

## Terms of Reference

### for consultancy to prepare an online « tool box » for the dissemination of a Guide on erosion risks and marine submersion in the Var County, France

#### CONTEXT

The [Coastal Area Management Programme for the Var County](#), France (PAC Var) is a project based on an Agreement signed by the United Nations Environment/Mediterranean Action Plan (UN Environment/MAP) and the Government of the Republic of France. The goal of the project is to support the implementation of the Integrated Coastal Zone Management (ICZM) in the Var territory.

The objectives of the project are, among others: to promote the exchange of scientific data; to share experience; and to encourage actions for the conservation, preservation and the sustainable management of coastal and marine areas. To that end, the project partners decided to prepare a guide (a tool box – a clearing house) on coastal risks of erosion and marine submersion in the Var territory. In order to define the structure, format and contents of this guide, a specific working group met in June 2016. In order to avoid the pitfall of redundancy, they adopted the idea of a simple guide adapted to the Var territory, knowing that very comprehensive documents already exist at the national level (ex.: in the frame of the Cocorisco programme, or guides made by the CERPHI).

#### TASKS

A consultant was hired to prepare, in close cooperation with the project Steering Committee (CoPil) and PAP/RAC, and under the supervision of the project National coordinator, all the materials and contents that will “feed” the tool box. The first task of the consultant is to collect detailed information and all documents (i.e., reports, scientific studies, pictures, graphics, relevant links, etc.) on the theme of the guide. The consultant will include in this process, based on a participatory approach, the key partner organisations (the elected officials, tourism professionals, the civil society and media representatives, conservation practitioners, etc.) in the project area to obtain precise data and relevant inputs. Thanks to an analytic study of all the available knowledge and initiatives in the Var territory, the consultant will draft thematic fact sheets in order to help local actors to grasp available knowledge and good practices, to identify the key actors, and to find a methodological advice to better adapt to coastal risks.

*A draft structure of the tool box is available in Annex 1.*

The idea is to build a tool box in close collaboration with the representative organisations of the audiences targeted by the guide. Particular attention will be paid to agencies and organisations active in the dissemination of best practices, committed to training and awareness raising of practitioners and the general public on issues that are related to the management of coastal areas. So, it is about ensuring to be heard by the recipients of the message on the one hand and, on the other, to gain ownership of the guide by the partners who will use it as a tool to their own use. This should promote the effective and widest possible use of this tool box, but also its future update and development.

In order to guarantee a large accessibility and visibility of the tool box, but also to enable its future update and development, the partners decided to create a dedicated web page. Some graphical contents will also be drafted by the redaction team for some of the thematic fact sheets; graphical adaptation for the online dissemination will also be needed.

#### EXPECTED OUTPUTS

Web design and programming: The sub-contractor will, on the one hand, build and design the most suitable, user friendly, inviting and well structured online platform and the associated back office.

Graphical design: On the other hand, and based on the inputs drafted by the redaction team, the subcontractor will provide graphical design solutions through specific info-graphics. These info-graphics will be based on conceptual draft schemes provided by the redaction team.

*Examples of visual supporting schemes are provided in Annex 2.*

The web design/programming and graphical design are foreseen as an intertwined process to build this proposal.

The redaction team will provide final inputs at the end of April. The work on the conceptual design of the web page can start in parallel to the redaction of the fact sheets. Moreover, the graphical design of visual supporting materials (explanatory schemes) can be done step by step in close cooperation with the redaction consultant.

At this stage of the PAC Var project, the challenge is to produce an innovative and efficient guiding tool for the local authorities to use beyond the lifespan of the PAC Var project. PAP/RAC will host the web page at first, but the possibility to transfer hosting should be considered for future use. In that respect, the consultant should be very attentive to the fact that the web site administration should be attainable for the French actors.

In order to build a tool that it will be possible to update, it is expected from the subcontracting team to build the online platform on a user-friendly basis like the CMS tool.

The entire web page will be in French.

## **SUBMISSION OF THE APPLICATIONS**

The final output of the tasks carried out by the consultant will be an online « tool box » for the dissemination of a guide on erosion risks and marine submersion in the Var County, France.

Eligible institutions and individuals interested in this tender should provide a brief outline of the approach they would apply, covering the following general aspects:

- Annotated outline according to the Terms of Reference.
- Description of the organisation and the staff performing the service (background and experience of the team, including a *Curriculum Vitae*). A company's *Curriculum Vitae*, digital examples of past works and a brief description of the technical equipment available should also be attached.
- Description of the approach and methodology to be used.
- Description of the outputs to be delivered: a separated draft will be dedicated to visuals and web development.
- Timetable of activities to be submitted.
- The contact person to the service provider to be indicated.

