

**TERMS OF REFERENCE -
Short term consultancy**

“Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus (ECOserve)”

PN 18.2062.0-002.00

Period: September 2020 to October 2020

1. Brief programme information and context

The programme “Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus” (ECOserve) is part of the wider German support in the priority area “Environmental policy, conservation and sustainable use of natural resources in the South Caucasus”.

The objective of ECOserve in Armenia is to improve the preconditions for the Sustainable Pasture Management with special attention on energy security of the rural population.

In Armenia, the Ministry of Territorial Administration and Infrastructures (MoTAI) is the lead executing agency, with the Ministry of Environment (MoEnv) and the Ministry of Economy (MoEc) as implementing partners.

Environmental Awareness Raising is one of the key directions of the ECOserve Environmental program. The main aim of this component is to increase knowledge on natural resource management, ecosystem services, energy efficiency, and renewable energy, as well as to implement measures specifically designed to raise environmental awareness among youth.

One of these measures is the support to the establishment of the Armenian Biodiversity Information and Eco-Educational Center in the Yerevan Botanical Garden (Center).

The aim of the Center is to increase awareness on biodiversity and ecosystem services and their contribution to human wellbeing. The basic principles for the Center establishment and running include, but not be limited to the safeguards on its long-term sustainability, facilitated access for a wide public and different target groups, contemporary tailor-made educational and awareness-raising programs and packages, trained staff with the skills to work with various target groups, continuous maintenance, and improvement of the Center.

2. Objectives and tasks

The interior design of the Educational Center (Exhibition and workshop rooms) has been developed, exhibition elements have been designed, prepared\constructed and installed following the overall concept of the Center.

The company is expected to fulfil the following tasks in close cooperation with GIZ and its partners:

- Design of the Educational Center's exhibition and workshop rooms
- Design, construction and installation of the exhibition elements
- Design, construction and installation of the interactive signs to be placed in the biotope's area
- Design, construction and installation of the wayfinding signages to be placed both outside the centre, and inside the centre.

All the design elements should complement each other and be consistent in the same style.

Task 1: Develop an interior design of the Educational Center

The company should develop an interior design of the Center (exhibition, workshop room, corridor) and provide 3 options of design before finalising the work.

The design should consider and reflect the overall concept of the Center. The final overall interior design should serve as a blueprint for further development of the exhibition elements. The design document should also indicate exact sizes of all the elements, as well as materials to be used for the specific exhibition element, taking into consideration the environmental and sustainability aspects. Considering that the Center has huge windows, the design should also include creative solutions for using the windows as well.

In addition to design options, the company must provide options for technical solutions as well (e.g. screens, etc.).

Note: the design should include the 9 exhibits that will be provided in the inputs, however, the price offered should not include the construction price for 3D Map of Armenia, as well as the prices for electronic devices, such as monitors, headphones, etc.

Task 2: Design, construction and installation of the exhibition elements

Based on the overall interior design (Task 1) and already existing concept of the Center, the company should design, develop\construct and install the exhibition elements.

The overall exhibition will consist of 9 exhibits representing information about ecosystem services, wildlife, Red book of Armenia, protected areas of Armenia etc. The concept of each exhibit with the content is already designed and will be provided in the inputs.

Task 3: Design, construction and installation of the interactive signs to be placed in the biotope's areas

Based on the overall interior design (Task 1) and taking into consideration the overall style of the exhibition elements, the company should design (provide at least 2 or 3 option), develop and install interactive signs in the biotopes area (next to the Center). Taking into consideration the limited space for such signs in the area, the company should come up with smart solutions.

Overall there will be:

- 1 big signage at the entrance
- 10 middle size signages for each biotope area
- Up to 30 small signages for plants



Additionally, the company should design, construct and install interactive games (2-4) and a photo booth (e.g. I love nature) similar to the photos given below. This will be placed in the spare area in between the biotopes and the building of the Center.



Task 4: Design, construction and installation of the wayfinding signages

Based on the overall interior design (Task 1) and taking into consideration the overall style of the exhibition elements, the company should design (provide at least 2 or 3 option), construct and install wayfinding signages to be placed both outside the centre, and inside the centre (1 in front of the Center, 1-2 at the entrance of the Botanical Garden, 2-5 inside the Center).



NOTE: In order to successfully accomplish the assigned tasks and identify the specific interests and requirements of the stakeholders, the company must organize and facilitate meetings with the relevant stakeholders, as well as with the developers of the Concept and Content for the Center, the architecture and construction team. Comments/recommendations from meetings should be used to complete tasks.

3. Scope of the project

To achieve the objectives set forth under the first two sections, the RA Institute of Botany after A.L Takhtajyan, WWF-Armenia, and ECOserve Environmental Programme joined their efforts in the establishment of the Center.

The cooperation between the 3 parties is based on the following main directions:

- a. Renovation and improvement of the infrastructure allocated for the Center, including natural collection represented in 10 models of biotopes and the existing adjacent infrastructure – WWF-Armenia (within the Project of the Transboundary Joint Secretariat (TJS));
- b. Development and refining of the Content and Concept on the Center establishment – ECOserve;
- c. Operation and sustainability of the Center - Institute of Botany.

4. Inputs to be given to the company

The following documents\information will be provided to the company as a basis for conducting the assignment:

- Construction Plan of the Center;
- Overall concept of the Center
- The concept of 9 exhibits presented in the exhibition room

- The layout of the exhibition room with places and space for each exhibit
- Finalized content for all the design elements
- Other relevant materials.

5. Expected outputs

The expected outputs of the assignment are:

Output 1: The draft interior design with all the details information related to the used materials, etc. (corresponds to the fulfilment of Task 1).

Output 2: Final interior design (corresponds to the fulfilment of Task 1).

Output 3: Designed elements of the Exhibition (corresponds to the fulfilment of Task 2).

Output 4: Constructed and installed Exhibition (corresponds to the fulfilment of Task 2).

Output 5: Designed interactive signages for the Biotope area (corresponds to the fulfilment of Task 3).

Output 6: Constructed and installed signages in the Biotope area (corresponds to the fulfilment of Task 3).

Output 7: Designed wayfinding signages (corresponds to the fulfilment of Task 4).

Output 8: Constructed and installed wayfinding signages (corresponds to the fulfilment of Task 4).

6. Time frame and work schedule

The assignment needs to be implemented during the period September – October 2020, as follows:

Tasks	Deliverables	Deadlines for submitting
Task 1: Develop an interior design of the Educational Center	Draft interior design (3 options)	September 25
	Meetings	
	Final interior design	
Task 2: Design, construction and installation of the exhibition elements	Draft design of the Exhibits (3 options)	October 10
	Finalized design	
	Construction\Printing	
	Installation	
	Draft design of the signs (3 options)	October 15

Task 3: Design, construction and installation of the interactive signs to be placed in the biotope's areas	Finalized design	
	Construction\Printing	
	Installation	
Task 4: Design, construction and installation of the wayfinding signs	Draft design of the signs (3 options)	October 15
	Finalized design	
	Construction\Printing	
	Installation	

7. Steering and reporting

The entire process will be steered by ECOserve Environmental Programme implemented by GIZ. The Company will keep close liaison with ECOserve Advisor Irina Balasyan, and Concept developer Diana Badeyan, coordinating closely in all technical issues. Approval from GIZ at each stage is a must before moving on to the next level.

The company will be responsible for planning the assignment related meetings and the timely delivery of the agreed deliverables.

All the documents/files shall be delivered electronically in to ECOserve programme.

8. Professional Requirements

- Proven experience in implementation of similar tasks, samples of previous work assignments
- Proven experience in designing and organizing exhibitions
- Team members (2-3) with expertise in different fields, such as development of interactive designs, Interior design, construction of exhibitions, etc.
- Fluency in English and Armenian

NOTE: The interested Company shall submit a motivation letter, a summary (1-2 pages) of the planned design including initial proposals with clear sizes, colours, materials, etc., reference(s) of similar or relevant past experience, portfolio, and CVs of key experts as well as a financial offer (in a separate envelope).