

CALL FOR APPLICATION

TERMS OF REFERENCE

Responsible Unit:	Culture
Location:	Kazakhstan
Title of activity:	Adaptation of the UNESCO/UNWTO/WFTGA Silk Road Heritage Guide Handbook

Under the overall supervision of the Director of UNESCO Almaty Office and the direct supervision of the Project Coordinator, within the framework of the implementation of extra-budgetary EU/UNESCO Project: "Silk Road Heritage Corridors in Afghanistan, Central Asia, and Iran – International Dimension of the European Year of Cultural Heritage, an expert shall localize and adapt the UNESCO/UNWTO/ WFTGA Silk Road Heritage Guide Handbook to include information on the Intangible Cultural Heritage (ICH) along the Silk Roads Corridors in Central Asia.

Specifically, the expert shall:

1. Liaison with UNESCO Almaty office project team regularly to ensure effective and smooth implementation of the assignment.
2. Revise and update the localized version of the UNESCO/UNWTO/ WFTGA Silk Road Heritage Guide Handbook in English to include as Chapter 6 information on the Intangible Cultural Heritage along the Silk Roads Corridors in Central Asia and in accordance with the structure proposed by UNESCO Almaty office and requirements presented in this ToR.
3. Review and update introductory chapters and liaise with the World Federation of Tourist Guide Associations to ensure guide training material is up to date and accurate.
4. Follow the style of language and structure of the Chapter 5 from the original Handbook when localizing and adapting.
5. Ensure appropriate use of the terms related to the themes of tourism, sustainable tourism development, cultural heritage, intangible cultural heritage etc.
6. Complete the assignment as per agreed with UNESCO Almaty office plan and timeline set in a contract.
7. Chapter 6 should contain:

- a) Overall description of what Intangible Cultural Heritage is and of Intangible Cultural Heritage in Central Asia demonstrating commonalities and peculiarities of ICH elements of Central Asian countries, including the role of women in safeguarding, transmission and promotion of ICH in Central Asia .
- b) Description of each ICH element of Central Asia inscribed in any of the Lists/Register of the 2003 Convention: the Representative List of the Intangible Cultural Heritage of Humanity, the Urgent Safeguarding List and the Register of Good Safeguarding Practices.
- c) Description of the interdependencies between available Intangible Cultural Heritage and their tourism role / potential.

Requirements:

1. Texts about each ICH element should be based on the description of the nomination files available here <https://ich.unesco.org/en/lists>
2. The texts should be developed by considering readability and ease of access of the following audiences: tourism guides, site managers, bearers and practitioners of the ICH elements, international and national tourists, local communities and wider audience, including youth.
3. The texts should fulfill the following purposes: inform audience about the ICH elements along the Silk Roads Corridors in Central Asia, including history and/or legend involved, purpose; tourism potential; stir up interest of readers and their understanding of the ICH
4. The texts should be in English, well structured and easy to follow and understand.
5. Each text should not exceed more than 150 words

Required qualifications/special skills or knowledge

1. Individuals (communication, PR and/or media specialists, cultural heritage specialists), teams of experts or organizations with good knowledge in the area of communication, culture/cultural heritage, tourism.
2. Good writing skills are essential.
3. Professional knowledge of English is essential.
4. Knowledge/expertise and experience in the field of communication, PR, tourism, media and/or cultural heritage is essential.
5. Experience in developing and communicating messages aimed at raising awareness, delivering information and ideas is essential.
6. Knowledge of UNESCO's 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, its Operational Directives (latest version), the international cooperation mechanisms and Lists is highly desirable.

Selecting criteria

1. Qualifications of the experts
2. Competitiveness of the financial proposal.

Payment of Installments

Payment No.	Upon submission to and approval by UNESCO of the following work	Last date for submission	Amount
1	Signed work-plan (timeline for delivering the assignment) and estimated budget breakdown	15 August	30%
2	Completion of the assignment	14 October	70%

Note:

- any possible bank charges shall be charged to the contractual amount;
- all payments related to this contract will be done in USD
- all expenses exceeding the amount of the contract is the responsibility of the contractor.

Timeline

ToR announced	19 July 2019
Deadline for submitting applications	15 August 2019
Evaluating applications received	16 August 2019
Selecting and announcing a contractor	22 August 2019
Signing a contract	23 August 2019
Assignment delivering period	23 August – 14 October 2019
Submitting draft texts to UNESCO Almaty for review	By 1 October 2019
Submitting final texts to UNESCO Almaty for approve and acceptance	By 10 October 2019
Contact closing date	14 October

All mandatory documentation (please see “Response to Request” should be submitted by email to a.zhansaitova@unesco.org by 14:00 Nur-Sultan time on Thursday, 15 August 2019.

Email Subject: Application for adapting UNESCO/UNWTO Silk Road Heritage Guide Handbook EU/UNESCO project.

For additional information, if required, please contact Ms Aigerim Zhansaitova via a.zhansaitova@unesco.org, telephone: +7 727 2582643

Only short-listed candidates will be notified no later than one week after the closing date.

Response to Request

Application Form

For the supply of implementing Initiative: Localising and adapting UNESCO/UNWTO Silk Road Heritage Guide Handbook EU/UNESCO project

Organization/Individual name/team members	
Position/s (if individual/team members) Contact person, position (if organization)	
Address	
Contact email address	
Contact telephone number	

<p>1. Knowledge/expertise and experience in the field of communication, PR, tourism, media and/or cultural heritage</p> <p>Please outline your knowledge of, and experience of working in the area of communication, PR, media and/or cultural heritage (no more than 300 words)</p>
<p>2. Please describe if any work experience related to the implementation of the UNESCO's 2003 Convention, its Operational Directives (latest version) and the international cooperation mechanisms at the national or regional level.</p>
<p>3. Good writing skills</p> <p>Please list your articles, stories/texts/handbooks, etc, including those concerning intangible cultural heritage if any, and provide links to those works (no more than 7 ones) or send as Annex to this Response.</p>

4. Requested budget
Please indicate the total amount requested in USD. Please provide the detailed budget in Excel as Annex to this Response.

5. Please send your CV as an Annex to this Response

Thank you!