A detailed provisional budget will be part of the proposal. The candidates have to take good note that the payments will be made on an output delivery basis, upon submission of the outputs as described above, subject to clearance by PAP/RAC, as follows:

<b>Instalments</b>	<b>Payment</b>
1 <sup>st</sup> instalment, after the drafting of a conceptual design for the online tool box + draft info-graphics	40%
Final payment, upon clearance of the final version of the deliverable by PAP/RAC	60%

Please, note that all the materials will be produced in French.  
Cost for the preparation and submission of the offer cannot be refunded.  
The PAP/RAC will own full copyrights on all the designed materials produced.

The contractor will have to submit the following reports and documents, as follows:

<b>Deliverable</b>	<b>Deadline (2015-2016)</b>
1. Submission of the application	March 1 <sup>st</sup> 2017, 16:00 local time
2. Final draft of the tool box + draft visuals	May 12 <sup>th</sup> 2017
3. Final webpage launched	June 12 <sup>th</sup> 2017

The milestones provided in the above timetable are an indicative framework for the execution of the service. Even if some room is expected for negotiation during the conception process, the timetable will ensure that the service is completed on schedule.

### **PROPOSALS EVALUATION**

The proposals will be assessed according to the following criteria:

- ✓ Experience in the field of the assignment (*30 points*):
  - knowledge in graphic and web design,
  - ability to animate, facilitate and manage the required process,
  - provide the products required,
- ✓ cost-effectiveness of proposal (*20 points*),
- ✓ qualification of the team members (*20 points*),
- ✓ organisation of the schedule and method proposed : annotated outline (*30 points*).

### **DEADLINE**

**Monday, March 1<sup>st</sup> 2017, at 16.00 hrs local time** per e-mail to: [sylvain.petit@paparac.org](mailto:sylvain.petit@paparac.org)  
and [E.DOZE@conservatoire-du-littoral.fr](mailto:E.DOZE@conservatoire-du-littoral.fr).

### **CONTACT**

Mr. Sylvain PETIT  
PAP/RAC Programme Officer

Ms. Elodie DOZE  
PAC Var National project coordinator

### **FORMALITIES FOR THE EXECUTION OF THE CONTRACT**

Insofar as the results presented in the draft products do not satisfy the expectations of PAP/RAC and the national project coordinator, PAP/RAC will not give effect to this contract. Indeed, the presented online solutions and info-graphics will allow the best possible diffusion and promotion of the thematic fact sheets prepared by the Redaction team. To this endeavour close cooperation between the sub-contractor and the redaction team is expected and will be facilitated by the national project coordinator. As a result, un-satisfaction will lead to the termination of the agreement between the PAP/RAC and the sub-contractor.

