



Міністерство
захисту довкілля
та природних ресурсів
України



Individual Project Proposal

Project	Support to Nature Protected Areas in Ukraine”, BMZ No.:2011.6612.3 and 2013.6588.1
Title	Development of the national system of marking of the tourist trails and designing and marking of the networks of tourist hiking trails in eight target protected areas
Short title	Marking system
Reference number	NT-2021-15-NAT-Marking System

1. Type of Procurement

This procurement will be conducted in two lots.

Lot 1: Procurement of services for the development of the national system of marking of the tourist trails and designing and marking of the networks of tourist hiking trails in eight target protected areas

Lot 2: Procurement of information signs, signposts and stands.

1.1. Lot 1

Type: direct procurement.

The services to be procured in this activity require skilled and experienced experts in the rather specialized field of marking system development for trails and paths. An important selection criterion is the experience of such works particularly in protected areas (PA). Knowledge of the geography of the Ukrainian Carpathians, the specifics of protected areas and tourist routes are one of the most important qualifications of the service provider. The ability to communicate and coordinate with PAs is also important as they will be directly involved in the development of the marking system.

Therefore, only Service Providers who can demonstrate a long track record of developing and setting up marking systems in very large protected areas while also having in-depth knowledge about the Ukrainian Carpathians will be capable of providing the desired results of this activity.

Market research showed that the number of potential candidates who possess the required qualifications is very limited. Therefore, a competitive bidding procedure would very likely not lead to a sufficient number of qualified bids (if any). For this reason, the SNPA project will select the Service Provider for this lot through direct procurement.

The Service Provider to be contracted is a non-governmental organization (NGO) called “**Tourist Society “Karpatski Stezhky”**”. This organization fully meets the mentioned requirements. Members of this NGO have strong national and international experience in developing a marking system and conducting marking works in protected areas. They also have in-depth knowledge of the Ukrainian Carpathians and the protected areas within them. A detailed description of the

qualifications of the proposed Service Provider and why they are considered most suitable for the activity is provided in Annex 1.

1.2. Lot 2

Type: National Competitive Bidding

This lot provides for the procurement of information signs, signposts and stands in accordance with the specifications, which will be developed by the service provider of Lot 1 after the development of the trail network concepts for each target PA.

2. Context

The protected areas in the Carpathian region provide exceptional value for ecotourism and are already a popular destination for visitors for engaging in outdoor activities. Protected areas receive many benefits if tourism is organized properly.

Also, communities living within or around the PA benefit from tourism activities. Therefore, they are closely linked to PA and the development of ecotourism in their region.

Ecotourism in protected areas is not developed at a high level. A number of measures are needed to support the development of ecotourism. One of the key measures is establishing marking systems for tourist trails within each PA. A marking system consists of strategically placed navigation signs which mark tourist and walking routes, eco-trails, provide important orientation, promote safety and comfort of visitors, and minimize the negative impacts on nature and wildlife. Hiking in the mountains is one of the most popular types of active tourism in Ukraine. Ensuring the development of an attractive and clear marking system for tourists in the mountains is the main condition for creating safe and comfortable movement of tourists in difficult mountain conditions. This will increase tourism flows and tourism revenues for both PAs and communities, create a good reputation for PAs and set a clear example for other PAs in Ukraine to follow.

Currently, the marking system of the eight target PAs of the SNPA project needs to be significantly improved. There is no comprehensive and consistent marking system, which leads to violations of the rules of PA, as well as disorientation of tourists. One of the most serious violations is the formation of new trails, which leads to the degradation of mountain ecosystems. It should be noted that, as mentioned above, the "increase in tourist flows" due to the creation of an attractive marking system for tourists should not increase degradation and anthropogenic pressure on existing ecosystems, but normalize and direct tourist flows in the right ways, preventing negative consequences for ecosystems. The marking system must perform the following functions: navigation function, informative function (information on length, complexity, route time, etc.), warning function (avoidance of dangerous situations).

Currently, there is no unified marking system in Ukraine. Due to differences in the marking of different tourist trails, tourists often wander without understanding the purpose and essence of the marked route. This has a very negative impact on the brand of the Nature Reserve Fund of Ukraine.

The purpose of this procurement is to eliminate the above-mentioned problems and improve the infrastructure of PA ecotourism by developing a unified and highly efficient **national marking system**, as well as to carry out marking works on the eight target PAs of the Project.

