



## Silk Roads Heritage Corridors in Afghanistan, Central Asia and Iran – International Dimension of the European Year of Cultural Heritage

### CALL FOR APPLICATION

### TERMS OF REFERENCE

Responsible Unit: Culture

Title of activity: Developing narrative information panels to be installed at component sites of the Silk Roads: the Routes Network of Chang'an – Tian-shan Corridor World Heritage property in Kazakhstan and Kyrgyzstan

Implementation period: 21 March – 10 May 2019

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", organisation/individuals shall develop description of information panels to be installed at 11 component sites of the Silk Roads: the Routes Network of Chang'an – Tian-shan Corridor World Heritage (WH) property in Kazakshtan and Kyrgyzstan.

#### Specifically, the organization/individuals shall:

1. Develop texts in English about Silk Roads: the Routes Network of Chang'an – Tian-shan Corridor WH property for information panels to be placed at the following 11 component sites:

#### In Kyrgyzstan:

- Component site of Ak-Beshim (city of Suyab) - for 1 information panel;
- Component site of Burana (city of Balasagun) - for 1 information panel;
- Component site of Krasnaya Rechka (city of Nevaket) – for 2 information panels: for the component site and for Buddhist temple based at the component site.

#### In Kazakhstan:

- Component site of Kostobe – for 1 information panel
- Component site of Aktobe – for 1 information panel
- Component site of Kulan - for 1 information panel
- Component site of Kayalyk – for 1 information panel

- Component site of Talgar – for 1 information panel
- Component site of Ornek – for 1 information panel
- Component site of Akyrtas – for 1 information panel
- Component site of Karamergen – for 1 information panel

Total – 12 narratives for 11 component sites.

The texts about each component site should meet requirements listed in the clause “**Requirements to the text about World Heritage properties**” available below and will be discussed, agreed with and approved by UNESCO Almaty and other relevant parties.

2. Liaison with UNESCO Almaty project team regularly to ensure effective and smooth implementation of the assignment.
3. Complete the assignment as per agreed with UNESCO Almaty plan and timeline set in a contract.

**Requirements to the narratives about the component sites of the Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor World Heritage property:**

1. The texts about the component sites of the Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor World Heritage property for the information panels should be based on the scientific description of the Nomination file "Initial Section of the Silk Roads, the Routes Network of Tian-Shan Corridor" (<https://whc.unesco.org/uploads/nominations/1442.pdf>), the Advisory Body Evaluation (ICOMOS) (<http://whc.unesco.org/en/list/1442/documents/>) and the World Heritage Committee Decision

38COM 8B.24 - Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor (China/Kazakhstan/Kyrgyzstan) in particular the description of Outstanding Universal Value of the property to inscribe this property (<http://whc.unesco.org/en/list/1442/documents/>)

2. The texts should describe how each property contributes to the outstanding universal value (OUV) as well as its specificities in the whole history and geographical setting of the Silk Roads.
3. Each text should not exceed 500 words.
4. The texts should be developed by considering readability and ease of access of the following audiences: international and national tourists, local communities and wider audience, including youth.
5. The texts should fulfill the following purposes: inform audience about the Silk Roads, the property, including its history and/or legend involved, purpose (religious, defense, etc.), when the property was first discovered, its outstanding universal value; stir up interest of readers and their understanding of the need for protection, and encourage sensitivity towards the property as part of the Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor
6. The texts should be in plain English, well structured and easy to follow and understand.
7. The texts must be inscribed with the following sentence: “This site belongs to the Silk Roads and has been inscribed to the UNESCO World Heritage List as component sites of the “Silk Roads: the Routes Network of Chang’an-Tianshan Corridor” World Heritage nomination dossier submitted jointly

by China, Kazakhstan and Kyrgyzstan and inscribed in 2014 at the 38th session of the World Heritage Committee Meeting”.

### **Required qualifications/special skills or knowledge**

1. Individuals (communication, PR and/or media specialists, cultural heritage specialists) or organizations with good knowledge in the area of communication, culture/cultural heritage, tourism.
2. Good writing skills are essential.
3. Professional English is essential.
4. Knowledge/expertise and experience in the field of communication, PR, 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 1972 World Heritage Convention and Guidelines is desirable.

### **Selecting criteria**

- Qualifications of the experts
- Competitiveness of the financial proposal.

### **Payment of Installments**

<b>Payment No.</b>	<b>Upon submission to and approval by UNESCO of the following work</b>	<b>Last date for submission</b>	<b>Amount</b>
1	Signed work-plan (timeline for delivering the assignment) and estimated budget breakdown	28 March 2019	30%
2	Completion of the assignment	By 29 April 2019	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	18 February 2019
Deadline for submitting applications	4 March 2019

Evaluating applications received	By 11 March 2019
Selecting and announcing a contractor	12 March 2019
Signing a contract	By 21 March 2019
Assignment delivering period	28 March till 1 May 2019
Submitting draft texts to UNESCO Almaty for review	By 22 April 2019
Submitting final texts to UNESCO Almaty for approve and acceptance	By 29 April 2019
Contact closing date	10 May 2019

All mandatory documentation (please see “Response to Request” should be submitted by email to [a.zhansaitova@unesco.org](mailto:a.zhansaitova@unesco.org) by 18:00 Almaty time on Monday, 4 March 2019.

**Email Subject:** Application for developing texts for information panels to be installed at the component sites of Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor World Heritage property in Kazakhstan and Kyrgyzstan, EU/UNESCO project.

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

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

## Response to Request

### Application Form

**For the supply of implementing Initiative:** Developing narrative information panels to be installed at component sites of the Silk Roads: the Routes Network of Chang’an – Tian-shan Corridor World Heritage property in Kazakhstan and Kyrgyzstan

<b>Organization/Individual name</b>	
<b>Position (if individual)</b> <b>Contact person, position (if organization)</b>	
<b>Address</b>	
<b>Contact email address</b>	

<b>Contact telephone number</b>	

<p><b>1. Knowledge/expertise and experience in the field of communication, PR, media and/or cultural heritage</b></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><b>2. Good writing skills</b></p> <p>Please list your articles, stories/texts 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>
<p><b>3. Requested budget</b></p> <p>Please indicate the total amount requested in USD. Please provide the detailed budget in Excel as Annex to this Response.</p>

**4. Please send your CV as an Annex to this Response**

**Thank you!**