## Annex 1 – Draft structure of the tool box

<p style="text-align: center;"><b>PAGE D'ACCUEIL</b></p>	<p style="text-align: center;"><b>UN LITTORAL NATURELLEMENT MOUVANT</b></p>	<p style="text-align: center;"><b>LES STRATEGIES DE GESTION DES RISQUES</b></p>
<p>Un site pour qui? Un site pour quoi?</p> <p>Un site émanant du PAC Var (lien vers la page internet du PAC, et vers les travaux du GT "érosion/submersion").</p> <p>Présentation de l'impact des risques d'érosion et de submersion sur l'espace terre-mer (impacts environnementaux, économiques (déplacement de certaines structures/opportunités pour de nouvelles filières notamment marines), impacts sur le bien-être social (disparition/émergence d'espaces de loisirs, etc.)).</p>	<p>L'histoire, témoin de la mouvance du littoral : photographies avant/après du (territoire varois privilégié), témoignages d'anciens, coupures de journaux, lien vers le travail de l'Observatoire Régional du Paysage vu depuis la Mer.</p> <p>Encarts vidéo à intégrer éventuellement + une fonction « souvenir littoral » où les visiteurs postent leurs photos ou livrent leur témoignage.</p> <p>Présentation schématique de la dynamique naturelle des échanges sédimentaires.</p>	<p>Définition <i>imaginée</i> de la notion de risque, de l'érosion côtière, de la submersion marine</p> <p>A partir du schéma de la dynamique naturelle, schéma évolutif des stratégies de gestion et de leurs impacts : → Balayage du schéma faisant apparaître 1 encart et une photographie par technique, avec un renvoi « pour en savoir plus » (vers une page plus détaillée avec la mention des points forts/points faibles de la technique concernée, les autorisations administratives requises, la durée de vie, le coût à moyen et long terme, etc.).</p>
<p style="text-align: center;"><b>FICHES OUTILS</b></p>	<p style="text-align: center;"><b>RESSOURCES/DOCUMENTATION</b></p>	
<p>Fiches :</p> <p>Le financement des stratégies de gestion</p> <p>Les missions et responsabilités des différents acteurs</p> <p>Comment intégrer les risques dans les SCOT ?</p> <p>Comment intégrer les risques dans les PLU() ?</p> <p>Quels outils pour parler du risque ? (socio/psycho, approche émotionnelle (land art, histoire, etc.))</p> <p>Quels outils fonciers pour organiser une recomposition spatiale ?</p> <p>Comment réaliser une analyse multicritères ?</p> <p>Comment transformer le risque en opportunité ? (bonnes pratiques éclairantes)</p> <p>Quels formats de réunion/quel outil de concertation pour un projet de territoire prenant en compte le risque ?</p> <p>→ Liste de départ appelée à évoluer avec d'autres fiches qui pourront être ajoutées par la suite.</p> <p>Contributions étudiantes : valorisation de mémoires + vidéos de type « mon sujet en 180" » → prévoir une entrée pour soumettre ces contributions à l'administrateur de site.</p>	<p>Chercher :</p> <p>Présentation des programmes de recherche achevés et en cours (dans le Var et à l'échelle de la façade méditerranéenne).</p> <p>Evaluer :</p> <p>Cartographies des risques dans le Var et en PACA (lien étude Plan Bleu, cartographies des territoires à risque important d'inondation, cartographies nationales de l'érosion côtière, etc.).</p> <p>Planifier :</p> <p>Stratégie Nationale de gestion du TDC, lien vers les guides du CEPRI (sur les SCOT, PLU, etc.).</p> <p>Eduquer</p>	

Figure 1: Indicative draft main entries to the web page in French

The final contents of the tool box will be defined on the basis of the following elements:

- Introduction presenting the web site objectives and the risks of erosion and submersion impact on the land-sea space.
- Detailed presentation of the coastal dynamics: a dynamic info-graphic representing the different coastal types present in the Var (open beach, pocket beach, cliffs ... representative of the Mediterranean coastal types), their sedimentary dynamics (erosion, accretion ...) and the natural factors of the coastline's movements (current, wind ...).  
The diagram can be animated (movement of the littoral current and sedimentary transit, direction of winds ...).
- Presentation of risk management strategies: the previous graphic of the sedimentary dynamics will be re-used to present the risk management strategies (strategies as a new layer on top). Navigating on the graphic, the visitor will discover all the strategies. For each strategy, a message box will be displayed (photography + quick presentation + "to get more information..." (Clicking on "to get more...", the visitor will be redirected on a new tab with numerous information about the strategy (strength and weaknesses, impacts/costs at short, medium and long term, administrative authorisation required, service life, maintenance frequency, illustrations...)).

- The technical page on each strategy will also contain explanatory zoomed-out schemes: a dozen strategies and 1 or 2 schema for each (example in Annex: Figure 9). Particular attention will be paid to the possibility for users to download the explanatory schemes.
- Presentation of history and landscape: the evolution of Var's coast line: photographs before/after, newspaper clippings, presentation of work on this topic (ex.: work of the Observatory Regional of the landscape seen from the sea), testimonies (texts or videos), etc. The possibility to insert "memories of the coast" will be proposed to visitors in order to allow them to post their own photographs, texts and videos (in the form of a simple forum with credential and limited access or a simpler "message form" page to send the materials/comments to the administrator's e-mail).
- Linkage to available resources, studies and mapping of coastal natural hazards in the Var County, as well as ongoing research programmes.
- Fact sheets will be presented in a form of a template. The indicative list below will be completed over time:
  - ✓ « *comment mettre l'approche émotionnelle au service de l'émergence d'une culture du risque?* » (land art, etc. Des retours d'expérience d'autres territoires pourraient être valorisés (programme LiCCo par exemple));
  - ✓ « *comment parler du risque ?* » (aspects sociologique et psychologique);
  - ✓ « *comment réaliser une analyse multicritères ?* »;
  - ✓ « *quels outils pour l'intégration des risques dans le PLU(I) ?* »;
  - ✓ « *quels outils pour l'intégration des risques dans le SCOT ?* » (avec un renvoi aux documents très complets du CEPRI);
  - ✓ « *quels outils foncier pour organiser une recomposition spatiale ?* »;
  - ✓ « *comment favoriser la mise en place de solidarités territoriales face aux risques d'érosion côtière et de submersion marine ?* »;

Students will be invited to contribute to the website, via fact sheets (a function "fact sheets proposal" is to be integrated to the web site. The administrator will validate the proposal before the publication (similar to "memories of the coast").