This procurement is linked to the following sections of the project's Overall Operational Plan:

- Output 2: Selected protected areas have the necessary infrastructure, equipment and personnel (continuation)

- Sub-Activity 2.4: Support ecotourism development in and around the target areas
 - Task 2.4.3: Conduct individual tenders for the implementation of the ecotourism concept (detailed in procurement plan)

3. Objectives

Global objective

A contribution to the conservation of the biological diversity in the Ukraine is delivered.

Specific objective

Support for the development of ecotourism in protected areas and the creation of a national marking system. This will increase and streamline tourism flows and tourism revenues for both PAs and communities, create a good reputation for PAs and set a clear example for other PAs in Ukraine to follow.

4. Approach

In summary, the following order of activities are to be conducting in this procurement for the realization of the Marking System:

1.1. Development of trail network projects for each target PA	Lot 1
1.2. Development of the national concept of unified marking design	Lot 1
1.3. Development of the national guideline on the organization and realization of marking works on PA territories	Lot 1
1.4. Printing of the Guidelines	Lot 1
1.5. Development of the information signs, signposts and stands	Lot 1
2.1. Procurement of printed signs, signposts and stands	Lot 2
1.6. Installation of Markings and Signs in the PAs	Lot 1
1.7. Trainings for PA staff	Lot 1
1.8. Promotion of the new Marking System	Lot 1
1.9. Additional operational tasks	Lot 1

As a general principle for Lot 1, the Service Provider shall aim to collaborate with relevant representatives and workers of the PAs across each working step. Such close collaboration with the PAs will strengthen the PAs' ownership of the marking system while also providing direct training for the installation and maintenance of the signs and marks. This will enable the PA to use and maintain the marking system correctly in the future. **Details about each specific activity and the deliverables to be provided through this procurement are presented in the following section.**

5. Activities and Deliverables

5.1. Lot 1. Procurement of services for the development of the national system of marking of the tourist trails and designing and marking of the networks of tourist hiking trails in eight target protected areas

In the table below, the specific activities to be conducted by the Service Provider are presented with their associated tasks and deliverables. The table also provides detailed numbers regarding the expected personnel effort as well as the associated costs that will arise for the Service Provider during each of the activities. **The Service Provider must use these numbers as the basis for their budget calculations and the development of their financial proposal.**

The order of activities does not necessarily resemble the order of implementation. Some activities will be conducted in parallel while others will only start once more basic activities are completed. A tentative implementation schedule is provided in section 8.

Activities of work, tasks and results	Required personnel and effort	Associated expenses
<p>Activity 1.1. Development of trail network concepts for each target PA</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Data collection and analysis. 2. Development of a research plan for the entire implementation period. Coordinate the research plan with the SNPA project and PAs. 3. Formation of conceptual schemes. 4. Conducting field research. 5. Assessment of the state of existing tourist routes. 6. Identification of the most critical areas. 7. Preparation of the proposals to create new tourist routes. 8. Geodata processing. 9. Development of schemes of tourist trail networks. Coordination of tourist trail networks with the Ministry, SNPA project and PAs. 10. Design of marking (determination of places for marking works, number and types of signposts and maps, number of supports, etc.). Coordination of sites for marking works with SNPA project and PAs. 11. Preparation of the description of tourist routes according to the following chapters: 	<p>Manager (up to 75 days)</p> <p>Expert on trail development and marking (up to 73 days)</p> <p>Cartographer (up to 18 days)</p> <p>GIS specialist (up to 75 days)</p> <p>Trail marking specialists (4 persons, up to 72 days in total)</p>	<p>Field research by Trail Marking Specialists:</p> <ul style="list-style-type: none"> - Total of up to 2000 km - In the proposal, the Service Provider shall provide a fixed price of EUR per kilometer of trail research. <p>Logistics costs (fuel and car depreciation) (up to 10 000 km):</p> <ul style="list-style-type: none"> - In the proposal, the Service Provider shall provide a

