

Transboundary Joint Secretariat for the Southern Caucasus

Promoting cooperation in nature conservation



TERMS OF REFERENCE

Implementing organization:	WWF - Armenia
Consultants:	AHT GROUP AG, REC Caucasus
Post / Contract Title:	Development of a Branding Concept and a Brand-books for the Protected Areas of Armenia
Contract type:	Service Contract
Period:	21 December 2018 - 31 March 2019
Duty Station:	South Caucasus – Armenia

A. Background of TJS-III

The Ecoregional Nature Protection Programme (ENPP) in the South Caucasus, financed by the German Ministry of Economic Cooperation and Development (BMZ) through KfW, has four components:

- 1) Support Programme for the Protected Areas (SPPA)
- 2) Caucasus Nature Fund (CNF)
- 3) Transboundary Joint Secretariat (TJS), and
- 4) Eco-Corridor Programme in the Southern Caucasus (ECPSC)

The WWF Caucasus Programme Office (WWF CauPO) is the executive agency for the third phase of TJS (TJS III: July 2015 - June 2020). In the first four years the AHT GROUP AG and REC Caucasus consortium provides consultant services to WWF CauPO.

TJS-III has the objective to further develop the Eco-Regional Conservation Plan (ECP) and to improve its implementation status in Armenia, Azerbaijan and Georgia. A side objective is to foster regional cooperation in the conservation sector in the South Caucasus and to contribute to conflict mitigation.

TJS has five project outputs in the following fields: sector analysis (Output 1), socio-economic development (Output 2), ecotourism development and promotion (Output 3), update of the ECP (Output 4), and management of a special operational fund (SOF) (Output 5).

Output 3 is defined as follows:

- “Protected areas are promoted as destinations for eco-tourism and are integrated into economically profitable and environmentally sustainable tourism products”.

B. Background of the Assignment

Development of Branding Concept and Brand-book for Protected Areas (hereafter – PAs) of Armenia

Substantial ecotourism potentials in the South Caucasus have become evident in recent years. The Ministries of Environment show interest in ecotourism development for generating revenues, while these revenues are still low and so far have not been able to support the operational expenses.

Having a significant environmental value and exceptional flora and fauna, the PAs of Armenia may potentially become an eco-tourism destination. Given the mandate of the Ministry of Nature Protection (hereafter- MoNP), it has a key role in promotion and information distribution on potential of PAs of Armenia. Meanwhile there is no identity concept for an image of PAs as destinations in Armenia elaborated so far, the outreach visibility for individual PAs is being conducted fragmentary, and there are no standards, rules and principals that governs the use of that identity.

In support to listed accomplishments there is a need to introduce unified branding approach for the PA system of Armenia and to create a manual for regulation of usage of the visual identity.

Therefore, the TJSIII is seeking comprehensive proposals from specialized organizations for the development of a unique, modern and catchy umbrella branding concept for PAs system of Armenia and detailed brand-books for selected six PAs¹.

This assignment shall be undertaken in parallel with and complementary to the process of production of a website of PAs of Armenia, which is also being conducted within TJSIII.

The branding concept shall address recommendations provided in eco-tourism strategic development guidelines².

C. Objectives and scope of the Assignment

- Examine existing branded materials related to the PAs (logos, templates, forms, publications, letterheads, business cards, billboards etc.)
- Develop an umbrella branding concept for the PAs system of Armenia, including and not limited to: brand concept and philosophy, main systematized ideological attributes of this concept and their positioning, general slogan, holistic colour palette etc.
- Based on the umbrella branding concept develop detailed brand-books for selected six PAs, including and not limited to: new visual identity (logos, slogans, association with each PA (e.g. featuring symbols of the unique characteristic, experiences and their

¹ Lake Arpi National Park, Dilijan National Park, Khosrov Forest State Reserve, Sevan National Park, Zangezur Biosphere Complex and planned Tatev National Park.

² Regional Guidelines for Sustainable Eco-tourism Development, Strategies on Eco-tourism Development for Dilijan NP, Lake Arpi NP and Khosrov Forest SR, TJS II promotion materials (Legends of Nature brochures and image films: <http://legendsofnature.org/>) and others.

expression in images), layouts and applications (formatting grids, colour palettes, fonts), editable templates of branding attributes (publications, visibility materials, corporate items etc.).

- Develop a manual with detailed recommendations on governance of the visual identity and usage of branding attributes.
- Provide trainings to the assigned staff of the MoNP on the developed manual in order to facilitate proper functionality of the new branding concepts.

The branding attributes

The branding attributes shall, at a minimum, include:

Publications:

Brochures, reports, project profiles, newsletters, fact sheets, leaflets.

Visibility items:

Mugs, USB memory sticks, bracelets, tote bags, jackets, t-shirts, power banks, pens, pencils, rubbers, calendars, stickers, organizers.

Corporate items:

Presentation tools templates, letterheads, business cards.

Outreach visibility items:

Banners, tents, information stands, roll-up banners, warning signs, animal emblems, activity symbols (camping, hiking etc.), infrastructure signs (guest houses, visitor centres, B&Bs, directions and distances etc.)

Language requirements.

The concept and the manual shall be developed in two languages: Armenian and English.

The brand-books for selected six PAs shall be developed in three languages: Armenian, Russian and English.

Digital compatibility requirements.

Developed materials shall be compatible with digital platforms of PAs (websites, e-newsletters, social media etc.)

Interaction requirements.

The process of development of the umbrella branding concept and the brand-books shall be conducted in close interaction with the concurrently executed rebranding process the Ministry of Nature Protection of Armenia in order to secure widest possible ideological unity of two processes.

D. Implementation of the Services

Location: Yerevan, Armenia; possible visits to selected PAs.

Time schedule:

1. Development of a first draft of umbrella branding concept – till 10 December 2018.
2. Development of the final draft of umbrella branding concept – till 31 December 2018.
3. Development of a first drafts of brand-books for selected six PAs – till 1 March 2019.
4. Development of the final draft of detailed brand-books for selected six PAs – till 20 March 2019.
5. Conducting of training sessions for the staff of the MoNP - till 31 March 2019.

Digital files of the produced materials shall be provided in preview and industrial high-resolution format. The training sessions shall be delivered in person.

E. Qualification requirements

- Proven track record in digital communication, design or other relevant area.
- Minimum 2 years of experience in the field of development of branding concepts and brand-books.
- At least one project of similar scale implemented earlier by applicant. Previous projects implemented with development organizations would be an asset.
- Flexibility in responding to the needs of the WWF-Armenia and the consultant.

F. Major outputs/ contents of the assignment

- Umbrella branding concept for the PAs system of Armenia.
- Detailed brand-books for selected six PAs.
- Manual on governance of the visual identity and usage of branding attributes.
- Training sessions for the staff of the MoNP.

G. Annexes

- Regional Guidelines for Sustainable Eco-tourism Development.
- Strategies on Eco-tourism Development for Dilijan NP, Lake Arpi NP and Khosrov Forest SR.
- TJS II promotion materials.