



Міністерство
захисту довкілля
та природних ресурсів
України



Terms of Reference

Project	Support to Nature Protected Areas in Ukraine”, BMZ No.:2011.6612.3 and 2013.6588.1
Type	Quick Start Measure (QSM)
Title	Attachment of branding on project cars (Toyota Hilux)
Short title	Branding of project cars (Toyota Hilux)
Reference number	QSM-2021-6-NAT- Branding cars

1 Type of Procurement

This procurement is planned as a Quick Start Measure. QSMs are investments in protected areas of up to EUR 20.000 per contract. These measures are justified by three factors: their confirmed urgency, the absence of other imminent solutions and the need for rapid trust-building between beneficiaries and the Project.

This procurement falls under a procedure which was installed with the updated Project Management Manual (PMM) approved by MENR on 08.10.2020 and which received non-objection by KfW on 07.12.2020. Under simplified procedures and a newly introduced review method in the new Overall Procurement Plan, an entry of “P” (for “post review”) under column “Review by KfW” indicates that a procurement will be reviewed by the auditor and optionally by KfW.

This procurement belongs to the following sections under the project’s Overall Procurement Plan:

- Output 4: The administration and management of the national protected areas system (MENR) is strengthened through investments in selected fields
 - SA.4.1: Conduct individual smaller communication procurements through QSM and Counterpart Measures
 - T.4.1.3 Implement the communication plan through selected procurements
 - ST.4.1.3.4: Conduct individual smaller communication procurements through QSM and Counterpart Measures (detailed in Overall Procurement Plan) The budget line for this procurement in the latest version of the approved Overall Procurement Plan is:

Output 4: *The administration and management of the national protected areas system (MENR) is strengthened through investments in selected fields*

Activity No. (1)	Task No.	Previous coding	Procurement No.	Description yellow = executed black = planned blue = under implementation	Type of procurement (2)	Estimated Contract Amount	Source of Funds (3)	Procurement procedure (4)	Stages (5)	Selection method (6)	Review by KfW (7)	ESF risk level (8)	Contract type (9)
SA4.1	TA.1.3/ STA.1.3.A			Conduct individual smaller communication procurements through Q&A and Counterpart Measures	C	29.595.00 €	DeponFund 100%	PQ/CF	1	LCS	P	low	na

The goods specified in this document shall be procured through collection of **three price quotes**.

2 Background

The project “Support to Nature Protected Areas in Ukraine” promotes the conservation of the country’s outstanding natural richness. A strong focus lies on the Carpathian Mountains, which host large tracts of natural landscapes including primeval forests, making it a stronghold for many rare European plant and animal species.

The project is delivered within the framework of the German Financial Cooperation (FC) and financed by KfW Development Bank. The Ministry of Ecology and Natural Resources of Ukraine (MENR) assumes overall responsibility for the implementation and operation of the project. AHT GROUP AG (AHT) in association with the WWF International Danube-Carpathian Programme, Frankfurt Zoological Society (FZS), has been awarded the contract by KfW on behalf of MENR to execute this project as implementation consultant.

The selected PAs of the SNPA-Project:

- Verkhovynskyi National Nature Park
- Vyzhnytskyi National Nature Park
- Karpatskyi Biosphere Reserve
- Karpatskyi National Nature Park
- Synevyr National Nature Park
- Gorgany Nature Reserve
- Uzhanskyi National Nature Park
- Yavorivskyi National Nature Park