<p>11.1. Technical information</p> <p>11.1.1. Length</p> <p>11.1.2. Duration</p> <p>11.1.3. Marking type</p> <p>11.1.4. Height difference between the lowest and highest points</p> <p>11.1.5. General height set</p> <p>11.1.6. File with a thread of trail and key points of the most important intermediate stages (start and end points, branch points of trails, orientation objects (mountain tops, huts, meadows, rocks, caves, water objects, path branches, etc.), recommended places for nightover, replenishment drinking water supplies, halts).</p> <p>11.2. Preparation of the trail descriptions according to the following chapters:</p> <p>11.2.1. General recommendations which contain the peculiarities of this trail</p> <p>11.2.2. Safety rules during passing a trail (general and special for this route)</p> <p>11.2.3. Availability of mandatory formal procedures (coordination with PAs, The State Emergency Service of Ukraine, border service) and the method of their execution (for example, for a trail located in the border area)</p> <p>11.2.4. Logistic information (ways to get to the starting point of a trail, etc.)</p> <p>11.2.5. Ways to get from the final point of the way to the logistics hubs (regional or district centers, railway stations, etc.)</p> <p>11.2.6. Description of passing distances between the key points of orientation (how a trail looks like, what we see on a trail, warning of possible dangers (seasonal or permanent))</p> <p>11.2.7. Description of key orientation points (mountain tops, huts, meadows, rocks, caves, water objects, branching trails, etc.) + photos</p> <p>11.2.8. Recommended places for nightover – mountain huts or places for camping. The description of a place should include the following information: suitability of a terrain for camping, access to drinking water, availability of places to light a fire, access to materials for lighting a fire + photos</p> <p>11.2.9. Clarification for which period of the year the description is actual</p> <p>11.2.10. Information on the rescue team/teams, in the area of responsibility of which the current trail is located</p> <p>11.2.11. Information on the cost of passing a trail (if available)</p> <p>11.2.12. Information on a passing type of trail</p>	<p>Editor (up to 35 days)</p> <p>Layout designer (up to 15 days)</p>	<p>fixed price of EUR per kilometer</p> <p>Travel expenses (accommodation and food)</p> <p>- Up to 140 days</p>
---	--	---

<p>11.2.13. PA information with links to websites (where relevant)</p> <p>11.2.14. Information on natural values and attractions of trails, cultural heritage</p> <p>12. Development of proposals for the creation of tourist routes for the category of tourists with disabilities for eight target protected areas.</p> <p>13. Development of cartographic materials (creation of detailed maps with the scheme of networks of tourist routes for each target PA) displaying the following information:</p> <p>13.1. Detailed scheme of tourist route networks for each target PA.</p> <p>13.2. Infrastructure facilities and points where it is necessary to equip the appropriate infrastructure (roads, parking, camping, toilets, etc.).</p> <p>13.3. Boundaries and zoning of PA (the exact source data for this must be provided by the PAs, the service provider only reflects them on a map).</p> <p>13.4. Attractions.</p> <p>13.5. Other.</p> <p>13.6. Coordination of cartographic materials with the SNPA project and PAs.</p> <p>14. Creation of concepts of tourist trails for each target PA in the form of eight separate documents taking into account the requirements of Ukrainian legislation for their further inclusion into the Management Plans (Proekt Orhanizatsii Terytorii). The concepts must contain:</p> <p>14.1. Description of the methodology used for developing the concepts.</p> <p>14.2. Detailed descriptions of tourist routes.</p> <p>14.3. Maps with schemes of networks of tourist trails.</p> <p>14.4. Proposals for creating tourist routes for tourists with disabilities.</p> <p>15. Approval of the projects of tourist trail networks by the Ministry, the SNPA project and PAs.</p> <p>16. Presentations of the developed networks of tourist trails in the target PAs.</p> <p>17. Filling open databases (OSM, Google, Waymarked) with data of the approved route networks.</p> <p>Deliverables:</p> <p>1. 8 concepts of the tourist trail networks (one for each target PA) created:</p> <p>1.1. Concept of hiking trail networks for Carpathian Biosphere Reserve.</p> <p>1.2. Concept of environmental and educational trail networks for Nature Reserve “Gorgany”.</p> <p>1.3. Concept of hiking trail networks for Carpathian National Nature Park.</p> <p>1.4. Concept of hiking trail networks for National Nature Park “Synevyr”.</p> <p>1.5. Concept of hiking trail networks for Uzhanskyi National Nature Park.</p>		
--	--	--

