Terms of Reference (TOR) for
CONSULTANCY TO DEVELOP A STRATEGIC SITE PLAN FOR PETRIFIED FOREST AND EL-HASSANA DOME PROTECTED AREAS

Project Background

The objective of the Enhancing National Capacities for Improved Public Participation for Implementing Rio Conventions” Project (CB3 Project) is “to strengthen the participation of relevant stakeholders in the implementation of Multi-Lateral Environmental Agreements (MEAs) in Egypt”. Three agreements, known as Rio Conventions, are of prime concern; (i) UNFCCC, (ii) CBD, and UNCCD. The project aims to engage a large number of government officials, representatives of line ministries’, universities and registered NGOs to build partnerships to ensure mutual knowledge transfer, learning, and awareness. This partnership approach will help strengthen the institutional and systemic capacities of Egypt to improve the management of the environment in Egypt in line with Egypt’s Sustainable Development Strategy (vision 2030), including a greater contribution toward global environmental benefits. Overall, the project will achieve its objective by strengthening capacities at the systemic, organizational, and individual levels, each of which will be targeted to strengthen Egypt’s efforts to mainstream global environmental priorities into the national planning and management frameworks thus seeking preserving and conserving the environment.

Under the first outcome of the project, activities will focus on strengthening the institutional capacities and policy framework for state and non-state actors to better formulate and execute plans while considering the implementation of MEAs and seeking a greater participation of stakeholders. Coordination mechanisms among ministries for nationally adopting and managing MEAs within Sustainable Development Goals (SDGs) are to be established. Staff involved in implementing MEAs in relevant ministries will be well trained. Multi-disciplinary networks and/or partnerships for including global environmental priorities in education systems are to be established and tested.

Under the second outcome, the project will focus on engaging large number of stakeholders to gain awareness of MEAs, as well as understanding the overall benefits of proper management of the global environment, better utilization of natural resources, and linkages to national environmental and socio-economic challenges. Protectorates will be targeted as potential awareness raising centers where science clubs and knowledge hubs may be introduced.

Finally, under the third outcome, the knowledge produced by the project will be properly documented and disseminated through Egypt and in the region, encouraging regional cooperation and knowledge exchanges. The project is funded by UNDP-GEF and implemented by the Egyptian Environmental Affairs Agency (EEAA)/ Ministry of Environment.

Scope of Work:

The CB3 Project aim to design learning stations for knowledge centers in Protected Areas in Egypt through establishment of science clubs in one or two selected Protected Areas (Petrified Forest – El-Hassana Dome PAs) for school children. Followed by operationalize these clubs including private sector intervention, using developed awareness campaigns.

The consultant is to assess the current (baseline) conditions of both protectorates (mandate, existing action plan, specific and distinctive features and characteristics for each protectorate, management setup, physical features: (available space, landscape, buildings, utilities, functionality of different
components of the protectorate), level of performance (administrative, marketing, technical, financial, maintenance, monitoring, reporting, sustainability, ...etc.). Gaps, malfunctioning components, challenges, and impeding factors are to be identified. The consultant will then provide his insight of a strategic plan to achieve two main targets:

a) Enhanced performance of the protectorate while providing an added value,
b) Establishment of science clubs for visualization of environmental issues of national and global concerns while concentrating on MEAs (climate change, biodiversity, and desertification related concepts, concerns, and actions) and attempting to introduce a behavioral change.

The strategic plan will cover, yet not limited to, the following aspects:

Part a):

i) Provision of basic infrastructural components (hosting facilities, emergency services, information and signs, toilets, waste management facilities, ...etc.)

ii) Identification of targeted audience

iii) Proposal of a range of activities

iv) A financial model for running the protectorate:
   a. Administrative
   b. Contractual (involvement of non-governmental entities including the private sector
   c. Marketing
   d. Monitoring (including KPIs)
   e. Sustainability

Part b):

i) Selection of activities: indoors vs. outdoors, watching vs. doing, experimentation vs. demonstrations, documentary material vs. written material, physical activities vs. mental activities. All activities should be aiming at: providing basic knowledge, acquainting the audience with implications and consequences of the related environmental problem, triggering the listener, watcher or doer to provide his own solutions to the problem in hand, achieving a change in attitudes towards dealing with environment.

ii) Identifying hosting requirements

iii) Selection of units/items to be purchased, along with identifying potential suppliers

iv) Supervising commissioning, if required

Under the full supervision of the CB3 Project Manager, the national consultant will have the following scope of work:

