species.

The book shall be in two languages: Armenian and English. All necessary translation shall be ensured by the Consultant.

For the texts the Consultant shall use relevant literature sources (both electronic and hardcopies) with proper referencing. The Consultant will be responsible for collecting or taking relevant photos in nature based on the compiled list of species to be included in the book.

The Consultant is responsible of any copyrights requirements according to the Client's rules.

The Consultant shall be responsible for arranging presentation of the book and the CD to the public. The presentation event shall be targeted at various groups including state and non-state organizations, educational and scientific institutions, international organizations and others. Location: Yerevan. Number of participant: up to 50. The list of participants should be agreed with the Client.

The estimated duration of the task shall be about 12 months. The labor input is estimated as approximately 40 - 60 person-months including all kinds of staff input.

4. Institutional Arrangements

The Client will provide to the Consultant all information available at the office, which might be useful for the completion of this assignment, free of charge.

The Client will assist the Consultant (if needed and within the limits of its capacities) to contact all relevant stakeholders for gathering information and collection of photos. The Client will assist the Consultant to compose the list of participants for the presentation event.

In case of need the Client will advise the Consultant on technical issues connected with the task implementation or any other issue within the competence of the Client.

The Client shall be responsible for publication of the book and production of a CD of the book.

The Consultant should keep close contact with the Client for any related issues for getting feedback and approval of any related material, event or others.

5. *Training and Skills Transfer*

In case the Consultant engages a person with specific skills relevant to implementation of any of the components of the task, then such skills should be transferred to the rest of the relevant team members during the on-the-job training as the capacity building. At least one representative from the Client should also be engaged in the skills transfer. This can be especially valid if in the Consultant's team there is a representative with broad experience in any related topic obtained during the long-term similar work or special training abroad.

6. *Reporting and Approval Procedures*

The Consultant should submit the following deliverables:

1. In 30 days upon the contract signature the Consultant should submit the First Interim Report (according to the agreed template) with an attachment to include an initial draft list of species with available photos. Upon approval by the Project Coordinator (clearly expressed in a written form), the Consultant may proceed with the remaining parts of the task.
2. The Consultant should submit the Second Interim Report with a final draft of a book (and CD) according to the agreed workplan to be used by the Client for publication and production of CDs.
3. The Consultant should submit the Final Report with information on the book and CD presentation.
4. The Consultant should submit quarterly financial reports according to the agreed template.
5. The required deliverables should be submitted to the Project Coordinator (Siranush Galstyan, sgalstyan@wwfcaucasus.org) along with one CD with electronic versions and one hard copy to be delivered at WWF-Armenia office, 11 Proshyan street, Yerevan 0019, Armenia.

The reporting language is English.

The Client shall, within 20 days of receipt, notify the Consultant of its decision concerning the documents or reports received, giving reasons should it reject the submitted reports or documents or request amendments. The documents or reports shall be deemed to have been approved by the Client if it does not inform the Consultant of any comments within 20 days of the receipt.

The payments will be done in a lump-sum mode on the basis of technical reports upon bilateral signing of acceptance certificates.

The Contract will be considered as completed after signing the acceptance certificate.

7. *Required Qualifications, Skills and Experience*

The Company to be hired for the assignment should have the following qualifications:

- More than 10 years of experience in the issues related to the flora of Armenia (including rare and endangered species) and environmental issues;
- More than 10 years of experience in popular or scientific publications.

The Team Leader for the assignment should have the following qualifications:

- University degree or equivalent in botany, forestry, biology or other relevant field;
- PhD degree in biology or related field;
- Knowledge of Armenian forests and related vegetation, including taxonomy, geography, ecology, plant protection and other related aspects;
- More than 10 years of experience in field work and experience of work with similar assignments, the experience in photography techniques and provision of a training with skills transfer will be an advantage;
- More than 20 publications including articles in peer reviewed (refereed) journals and books;
- Strong organizational, project management and team leading skills, report writing and communications skills;
- Excellent knowledge of either Armenian or English language (knowledge of both languages will be an advantage; ability to communicate in Russian would be an asset).

The Key Personnel for the assignment should have the following qualifications:

- University degree or equivalent in botany, forestry, biology or other relevant field;
- PhD degree in biology or related field;
- Deep knowledge of the flora of Armenia, the forests and related vegetation, including taxonomy, geography, ecology, plant protection and other related aspects;
- More than 8 years of experience in field work, the experience in photography techniques and provision of a training with skills transfer will be an advantage;
- More than 15 publications including articles in peer reviewed (refereed) journals and books;
- Excellent knowledge of either Armenian or English language (knowledge of both languages will be an advantage, ability to communicate in Russian would be an asset).