<p>1.6. Concept of hiking trail networks for National Nature Park “Verkhovynskyi”.</p> <p>1.7. Concept of hiking trail networks for National Nature Park “Vyzhnytskyi”.</p> <p>1.8. Concept of hiking trail networks for Yavorivskyi National Nature Park.</p> <p>2. Proposals for the creation of trails for tourists with disabilities for the eight target protected areas.</p> <p>3. Locations for marking works in the eight target protected areas identified.</p> <p>3.1. A file with a path thread created on the existing map, where the points identifying the places of the installation of information signs, signposts and stands, which are necessary to install, are marked for all eight target PAs.</p> <p>4. Presentations of the developed concepts of tourist trails conducted at each target PA.</p> <p>5. Open databases are filled with data of the new trail networks (OSM, Google, Waymarked).</p>		
<p>Activity 1.2. Development of a national concept of marking design for the tourist trails</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Development of a national concept for the marking design of tourist trails. One of the most important requirements for the concept are: <ol style="list-style-type: none"> 1.1. Easy to understand. 1.2. With two languages: Ukrainian and English. 1.3. Availability of complete information on the tourist route. 1.4. When developing the design of information and navigation signs, it is necessary to take into account the requirements for the design of information arrangement for the territories of the Nature Reserve Fund of Ukraine: https://cutt.ly/RnJubIM . 2. Preparation of graphic materials and their description. 3. Translation into English. 4. Editing and layout. 5. Development of layout templates. 6. Approval of the concept of marking design by the Ministry and the SNPA project. Making adjustments where requested. <p>Deliverables:</p> <p>The national concept of marking design developed and approved by the Ministry and the SNPA project.</p>	<p>Manager (up to 7 days)</p> <p>Expert on trail development and marking (up to 7 days)</p> <p>Graphic Designer (up to 22 days)</p> <p>Translator (up to 2 days)</p> <p>Editor (up to 3 days)</p> <p>Layout designer (up to 2 days)</p>	

<p>Activity 1.3. Development of methodical recommendations (guidelines) for the organization and carrying out of the marking works within the Protected Areas of Ukraine</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Development and detailed description of the methods. 2. Preparation of graphic materials. 3. Editing and layout. 4. Approval of the guidelines by the Ministry and the SNPA project. Making adjustments where requested. <p>Deliverables: The methodical recommendations (guidelines) for the organization and carrying out of the marking works within the Protected Areas of Ukraine developed and approved by the Ministry and the SNPA project.</p>	<p>Manager (up to 7 days)</p> <p>Expert on trail development and marking (up to 7 days)</p> <p>Graphic Designer (up to 6 days)</p> <p>Editor (up to 4 days)</p> <p>Layout designer (up to 4 days)</p>	
<p>Activity 1.4. Creation of the guidelines "Marking of tourist trails within the protected areas of Ukraine"</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Preparation and printing of the guidelines "Marking of tourist trails within the protected areas of Ukraine". The guidelines should contain two main sections: <ol style="list-style-type: none"> a. National marking design for tourist trails. b. Organization and carrying out of the marking works within the protected areas of Ukraine. 2. Printing requirements: ca. 100 pages, 50 sheets, colored, A5, glossy or matte soft cover, offset paper. Cover: 350 g/m2. Inside: 130 g/m2. 3. Number of copies: 500 pcs. 4. Availability of PDF-version. <p>Deliverables:</p>	<p>Working days are covered within Activity 1.3 above.</p>	<p>Printing costs for the guidelines: up to EUR 3,00 per copy. (500 copies in total)</p>

<ol style="list-style-type: none"> 1. The guidelines "Marking of tourist trails within the protected areas of Ukraine" developed. 2. The guidelines printed and distributed in the amount of 500 copies. 		
<p>Activity 1.5. Development of the information signs, signposts and stands of maps of tourist trails for eight target protected areas</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Development of trail maps. Coordination of trail maps with the SNPA project and PAs. 2. Preparation of texts. 3. Translation into English. 4. Layout of information signs, signposts and stands of trail maps. 5. Coordination of layouts of information signs, signposts, and stands with the SNPA project. 6. Preparation of layouts for printing and cutting. 7. Transfer of the developed layouts of information signs, signposts and stands to each target PA and SNPA project in the form of a catalog (PDF-version and printed version). 8. Storage of the developed layouts of information signs, signposts and stands in the database of the service provider on a permanent basis and trouble-free provision to the target PAs at their request. 9. Development of detailed specifications for the production of information signs, signposts and stands. The specifications must contain complete information about: <ol style="list-style-type: none"> a. Qualitative and quantitative characteristics of the materials from which information signs, signposts and stands will be made. b. Print type. c. Layouts of information signs, signposts and stands. <p>Deliverables:</p> <ol style="list-style-type: none"> 1. Layouts of information signs, signposts and stands for eight target protected areas developed. 2. Layouts ready for printing. 3. The developed layouts of information signs, signposts and stands transferred to each target PA and SNPA project in the form of a catalog (PDF-version and printed version). 4. The developed layouts of information signs, signposts and stands stored in the database of the service provider. 	<p>To be done for a total of up to 1500 km.</p> <p>In the proposal, the Service Provider must provide a price in EUR per km for this activity.</p> <p>Needed personnel: Manager, Expert on trail development and marking, GIS specialist, Editor, Translator, Layout designer, Graphic designer</p>	

