

Quick Start Measure – 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	Production of banner and T-shirts for the presentation of protected areas website
Short title	PAs website presentation
Reference number	QSM-2021-4-NAT- PAs website presentation

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 is conducted as a small pilot in only one of the eight target areas of the SNPA project. If the pilot shows the provided equipment to be of suitable, cost-efficient and effective use for PA work, a larger procurement will be conducted in the future to provide all target areas with the equipment.

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 green = planned blue = under implementation	Type of programme (2)
SA4.1	TA.1.3/ STA.1.3.4			Conduct individual smaller communication procurements through QSM and Counterpart Measures	C

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

2 Background and Justification

Protected areas (PAs) in Ukraine require certain tools and materials in order for communication with different target audiences in a more effective way. Improved communication will help to resolve issues, promote PA activities, encourage people to visit the PAs, etc.

For this purpose, a general website for the PAs of Ukraine, presenting short texts that contain general information about each Ukrainian PA, news, interactive PAs map etc. was developed.

Users of this website will be able to communicate with different PAs online, see the location of the PAs and choose a PA to visit depending on their preferred activities. They will also be able to publish their impressions after visiting a PA.

In order **to promote the PAs website** and reach the wide audience, it is necessary to present it at the forum Ukraine 30. For the presentation a list of **promotional items should be produced** under this QSM:

- Roll-up banner 100X200 centimeters
- 8 T-shirts with Nature Reserve Fund logo and PAs website link

This procurement is well-suited to be conducted as a QSM, given that:

- a) The goods to be procured are largely standardized.
- b) The total budget amount is below 20.000 EUR.
- c) The provision of these goods shall happen fast to allow for a timely delivery for the Ukraine 30 Forum which is held on 9 June.

3 Objectives and Expected Results

The main objective of this procurement is to support the presentation of PAs website within the Ukraine 30 Forum with visual communication products in order to cover bigger audience.

#	Decription	Specifications	Units
1	Banner with a roll-up frame	A printed banner 100X200 centimeters attached to roll-up frame. The design of a banner will be provided by the Client.	1
2	T-shirt	A green T-shirt with 1 colour (white) A4 printing on the front. The design of a T-shirt will be provided by the Client.	8

4 Activities

To obtain the required goods, several qualified suppliers will be contacted and asked to provide price quotes for the provision of the specified goods. At least three price quotes will be collected and the best proposal (technically compliant offer at the lowest price) will be selected for contracting. The proposals shall be sent to the following e-mail address: mysak@snpa.in.ua.

5 The minimum qualifications of the supplier

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