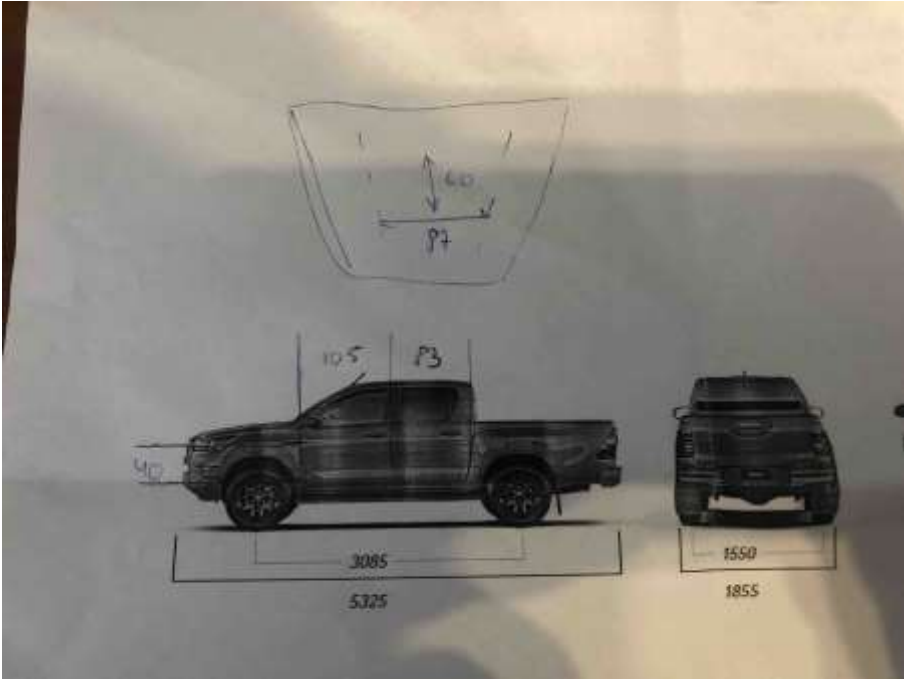


The project contributes to the conservation of biodiversity in Ukraine by improving the management and conservation work of protected areas in Ukraine. As part of the project, the parks are provided with technical support and their infrastructure is improved (e.g. vehicles for rangers, guesthouses, information centres etc.). The geographical focus of the project is on the Carpathians: eight project areas are located in the Carpathian region of Ukraine. The project duration is six years.

3 Objective of the intervention

One major part of the project is focused on the improvement of the Protected Areas’ infrastructure and equipment. As part of this objective, the project will provide a total of 31 Toyota Hilux cars to the PAs. Before the delivery, the cars need to be branded with the official logos of the individual PAs as well as with official corporate design of Ukraine’s PAs. Therefore, the objective of this procurement is to attach the branding on all 31 cars.

5 Expected results

The cars will all be located in one common place in Ivano-Frankivsk in Clasyk Avto Center, 225/5, Vovchynetska str., for conducting the branding. The Contractor shall fulfill the following tasks:

Task	Specifications	Quantities
Development of layouts for printing	<p>The dimensions of car's parts:</p>  <p>The cars will be in 3 colours: 10 oxid bronze metallic, 10 grey metallic, 11 silver metallic.</p>  	8



The visualization of required design is demonstrated on another car but the placement of logos should be the same:



The layout should be produced for each PA car (8 in total). The layouts will differ with a PA logo.

All layouts have to be approved by the Client before printing.

All logos are provided here:

https://drive.google.com/drive/folders/11HL54odm4AV_puV0qa5n2vHWp_QCvwOGZ?usp=sharing

Protected areas brandbook: <https://mepr.gov.ua/files/docs/Brandbook.pdf>

Printing of branding designs on high-quality foil

The foil should be Oracal 751, white colour, plotter cutting.

The number of sets of foils for each PA is provided in a table below:

#	PA	Grey metallic	Silver metallic	Oxid bronze metallic
1	CBR	6		

In total, 31 sets of foils (one for each car) need to be printed.

	2	NR GOR		2			
	3	CNNP			5		
	4	NNP SYN		6			
	5	UNNP			5		
	6	VerkhNNP	4				
	7	VyzhNNP		2			
	8	YNNP		1			
Attaching the foils to the cars	The Contractor shall attach the design foils to the cars according to the design approved by the Client.						Attachm ent of foils to 31 cars.

6 Minimum qualifications of the service provider

Participating companies must be legal entities registered in Ukraine, PPE (physical person entrepreneur) registered as a third group.