<p>5. The detailed specifications for the production of information signs, signposts and stands developed.</p>		
<p>Activity 1.6. Installation of Markings and Signs in the eight target PAs</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Cleaning of tourist routes. 2. Installation of supports for signs, signposts and stands for maps. 3. Fixation of signs, signposts and stands. 4. Markings with paint. <p>Deliverables: All works on marking of the tourist trails in the eight target protected areas carried out.</p>	<p>To be done for a total of up to 1500 km.</p> <p>In the proposal, the Service Provider must provide a price in EUR per km for this activity.</p> <p>Needed personnel:</p> <ul style="list-style-type: none"> - 4 Trail marking specialists - Manager - Expert on trail development and marking 	<p>Travel expenses, accommodation, food, cleaning of trails, installation of sign and markings, installation of pillars for information stands and signs, etc.</p> <p>Transport costs for field works - fuel and depreciation (microbus, off-road car, ATVS, trailer, etc.</p> <p>Supplies</p> <p>Depreciation of manual, motorized and special equipment</p>
<p>Activity 1.7. Carrying out the trainings for the personnel of eight target PAs on the topic "Marking of tourist trails within the Protected Areas of Ukraine"</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Conducting theoretical trainings for the staff of each target PA. 2. Conducting practical trainings for the staff of each target PA during the field works on marking of the tourist trails (staff involvement is determined by the service provider in accordance with the needs and qualifications of the staff of each target PA and agreed with the administration of the PA). 	<p>Manager (up to 6 days)</p> <p>Trail marking specialist 1 (up to 5 days)</p> <p>Trail marking specialist 2</p>	

<p>3. The service provider must obtain written approval from the administration of the PAs regarding the involvement of PA staff in carrying out the marking works on tourist trails for educational purposes. The service provider must not abuse the PA's human resources to carry out marking works designated in this procurement.</p> <p>Deliverables:</p> <ol style="list-style-type: none"> 1. 8 theoretical trainings conducted for the staff of target PAs on the topic " Marking of tourist trails within the Protected Areas of Ukraine ". 2. Practical trainings conducted for the staff of each target PA during the marking works on tourist trails. 	(up to 5 days)	
<p>Activity 1.8. Promotion</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. Create two promotional videos for each target PA (except of Nature Reserve "Gorgany", only one video for them). Video topic: "Tourist routes of target PA". The purpose of the video: to present the viewer with new marked tourist routes of the target PAs, to show the nature of the Ukrainian Carpathians, to emphasize the good reputation and authority of PAs, to attract tourists. 2. Published on social networks. 3. The service provider should involve a well-known Ukrainian blogger to perform these tasks. The selection of the blogger's candidacy is agreed with the SNPA project. <p>Deliverables: 15 videos on the topic "Tourist routes of target PA" created and published.</p>	Blogger (up to EUR 320/video, 15 videos in total, total cost – up to EUR 4800)	
<p>Activity 1.9. Additional operational tasks</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. The service provider will require the work of a professional accountant to handle the subcontracting of each individual specialist and worker to conduct the above activities. Apart from dealing with contracts, the work of this accountant will also cover the handling of salary payments, reimbursements of travel expenses, etc. 	Manager	

<p>2. The service provider must also include a qualified professional to provide advice on administrative, tax and legal issues.</p> <p>3. The cost for the accounting services is calculated up to 2% of sum of costs of Activities 1.1.-1.8.</p> <p>4. The cost for the administrative/tax advise/legal works is calculated up to 2% of sum of costs of Activities 1.1.-1.8.</p> <p>Deliverables:</p> <ol style="list-style-type: none"> 1. Accounting works are professionally covered. 2. Administrative/tax advise/legal works are professionally covered. 		
<p>Reporting</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. The service provider shall submit the interim reports to the SNPA project upon completion of the tasks specified in the Chapter 5.1 of this document. 2. The division of payment for services on a tranche according to the executed tasks is provided. The procedure for submitting interim reports and the terms of payment (tranches) will be determined during the signing of the contract with the service provider. 3. Upon completion of providing of all services, the service provider shall prepare and submit to the SNPA project a detailed final report on all services provided in a format agreed between the SNPA project and the service provider. <p>Deliverables:</p> <ol style="list-style-type: none"> 1. Interim and final reports are submitted to the SNPA project. <p>Effort:</p> <p>No additional working days are to be calculated for this activity. Instead, the effort needed for this activity shall be incorporated and distributed across the effort amounts assumed for all the activities above.</p>		

5.2. Lot 2. Procurement of information signs, signposts and stands

In Lot 2, the information signs, signposts and stands will be procured in accordance with the specifications developed by the service provider in Lot 1, Activity 1.6. The amounts and types of goods to be procured will cover up to 1500 km of trails.

