

## Quick Start Measure – Terms of Reference

<b>Project</b>	Support to Nature Protected Areas in Ukraine”, BMZ No.:2011.6612.3 and 2013.6588.1
<b>Type</b>	Quick Start Measure (QSM)
<b>Title</b>	Graphic design services for the project
<b>Short title</b>	Design services
<b>Reference number</b>	QSM-2024-1-NAT-design services

### 1 Type of Procurement

This procurement is planned as a Quick Start Measure. QSMs are investments in protected areas of up to EUR 20.000 per contract. These measures are justified by three factors: their confirmed urgency, the absence of other imminent solutions and the need for rapid trust-building between beneficiaries and the Project.

This procurement falls under a procedure which was installed with the updated Project Management Manual (PMM) approved by MENR on 08.10.2020 and which received non-objection by KfW on 07.12.2020. Under simplified procedures and a newly introduced review method in the new Overall Procurement Plan, an entry of “P” (for “post review”) under column “Review by KfW” indicates that a procurement will be reviewed by the auditor and optionally by KfW.

This procurement is conducted as a small pilot in only one of the eight target areas of the SNPA project. If the pilot shows the provided equipment to be of suitable, cost-efficient and effective use for PA work, a larger procurement will be conducted in the future to provide all target areas with the equipment.

This procurement belongs to the following sections under the project’s Overall Procurement Plan:

- Output 4: The administration and management of the national protected areas system (MENR) is strengthened through investments in selected fields
  - SA.4.1: Conduct individual smaller communication procurements through QSM and Counterpart Measures
    - T.4.1.3 Implement the communication plan through selected procurements
      - ST.4.1.3.4 : Conduct individual smaller communication procurements through QSM and Counterpart Measures (detailed in Overall

Procurement Plan) The budget line for this procurement in the latest version of the approved Overall Procurement Plan is:

**Output 4:** *The administration and management of the national protected areas system (MENR) is strengthened through investments in selected fields*

Activity No. [1]	Task No.	Previous coding	Procurement No.	Description yellow = executed black = planned blue = under implementation	Type of procurement [2]
SA.4.1	T.4.1.3/ ST.4.1.3.4			Conduct individual smaller communication procurements through QSM and Counterpart Measures	C

The goods specified in this document shall be procured through collection of **three price quotes**.

## 2 Background and Justification

Visual communication with SNPA project stakeholders is crucial to achieve the project's goals. There's a need to produce posters for the Facebook page, graphic elements for the websites, banners, and other promotional materials regularly.

For this purpose, a QSM to procure graphic design services is conducted.

## 3 Objectives and Expected Results

The main objective of this procurement is to support the project's communication with visual materials.

#	Description	Specifications	Units
1	Design services	Periodical design of promotional materials for SNPA Project purposes.  The price should be indicated per hour.	1

## 4 Activities

To obtain the required services, several qualified suppliers will be contacted and asked to provide price quotes for the provision of the specified goods. At least three price quotes will be collected and the best proposal (technically compliant offer at the lowest price) will be selected for contracting. The proposals shall be sent to the following e-mail address: [mysak@snpa.in.ua](mailto:mysak@snpa.in.ua).

## 5 The minimum qualifications of the supplier

Participating companies must be legal entities registered in Ukraine, PPE (physical person entrepreneur) registered as a third group.