**Annex 2 - Example of info-graphics to illustrate what kind of visual supporting materials will have to be designed for the tool box**



Figure2: Main trends in the Mediterranean (Source: WWF, MedTrends, 2015)

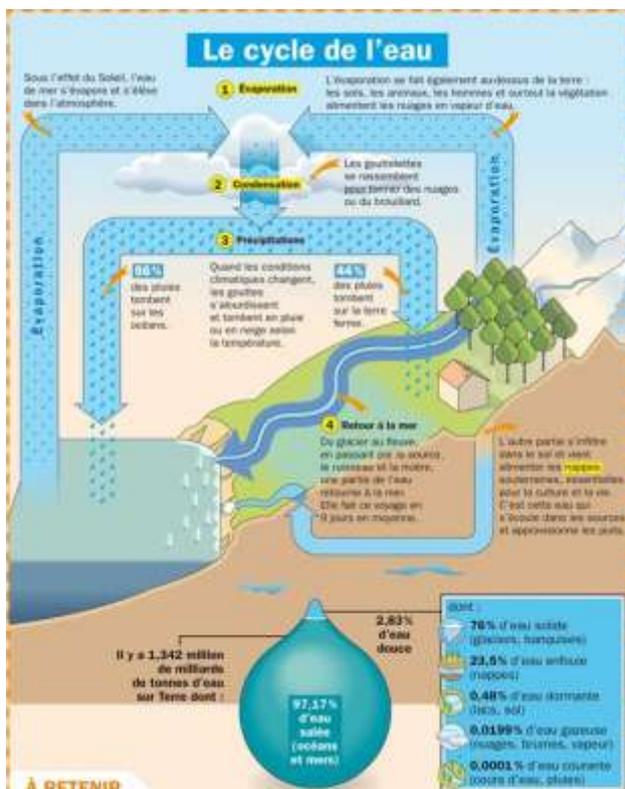


Figure 3: Life cycle of water (Source: Agence de l'eau)

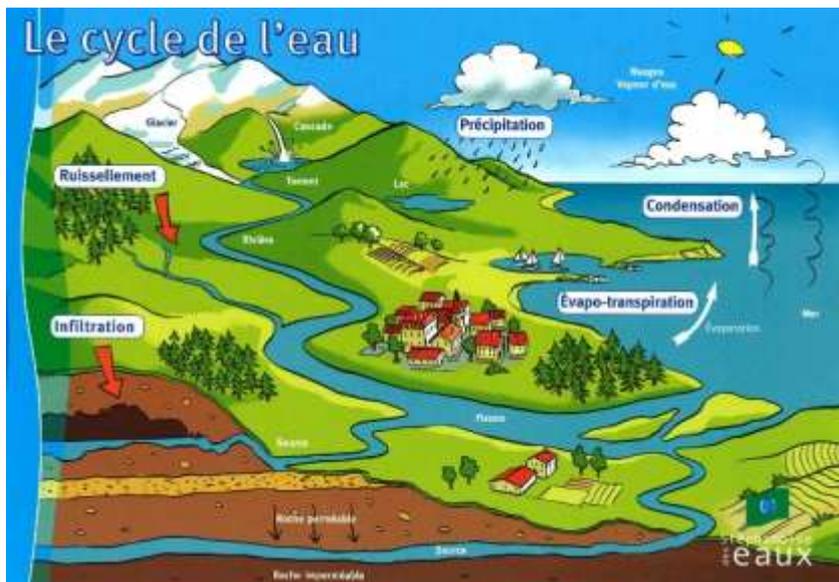


Figure 4: The water cycle (Source: Stéphanoise des eaux)



Figure 5: Technical water cycle (Source: Agence de l'Eau Loire-Bretagne)

