ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY,
SOUTH ASIA SECRETARIAT (ICLEI South Asia) through the AFRICA SECRETARIAT (ICLEI Africa)

Seeks to appoint a service provider to produce illustrated natural asset map posters for Kochi and Panaji, India as part of the INTERACT-Bio project.

Terms of Reference

We require the services of a professional illustrator/designer to produce two visually appealing illustrated and annotated map posters (based on technical data) showing the natural assets of Kochi and Panaji, as part of the INTERACT-Bio project.

INTERACT-Bio project background
INTERACT-Bio is a four year project designed to improve the utilisation and management of nature within fast growing cities and the regions surrounding them. It aims to provide expanding urban communities in the Global South (Brazil, India and Tanzania), with nature-based solutions and associated long-term benefits.

The project will enable governments at all levels – from local to national – to integrate their efforts for mainstreaming biodiversity and ecosystem services into core subnational government functions, such as spatial planning, land use management, local economic development and infrastructure design.

The project promotes:
- greater understanding of nature’s benefits;
- improved integration of nature-based solutions and approaches in planning and decision-making processes; and
- nature-based solutions as economically sound and sustainable investments options.

ICLEI - Local Governments for Sustainability is currently implementing the INTERACT-Bio project, which is funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) through the International Climate Initiative (IKI).

For further information on the INTERACT-Bio project, please visit http://cbc.iclei.org/interact-bio/

January 2019
Objective of producing the illustrated natural asset map posters

The objective of the illustrated map posters is to provide information and promote awareness about the importance of natural assets and nature’s benefits in urban areas. The maps are not intended to be used in place of technical geographic information system (GIS) maps and outputs, but rather to illustrate and ‘make the case’ for the importance of natural assets and nature’s benefits through a user-friendly and visually appealing overview of key natural assets in the project cities. The illustrated maps should approximate the spatial location of these natural assets and landmarks such that the ‘reader’ can recognize the city and its features, but it is not required to be drawn to scale or spatially referenced.

The intended audiences are city political office bearers and officials (to supplement understanding of the technical maps), community members and local schools (as an awareness and educational resource).

Main requirements and scope of work

The service provider must be available to work closely with the ICLEI South Asia and ICLEI Africa project teams to produce a high resolution A0 poster for each city (that can be enlarged). The service provider will be contracted by ICLEI Africa, but technical inputs will be provided by ICLEI South Asia. The service provider will need to agree to transfer copyright of the commissioned posters and artwork to ICLEI.

The posters need to depict an illustrated map drawn in the shape of the municipal boundary (two dimensional), and showing the areas where various natural assets are found, such as forests and wetlands. Some of these areas will need to be shown in greater detail (highlighted) while others will form a background illustration. Certain landmarks will also need to be shown.

The following technical information for each city poster will be provided to the service provider: A0 size hardcopy and digital technical (GIS) maps in PDF format, which will include:

a. High-resolution land cover  
b. Detailed topography/terrain (including major rivers and roads)  
c. Key biodiversity rich ecosystems and their approximate geographic position  
d. Other key landmarks.

Each natural asset will be further broken down into specific graphic elements (e.g. the Mangalavanam Forest may be divided to depict some prominent tree species, animals and birds etc. and highlight the indigenous ones and the ones with IUCN conservation status). The names of these will be provided clearly in a table. We envisage about 80-100 of these different graphic elements. Preliminary guidance will be provided on the details of some of the graphic elements, but further desktop research to ensure accurate depiction of a particular species, for example, will be required by the service provider.

In addition to the background map illustration with various graphic elements and text (names of specific areas, rivers and roads etc.), a table and text will be provided to summarise ecosystem services and threats for the various natural asset categories. There will also need to be a key. This will need to appear on the poster.