- Meet with CB3 management team to discuss the action plan and methodology,
- Review the vision and mission based on the selected PAs mandate, management plans;
- Undertake stakeholder mapping and analysis;
- Undertake a situation analysis of the selected PAs operations to date;
- Meet with sample of potential service provider for each proposed activity to understand their views and needs to create an attraction point for targeted groups
- Through a consultative process and application of an appropriate tool of analysis, identify focus areas and develop strategic objectives and key result areas for the same;
- Extract, mapped, and fully describe the current activities that are taking place or can take place within the selected PAs including information about target audiences, density, activities sites, effect, economy, benefits, etc.);
- Based on extensive field visits and consultations, meetings with the selected PAs management team and other main stakeholders, the consultant will map and zone the selected PAs regarding to the current geographical distribution of conservation activities areas (core areas, sensitive areas), areas proposed for education activities, awareness, infrastructure, events, recreation,
camping, festivals, cycling, climbing and hiking, science clubs, star watching, walking & running, etc.

- Based on consultations with stakeholders, the consultant will map the proposed activities and describe how it will work, overlap, interlink with each other’s without cause negative effect
- The proposed site for each activity should be fully and accurately described (geographic location, area topography and size, carrying capacity, proposed activity, target audiences, surrounding services and infrastructure, interaction with other sites and activities, etc.)
- Conducting a field study for the areas surrounding the targeted PAs, aiming at listing, determining the target PAs users, distribution, and visit density and intervals (weekly, monthly, yearly). Based on this study, the consultant should make recommendations on how to expand the numbers and types of users according to the proposed new activities.
- Review the institutional capacity, organizational set-up, financial and administrative systems against the Target PAs mandate and the identified strategic objectives and key result areas; and make recommendations, if any;
- Propose a strategy for achieving the strategic objectives and key results;
- Develop a Results and Resources Framework for the plan period;
- Lead stakeholder meeting(s) to validate the draft Strategic Plan;

The Consultant will report directly to the CB3 Project Manager. The project will provide the available relevant background documents necessary for the assignment. The expert should involve project management in the consultation process with stakeholders and keep them informed of the results of the field. The Project will support the consultant in the coordination of meetings and other activities under the Consultancy if needed.

The consultant is expected to be physically present the project office once per week to report on what has been achieved.

Expertise:

- **a) Academic Qualifications**
  - At least a master’s degree in a relevant field in the area of planning, nature conservation, public policy, development studies, environmental engineering and;

- **b) Experience**
  - At least 10 years’ professional experience in strategic planning and management
  - Prior working experience strategic planning in protected areas of Egypt is an added advantage
  - Demonstrated experience in working with government partners and other stakeholders in public sector development programs especially in the area of capacity development;
  - Knowledge of UNDP/GEF procedures and rules will be assist.

- **c) Skills and Competencies:**
  - Ability to work with minimal supervision;
  - High level written and oral communications skills in English and Arabic;
  - Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy and integrity;
  - Demonstrate excellent interpersonal and professional skills in interacting with government and development partners;
  - Skills in facilitation of stakeholder engagements/workshops;
  - Evidence of having undertaken similar assignments;
  - Experience in research, policy development, management and programming-related work.
Deliverables and timelines

<table>
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<tr>
<th>Deliverables</th>
<th>Target Dates</th>
<th>Payment %</th>
<th>Estimated No. Days</th>
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</thead>
<tbody>
<tr>
<td>Work plan and methodology approved by CB3 project</td>
<td>Upon acceptance of the task</td>
<td>10</td>
<td>5</td>
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<tr>
<td>Inception report summarizing the current situation within the Petrified Forest and El-Hassana Dome Protected Areas (stakeholders, activities, infrastructure, administrative and management zones, gaps, personnel, visitor density and type, development challenges, finances, etc.)</td>
<td>1st December 2019</td>
<td>20</td>
<td>12</td>
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<td>A report about the results and recommendations raised from consultations with stakeholders’ meetings</td>
<td>30th December 2019</td>
<td>30</td>
<td>18</td>
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<td>Full report about strategic planning for the Petrified Forest and El-Hassana Dome Protected Areas including list of proposed activities, maps for proposed sites, zones, mechanism of operation, feasibility analysis, target audiences, capacities, challenges, marketing mechanism, etc. The report should present the data extracted from field survey (inside and outside the target PAs) in the form of tables, graphs, maps, photos, etc. After completion of the study, the expert will deliver all digital and paper data extracted from the study to the project management.</td>
<td>5th February 2020</td>
<td>40</td>
<td>25</td>
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EVALUATION PROCESS & APPLICATION PROCESS

The Applications will be evaluated based on the following score:
- Knowledge and background (20%),
- Relevant previous experience (20%),
- Technical proposal (30%), and
- Financial proposal (30%).

Please send the following, subject of email “CB3 – Science Clubs/MEAs/3”

- A. Technical Offer
- B. CV.
- C. Financial Offer

To Dr. Karim Omar at cb3.egypt@gmail.com

No later than November 15, 2019.