General procurement requirements:

1. All information signs, signposts and stands must be made of high-quality, durable materials and have a high resolution.
2. Must have high resistance to weather and climatic conditions.
3. Must have a strong mount (e.g.: metal pillars).

Activities of work, tasks and results	Responsible personnel	Associated expenses
<p>2.1. Procurement of information signs, pointers and stands</p> <p>Tasks:</p> <ol style="list-style-type: none"> 1. UV printing of information signs, pointers and stands on composite according to the specifications. 2. Coordinate milling, lamination of information signs, pointers and stands according to the specifications. 3. Production of stands, fastenings, anchor plates, etc. according to the specifications. 4. Delivery of information signs, pointers and stands according to the specifications. <p>Deliverables:</p> <ol style="list-style-type: none"> 1. All information signs, pointers and stands are produced according to the specifications. 2. All information signs, pointers and stands are delivered according to the specifications. 	Supplier of goods	

The table below shows the budget for the activities specified in this document.

#	Activity	Unit	# of units	# of staff	Job position
Lot 1. Procurement of services for the development of a national marking system and installation of markings along the eight target PA tourist trails					
1.1. Development of trail network concepts for each target PA					
1	Data collection and analysis, research plan development, conceptual schemes formation	day	32	4	Manager, Expert on trail development and marking, Cartographer, GIS specialist
2	Field research	km	2000	4	Trail marking specialists (field work)
3	Logistics costs (fuel and car depreciation)	km	10 000	-	-
4	Travel expenses (accommodation and food)	day	140	-	-
5	Geodata processing	day	32	1	GIS specialist
6	Development of trail network schemes	day	19	3	Manager, Expert on trail development and marking, GIS specialist
7	Design of the marking (designation of locations for marking and sign installation etc.)	day	51	2	Manager, Expert on trail development and marking
8	Description of trails	day	92	5	Trail marking specialists (field work), Editor
9	materials	day	19	2	Cartographer, GIS specialist
10	Document writing	day	32	2	Manager, Expert on trail development and marking
11	Editing and layout	day	30	2	Editor, Layout designer
12	Approval of trail network concepts by the Ministry, PAs and the Project, making adjustments	day	20	2	Manager, Expert on trail development and marking
13	Presentations at PAs	day	16	2	Manager, Expert on trail development and marking
14	Putting information into open databases (OSM, Google, Waymarked)	day	20	1	GIS specialist
Subtotal					
1.2. Development of the national concept of marking design for the tourist trails					
1	Concept development	day	12	2	Manager, Expert on trail development and marking
2	Graphic materials and descriptions preparation	day	12	1	Graphic Designer
3	Translation	day	2	1	Translator
4	Editing and layout	day	5	2	Editor, Layout designer
5	Signs templates development	day	10	1	Graphic Designer
6	Approval by the Ministry, Project and Pas; making adjustments	day	2	2	Manager, Expert on trail development and marking
Subtotal					
1.3. Development of the methodical recommendations for the organization and carrying out the marking works within the Protected Areas of Ukraine					
1	Methodology development and description	day	12	2	Manager, Expert on trail development and marking
2	Graphic materials preparation	day	6	1	Graphic Designer
3	Editing and layout	day	8	2	Editor, Layout designer
4	Approval by the Ministry, Project and PAs, making adjustments	day	2	2	Manager, Expert on trail development and marking
Subtotal					
1.4. Creation of the guideline "Marking of tourist trails within the protected areas of Ukraine"					
1	concept of unified design + Part 2. Organization and realization of marking works for PA sector), (100 pages, 50 sheets, colored, A5, glossy or matte soft cover, offset paper - cover - 350 g/m2, inside – 130 g/m2)	pcs	500	-	Contractor
Subtotal					

1.5. Development of the information signs, pointers and stands of maps of tourist trails for eight target protected areas					
1	Trail maps development	km	1500	3	Manager, Expert on trail development and marking, GIS specialist
2	Text preparation	km	1500	1	Editor
3	Translation	km	1500	1	Translator
4	Layout of information stands and signs with maps	km	1500	1	Layout designer
5	Preparation of information stands and signs for printing, cutting	km	1500	1	Graphic designer
Subtotal					
1.6. Installation of Markings and Signs in the eight target PAs					
1	Field marking works (travel expenses, accommodation, food, cleaning of trails, installation of sign and markings, installation of pillars for information stands and signs, etc.)	km	1500	6	Trail marking specialist 1 Trail marking specialist 2 Trail marking specialist 3 Trail marking specialist 4 Manager Expert on trail development and marking
2	Transport costs for field works - fuel and depreciation (microbus, off-road car, ATVS, trailer, etc.)	km	1500	-	-
3	Supplies (paint, solvents, brushes, gloves, stencils, boxes, fuels/lubricants/chains for tools and generators, screws, fasteners, mpunting tape, batteries for electronic equipment, cement, sand, gravel, plasticizer, etc.)	km	1500	-	-
4	Depreciation of manual, motorized and special equipment (pruners, saws, drills, chainsaws, lawn-mowers, motor drills, generators, etc.)	km	1500	-	-
Subtotal					
1.7. Carrying out the trainings for the personnel of eight target PAs on the topic "Marking of tourist trails within the Protected Areas of Ukraine"					
1	Theoretical training (1 training (2 days)/PA)	day	16	3	Manager, Trail marking specialists
Subtotal					
1.8. Promotion					
1	Production and promotion of videos by a popular blogger/influencer (2 videos/PA, except of Nature Reserve "Gorgany", only one video for them)	video	15	1	Contractor
Subtotal					
1.9. Additional operational services					
1	Accounting support	lumpsum	1	1	Contractor (2% of sum of costs of Activities 1.1.-1.8)
2	Administrative/tax advise/legal expenses	lumpsum	1	1	Contractor (2% of sum of costs of Activities 1.1.-1.8)
Subtotal					
Subtotal Lot 1					
Lot 2. Procurement of information signs, pointers and stands					
2.1. Procurement of information signs, pointers and stands					
1	UV printing on composite	km	1500	-	-
2	Coordinate milling, lamination	km	1500	-	-
3	Production of stands, fastenings, anchor plates, etc.	km	1500	-	-
4	Delivery	km	1500	-	-
Subtotal Lot 2					
GRAND TOTAL					

6. Environmental and Social Standards (ESS)

Potential environmental and social risks shall be management and minimized in this procurement through ensuring that the requirements of relevant ESSs are met.

Standards	Relevant (yes/no) If yes, specify: What are possible unintended negative outcomes?	Measures to be taken to a) reduce the likelihood of unintended negative outcomes occurring, b) mitigate negative implications in case unintended negative outcomes do occur
ESS1 Assessment and Management of Environmental and Social Risks and Impacts	Yes. If potential risks and negative outcomes are not identified, they may be harder to mitigate and likelihood that they may occur is increased.	Conduct assessment of risks and impacts and identify all relevant ESSs. Follow the measures identified for ESS 2-10 to reduce risks and mitigate negative outcomes.
ESS2 Labour and Working Conditions	Yes. Safety of workers, particularly during the installation or markings in the PAs, may be at risk.	The Service Provider shall ensure that all standard safety measures are in place for field operations, including, where necessary, protective equipment and emergency coverage.
ESS3 Resource Efficiency and Pollution Prevention and Management	Yes. Materials used for signs and markings may contain environmentally harmful substances.	Paint to be used for markings shall be as environmentally harmless as is feasible. Material for signs and posts shall be of highly durable quality, thus preventing that potentially harmful material parts are spread due to material breakdown.
ESS4: Community Health and Safety	No.	
ESS5: Land Acquisition, Restrictions on Land Use and Involuntary Resettlement	No. The marks and signs to be installed will be strictly located on PA land. No land use restrictions will result. Rather, the markings may lead to reduced land use conflicts by clarifying applicable PA rules along the trail networks.	
ESS6: Biodiversity Conservation and Sustainable Management of Living Natural Resources	No.	
ESS7: Indigenous Peoples	No.	
ESS8: Cultural Heritage	No.	
ESS9: Financial Intermediaries	No.	

ESS10: Stakeholder Engagement and Information Disclosure	Yes. Without sufficient consultation of relevant stakeholders (PAs, local communities, etc.), there may be opposition towards the new markings systems.	In order to maximize ownership and acceptance of the new marking system, the Service Provider shall consult with PAs and (where applicable) representatives of local communities along the individual working system.
---	--	---

8. Tentative Implementation Plan

Activity	Months (2021)											
	1	2	3	4	5	6	7	8	9	10	11	12
1. Development of trail network concepts for each target PA												
2. Development of the national concept of marking design for the tourist trails												
3. Development of the recommendations for the organization and carrying out the marking works within the Protected Areas of Ukraine												
4. Creation of the guideline "Marking of tourist trails within the protected areas of Ukraine"												
5. Development of the information signs, pointers and stands of maps of tourist trails for eight target protected areas												
6. Development of terms of reference for the production of the information signs, pointers and stands												
Activity	Months (2022)											
	1	2	3	4	5	6	7	8	9	10	11	12
7. Procurement of information signs, pointers and stands												
8. Installation of markings and signs in the eight target PAs												
9. Carrying out the trainings for the personnel of eight target PAs on the topic "Marking of tourist trails within the Protected Areas of Ukraine"												
10. Promotion												

9. Minimum qualifications of the service provider/goods supplier

9.1. Minimum qualifications of the service provider. Lot 1

1. Manager

Required qualifications:

- More than 5 years of proven working experience in Ukraine in the field of marking system development;
- More than 5 years of proven working experience in management;
- More than 5 years of proven working experience in carrying out the marking works in Ukraine;
- Academic degree in natural or technical sciences.

General tasks:

- Overall project coordination and supervision;
- Extensive communication and coordination with Ministry and PAs;
- Spatial analyses for the marking system development;
- Data collection and analysis;
- Concept development of the national marking system design;
- Writing (trail descriptions, reports, concepts, guidelines);
- Organization and carrying out trainings for PAs.

2. Expert on trail development and marking

Required qualifications:

- More than 5 years of proven working experience in Ukraine in the field of marking system development;
- More than 5 years of proven working experience in carrying out the marking works in Ukraine;
- Academic degree in natural or technical sciences.

General tasks:

- General support of the Manager;
- Spatial analyses for the marking system development;
- Data collection and analysis;
- Development of schemes of trails' networks;
- Concept development of the national marking system design;
- Writing (trail descriptions, reports, concepts, guidelines);
- Organization and carrying out trainings for PAs.

3. Trail marking specialists for field installations (4 persons)

Required qualifications:

- More than 2 years of proven working experience in carrying out trail (hiking) marking works in Ukraine.

General tasks:

- Carrying out the marking works in the field.
- Field research.

4. Cartographer

Required qualifications:

- More than 5 years of proven working experience in cartography in Ukraine.
- Academic degree in natural or technical sciences.
- Technical experience in mapping, trail designation and mapping, cartography.

General tasks:

- Data collection and analysis;
- Development of cartographic materials.

5. GIS specialist

Required qualifications:

- More than 5 years of proven working experience in GIS in Ukraine.
- Academic degree in natural or technical sciences.
- Technical experience in mapping, trail designation and mapping, cartography.

General tasks:

- Data collection and analysis;
- Geodata processing;
- Development of cartographic materials;
- Putting information into open databases (OSM, Google, Waymarked).

6. Editors (2 persons)

Required qualifications:

- More than 5 years of proven working experience in editing.
- Technical experience in the related field (geography, tourism (trails, marking system, hiking, tourism, geographical terms etc.)

General tasks:

- Editing of reports, concept documents, trails descriptions, marking guidelines, texts for information signs, signposts and stands, etc.

7. Layout designer

Required qualifications:

- More than 5 years of proven working experience in designing and creating layouts.
- Experience in relation to information sign, signpost and stands design

General tasks:

- Designing layouts for information signs, signposts and stands.

8. Translator

Required qualifications:

- Highly qualified Ukrainian-English translator;
- More than 5 years of proven working experience in Ukrainian-English translation.
- Technical experience in the related field (geography, tourism (trails, marking system, hiking, tourism, geographical language)

General tasks:

- Translation of reports, texts for information signs, signposts and stands, etc.

9. Graphic designer

Required qualifications:

- More than 5 years of proven working experience in graphic design.
- Experience in relation to sign, signpost and stands graphic design.

General tasks:

- Graphic materials and descriptions preparation;
- Signs, signposts and stands templates development, etc.

9.2. Minimum qualifications of the goods supplier. Lot 2

The supplier of goods must be registered in Ukraine as:

- Legal entity, registered in Ukraine, not a VAT payer;
- Private entrepreneur, Group 3.

The supplier of goods must have more than three years of experience in the production of outdoor information signs, signposts and stands.