

TERMS OF REFERENCE

Title of Activity: Creating an illustrated map in color

Background

In line with the partnership and resource mobilization efforts of UNESCO Cluster Office in Almaty, under the overall authority of the Director of UNESCO Almaty Office and the direct supervision of the Social and Human Sciences Officer, the contractor will develop an illustrated map of 64 UNESCO-designated sites in Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan) to increase UNESCO's visibility with the aim to seeking mobilizing partnerships and extra-budgetary funding. The purpose of the map is to raise awareness about the UNESCO-designated sites in the region of Central Asia, promote tourism and mobilize partnerships in support of UNESCO's related programmatic engagement.

Scope of Work

The scope of work for the selected contractor includes the following activities in close consultation with UNESCO Almaty:

- Review of materials provided by UNESCO Almaty, specifically :
 - cultural and natural heritage sites in Central Asia included in the World Heritage List,
 - biosphere reserves in Central Asia included in UNESCO's Man and Biosphere Programme,
 - geoparks in Central Asia included in the Global Geoparks network,
 - the Representative List of Intangible Cultural Heritage and the Register of good safeguarding practices in Central Asia;
 - Total number of original illustrations: 64
- Simplifying and shortening explanatory text of all UNESCO-designated sites, provided by UNESCO in the English and Russian languages;
- Size of map: A2 or 60 x 42 cm, two sided; color;
- PDF should contain clickable links that redirect to website; paper version must contain this information on the reverse side of the map;
- The front side with the map should indicate the geographic location of all the UNESCO-designated sites in the following countries: Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan; the reverse side should contain explanatory texts about the programmes, short descriptions of the sites and the intangible cultural heritage elements with photos from the website.
- Preliminary sketches of the UNESCO-designated sites and ICH elements; for transboundary elements shared by two or more countries draw one image.
- Designing layout on the reverse side, which should contain explanatory texts about the programmes and short descriptions of the sites.

designated sites and ICH elements;

- Adding the UNESCO logo;
- Sending the electronic version of the map to UNESCO Almaty Office for further printing

A. Qualifications/selecting criteria

- Client portfolio: UN and other international organizations - required
- Extensive experience in content creation - required
- Published works - required
- Involvement of a qualified professional team – essential
- Competitiveness of the financial proposal - essential

B. Submission of applications

The applications shall include:

- Commercial offer
- CV of bidder or members of the team
- Portfolio including previous works and clients

C. Intellectual Property

All information pertaining to this work shall remain the property of the UNESCO Almaty who shall have exclusive rights over their use.