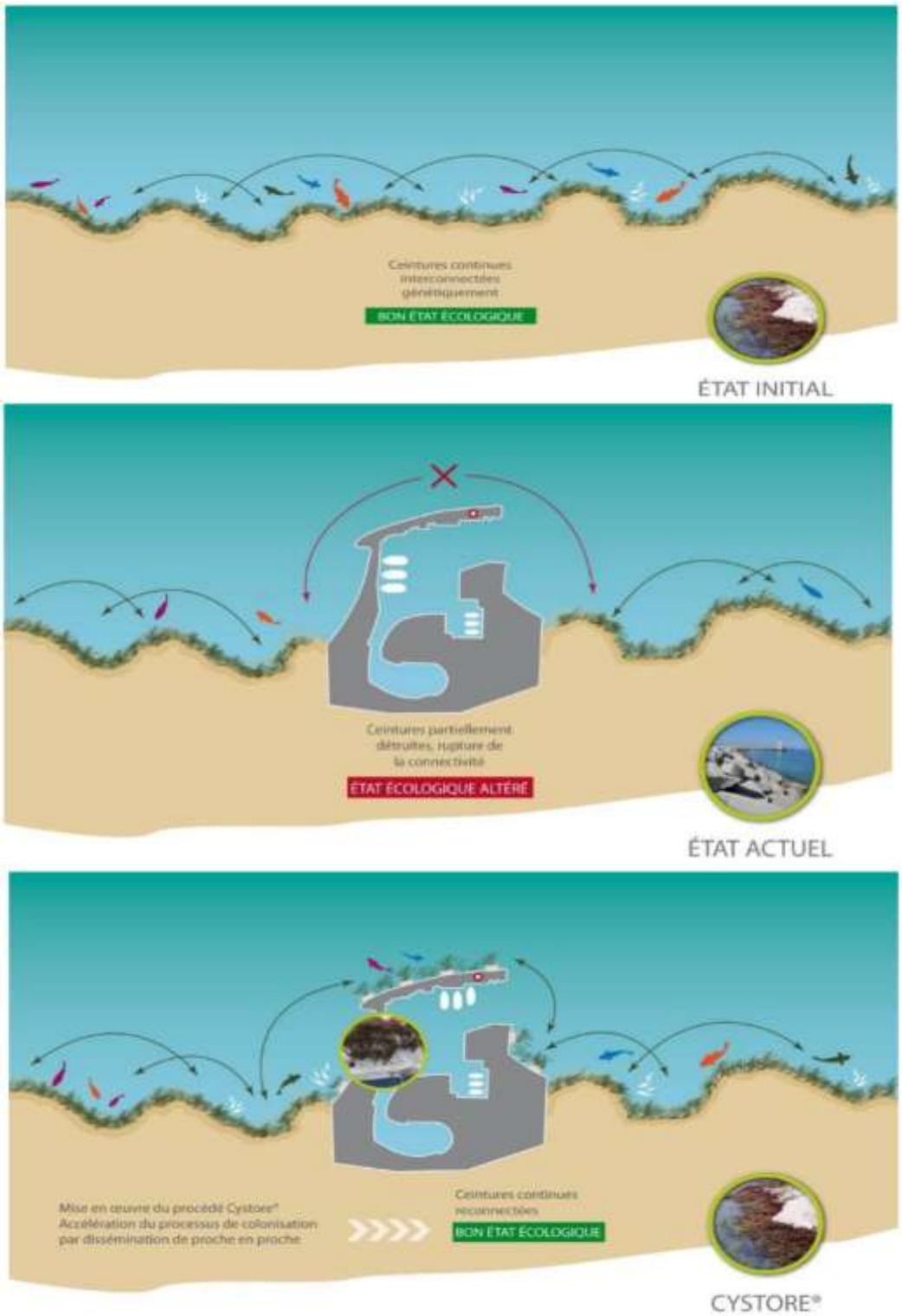


Figure 7: Cystore process (Source: Agence de l'Eau RMC)



Figure 8: The Brittany coast ( Source : JB Bouron, La Géothèque.org)

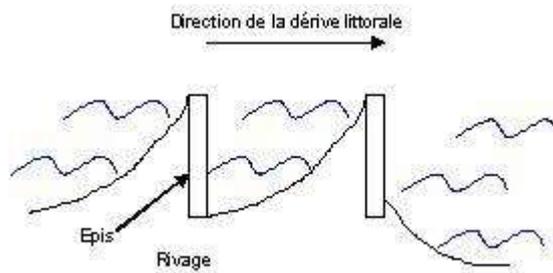


Figure 9: Dyke impacts on coastal morphology (Source : <http://merlittoral.over-blog.com>)