

## Terms of Reference (ToR)

for a Consultant to support the conceptual and graphical design of the ICZM platform

Request for:                      Consultant                          Individual contractor   

**Organizational Unit:** Coordinating Unit for the Mediterranean Action Plan; Priority Actions Programme Regional Activity Centre (PAP/RAC)

### 1. Purpose (justification for request)

Major interests are competing in coastal and marine areas in a very complex manner, with different demands by stakeholders, an ad hoc system of ownership and use, and a complex governance system. After years of implementation and exchange, ICZM has proven to be a key tool in ensuring the protection and enhancement of ecological functioning and ecosystem services while at the same time delivering societal benefit. In other words, ICZM has become a crucial tool/process to reach a desirable vision of conservation for sustainable development.

ICZM needs a well structured mechanism that will facilitate its implementation in practice. This mechanism will in the first place support the unique legal framework, which is the ICZM Protocol for the Mediterranean, but also other relevant European/international policies, such as the Marine Strategy Framework Directive, the Water Framework Directive, the Framework Directive for Maritime Spatial Planning, the Convention on Biodiversity, the strategies on Climate Change, etc.

The ICZM Protocol for the Mediterranean is a perfect bridge to facilitate transfers of knowledge South-South, South-North and North-South. This new ecosystem based paradigm looks forward with a hollistic vision, looking to foster a Mediterranean ICZM governance platform.

A project-based ICZM Governance Platform was established within the EU FP7 project PEGASO with the objective to further develop it and make it institutional within the Barcelona Convention system. The main goal of the PEGASO Platform was to bring together scientists, users and decision-makers by offering them new models of governance. The Platform was supposed to facilitate the application of the ICZM Protocol as well as the ecosystem approach and other UNEP/MAP policies, including the emerging MSP. After the completion of PEGASO the follow-up and further development of the Platform was put aside due to the shortage of resources. Recently, some opportunities have risen to continue working on the implementation of the Platform by two UNEP/MAP Centres – PAP/RAC and Info/RAC – that will also integrate some new developments/ideas, such as the establishment of a CAMP network.

The main objective of the proposed strengthened ICZM Platform remains the support to the application of the ICZM Protocol. More precisely, the Platform is supposed to provide an easy access to knowledge and information on different elements required for an equitable and sustainable management of land and sea part of the coastal zone. It should support a set of ICZM tools and a Spatial Data Infrastructure (SDI) at a regional level. In this SDI, all data and ICZM indicators deriving from the Contracting parties and other sources and their wider networks will be shared, using the different services, which will be offered through its Geo portal. The idea is also to build a functional network users at various levels (from local to national and international), facilitating communication and experiences sharing amongst them, and supporting training and capacity building.

## 2. Objective of the assignment and tasks

The aim of the assignment is to provide a conceptual and graphical design of the ICZM platform. The following tasks are envisaged:

- Analysis of the online PEGASO platform, relevant documents and available material produced under the ongoing CAMP projects;
- Meeting with PAP/RAC and INFO/RAC to discuss in detail the needs and ideas for the platform;
- Formulation a conceptual and graphical proposal on how to implement, visualize and browse the platform.

## 3. Qualifications / special skills or knowledge

- UX/UI design
- Interaction design
- User centered design/ users flow
- Wire framing
- Advanced skills on Adobe Photoshop, Adobe Illustrator and Flash
- At least 5 years of professional working experience

## 4. Outputs (Final results)

- Create a storyboard about the exploration of the platform
- Produce a graphical demo (Flash/PPT/interactive PDF) of the ICZM platform

### a. Ultimate result of services

The consultant will work under the direct supervision of the PAP/RAC Director and with the technical supervision of INFO/RAC designed expert.

The consultant's work will be presented at all relevant PAP/RAC and INFO/RAC persons.

### b. Deadline

The deadline for submission of the final product is 24/12/2015.

## 5. Funding

Indicative level of remuneration: the assignment will be remunerated by 15,000 Euro in total.

The following installments are envisaged:

Installment		Deadline	Amount /Euro
1 <sup>st</sup>	After the signature of the contract	20/10/2015	3,000
2 <sup>nd</sup>	After the submission and clearance by PAP/RAC and INFO/RAC of the final product	24/12/2015	12,000
Total			15,000

**6. Work plan (Outputs/Month/Week)**

<b>Outputs</b>	<b>October</b>				<b>November</b>				<b>December</b>			
<i>1. Undertake an analysis of the online PEGASO platform, relevant documents and available material produced under the ongoing CAMP projects</i>												
<i>2. Meeting with PAP/RAC and INFO/RAC</i>												
<i>3. Formulation a conceptual and graphical proposal on how to implement, visualize and browse the platform</i>												