All text (including a poster title) will be provided and should be digitally added and not handwritten on the posters. The posters will be in English.
The style of illustration should align with the INTERACT-Bio 'Value of Nature' poster and the illustrated map poster being produced for Dar es Salaam, Tanzania (please see draft attached). The illustration and graphic elements need to capture the vibrancy and specific character the cities of Kochi and Panaji.

Please provide for at least the following stages in the process:

- Detailed briefing and discussion
- Pencil sketch/rough mock-up of the posters to be supplied by the service provider for comment prior to moving onto detailed illustration
- A few colour examples of graphic elements to be supplied by the service provider for ICLEI South Asia (SA) and ICLEI Africa Secretariat (AS) project teams to agree on style
- Three rounds of comments/corrections (please note that there are various ICLEI teams and partners involved, but comments will be coordinated via the ICLEI South Asia project team, based in New Delhi).
- Production of the maps in English.

The following final products will need to be provided:

- Print-ready and web files
- Each graphic element exported separately as a PNG file
- Hand-drawn artwork (where appropriate).

Service provider requirements
The successful service provider must have:

- Extensive and demonstrable experience in producing illustrated graphics and posters; and
- Be based in India.

Additional, advantageous criteria for prospective service providers relate to:

- Experience with working on similar nature-related projects and an understanding of environmental sustainability issues; and
- Personal experience of the project country, ideally the cities to be depicted

The service provider may not sub-contract other parties to assist them once the job commences.

Deliverable and time frames
The service period will begin in February 2019 and needs to be completed by October 2019.

Milestones will be mutually agreed upon when the job commences, and the ICLEI SA and AS project teams will undertake to provide timeous feedback.

Reporting requirements and management
The service provider will provide a progress update at least every two weeks, but should be prepared to be in constant contact via email or Skype with the ICLEI SA.

Requirements for the proposal
The following information must be provided in the proposal:

January 2019
• A company portfolio, including detailed CV of team members to be involved
• A link to previous relevant work (illustrated products)
• Evidence to support the Service Provider Requirements above
• Detailed budget broken down into project stages and deliverables (please include hourly studio rate)
• Proposed schedule of payments

Closing date for submission of proposals
Kindly submit your proposal and supporting documents via hard copy and email to Dr Monalisa Sen,
Programme Coordinator (Biodiversity),
ICLEI South Asia,
C-3, Green Park Extension, New Delhi-110016, India
Tel: +91-11-49747200 Fax: +91-11-49747201
Email: monalisa.sen@iclei.org
by Friday 1 February 2019.

For any queries related to submission, please contact Monalisa at the email address above or call +91 9871747467.

ICLEI SA and AS reserve the right not to appoint a service provider in relation to this Terms of Reference.
Tanzania is home to rich biodiversity areas and unique nature experiences, with its Eastern Arc Mountains and coastal forests qualifying as one of the world's 25 biodiversity hotspots. Dar es Salaam has many important natural areas, despite rapid urbanisation, which offer a wide range of valuable gifts to the city and its people. It is fortunate to have a picturesque shoreline with beautiful beaches, rivers, mangroves, coastal and Afromontane forests, as well as wildlife such as birds, bats, monkeys, rich marine life, and coastal plants and animals.

With careful planning, these natural resources can be protected, enhanced and even expanded to sustainably provide many benefits. These include fresh water, food, timber, jobs, cooling of the city, reduced air pollution, protection against natural disasters, opportunities for tourism, recreation and relaxation, and a sense of place.

**Benefits of nature and associated threats**

<table>
<thead>
<tr>
<th>Natural Asset</th>
<th>Nature's Benefits</th>
<th>Threats</th>
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| Mangroves     | - Protection against erosion & sea level rise <br> - Productive nurseries for fish & prawns <br> - Wildlife habitat support <br> - Tourism <br> - Recreation <br> - Urban cooling <br> - Upstream protection and sources of fresh water <br> - Sediment and nutrient retention <br> - Groundwater replenishment <br> - Heat reduction <br> - Protection from flooding <br> - