### TERMS OF REFERENCE -

### Short term consultancy

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

**Project Numebr:** 18.2062.0-002.00

**Period:** May 2020 to January 2021

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 particular 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.

1. **Objectives and tasks**

The concept and content for the Centre establishment with the provisions on its functioning, sustainability, attractiveness for different target groups, respective skilled staff, advertisement via different channels has been developed.

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

* Development of a Concept for the Center
* Development of the Content
* Support in the establishment of activities of the Center deriving from the Concept

**Task 1: Develop a CONCEPT for the Center**

The company should develop a Concept that will include the mission, vision, key directions, objectives, target groups, as well as organizational and promotional information necessary for the sustainable and efficient functioning of the Center. The concept should clearly consider and reflect the gender dimension and gender equality aspects in the operation of the Center. The final Concept should serve as a blueprint for further development of the Content and functioning of the Center.

**Task 2: Develop the Content for educational program, exhibition, and guided tour**

Based on the Concept (Task 1) and already existing environmental education materials, the company should develop the content for the target group specific interactive classes, as well as impressive exhibition. Besides, the company should develop\enhance the content for the guided tours in the greenhouse area.

**Task 3: Support in the establishment activities of the Center deriving from the Concept**

The company should support in the Center establishment activities that are deriving from the Concept (e.g. working with designers, printing companies, etc.).

**NOTE:** To successfully fulfil Task 1 and Task 2 and identify the specific interests and requirements of the stakeholder, the company should organize and facilitate workshops and meetings (up to 5) with relevant stakeholders. The comments/recommendations from the workshops should be used to finalize the Concept and Content.

1. **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.

1. **Inputs to be given to the company**

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

* Botanical Garden Development Plan;
* MoU signed between the Institute of Botany, WWF-Armenia and GIZ;
* Construction Plan of the Center;
* KAP (Knowledge, Attitude, Practice) study on Environmental Awareness in Armenia, 2019 (implemented by ECOserve);
* Information from Bird and Butterfly Atlas (developed with support of ECOserve);
* Environmental Education Manuals;
* Other relevant materials.

1. **Expected outputs**

The expected outputs of the assignment are:

**Output 1: The draft Concept** including list of proposals of possible activities is provided, based on the review of the international experience and best practices, as well as the documents and information provided by ECOserve, including a brief budget analysis for the proposed activities to justify the financial feasibility and sustainability of the activities.

**Output 2: The Concept for the Center** including, but not limited to:

* **The mission and long-term vision of the Center**

What the Center stands for, what are the main values of the Center, and finally what are the long-term goals and objectives.

* **Target groups**

Different target groups should be considered, such as kids, youth, school children studying in different grades, families visiting the Botanical Garden, tourists, etc.

* **Exhibition**

An interactive and catchy exhibition should be organized in the entrance room of the building.

* **Target-specific tours in the greenhouse area**
* **Tools and methods for target group-specific trainings\classes**

The primary goal is not just to provide information and interesting facts to young learners, but rather to engage them in new ways of thinking and learning about complex topics such as environmental issues. Therefore, there is a need for new tools to support children's understanding via interactive and design thinking methods.

* **Human Capacity Development plan**

HCD measures, with the introduction of methodologies for environmental education and awareness-raising for kids and youth, are among the most important elements to be considered in the concept.

* **PR and Communication plan**

PR and Communication plan should be a strategic element of the Concept. It should support the Center to connect with its visitors, and to use the media to deliver messages.

* **Resources**

A thorough analysis of the resources needed is required. This should include the budget (including maintenance costs) for all the proposed measures and activities, the required technical equipment, as well as Human Resources.

* **Management mechanism**

A proposal for the management mechanism of the Center should also be included in the concept. This should be based on discussions and agreements with the Institute of Botany.

* **Collaboration with other organizations**

Proposals for possible collaboration with other institutions (e.g. schools, non-formal educational centres, etc), or for possible joint programs should be also included in the Concept.

* **Monitoring and Evaluation plan**

A M&E plan should be elaborated in order to track how many visitors the Center receives and what are the perceptions of the visitors. It would be good to also be able to track what is the percentage of frequent visitors among the number of overall visitors.

NOTE: Gender Dimensions and Gender Equality, as the cross-cutting topic, should be considered during the development process of the Concept and Content.

**Output 3: The Content for the activities and services included in the Concept**

Based on the Concept (Output 2) and already existing environmental education materials, the company should develop Content for the following 3 main directions:

* **Content for Target group specific interactive classes** based on the design thinking approach that will be implemented in the Classroom.

While developing the methods, tools, and content for the classes, the company should consider the trends in education that are increasingly moving towards learner-centered approaches. Learning in the Center should become an interactive process of discovery and participation based on self-motivation rather than on more passive acquaintance of facts and rules. The initial target groups are kids and school children. The topics of the classes shall include Ecosystem services; Climate Change; Biodiversity; Forest; Red list plants and animals; Lakes and rivers, and others.

* **Content for Exhibition**

In the entrance room of the Center, an exhibition should be designed where the visitors can experience and learn about the Environment and Biodiversity of Armenia. It should become an informative and, at the same time, a playful discovery corner for the Center's visitors.

The exhibition should be divided into several topics, such as Ecosystem services; Red list plants and animals; Climate Change, Biodiversity, Forests, and others.

* **Content for target group specific guided tours** in the greenhouse area

Based on the methods and tools included in the Concept, the company should develop or adopt the target group specific tours’ Content to the overall Concept, although there are existing guided tours provided by the Institute of Botany.

The initial target group both for exhibition and the tours, alongside the target group of classes, will also be families, as well as tourists visiting the Center.

The Content development process will include facilitation and consolidation of the materials which are already approved and available for the educational purposes (e.g. Environmental Education manuals elaborated by GIZ, and many others). Many materials have been developed by different NGOs and educational institutions that are part of Environmental Education Network (EEN). The Company should research and propose a list of successful EE materials, developed by EEN members and beyond which are related to the topics mentioned above and can be used for the Content. Subsequently, the organizations which have developed those materials should be contacted and asked for available electronic version to be provided for this Project.

NOTE: All sources of information need to be referenced.

**Output 4: Support in the establishment activities of the Center**

The company should support in the Center establishment activities that are deriving from the Concept. This may include activities related to the implementation of appropriate HCD measures (e.g. cooperation with the training providers), supporting in procurement procedures for the required equipment and materials (such as identification of the potential suppliers and collaboration with them), preparation of different printing materials (e.g. close cooperation with the designers, printing companies, etc.). Upon request, it may also be necessary to check the translations of the developed materials (Output 2 and 3).

Besides, the company should support the organization of sessions with children and youth (as the main target group of the Center) for the Opening event of the Center.

1. **Time frame and work schedule**

The assignment needs to be implemented during the period May – December 2020, and should cover **up to 55 working days (8 hours each)** as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Deliverables** | **Timeline** | **Deadlines for submitting** |
| Task 1: Development of a Concept for the Center | Draft Concept with rough budget assessment | Up to 4 days | June, 2020 |
| Up to 5 workshops | Up to 4 days |
| Final Concept | Up to 7 days | July, 2020 |
| **Overall days for Task 1** | **Up to 15 Working Days** | | |
| Task 2: Development of the Content | Draft Content for the Exhibition | Up to 2 days | July, 2020 |
| Final Content for the Exhibition | Up to 7 days | August, 2020 |
| Draft Content for the Classes | Up to 5 days | August, 2020 |
| Final Content for the Classes | Up to 9 days | December, 2020 |
| Draft Content for the Tours | Up to 2 days | August, 2020 |
| Final Content for the Tours | Up to 5 days | September, 2020 |
| **Overall days for Task 2** | **Up to 30 Working Days** | | |
| Task 3: Support in Center establishment activities | Sessions with participation of Children and Youth | Up to 5 days | Sept-Oct, 2020 |
| Support in Establishment activities | Up to 5 days | October 2020 |
| **Overall days for Task 3** | **Up to 10 Working Days** | | |

1. **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 Team Leader Tobias Wittmann, 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 shall be delivered electronically in English language to ECOserve programme.

1. **Professional Requirements**

* Proven experience in implementation of similar tasks,samples of previous work assignments
* Proven experience in designing and organizing Awareness-raising campaigns
* Team members (2-3) with expertise in different fields, such as environmental education, development of educational, and PR materials, PR and Communication, development of interactive training programmes, child centred methodologies, curriculum design
* Fluency in English and Armenian
* Interpersonal, organizational and communication skills, particularly writing and facilitation skills.

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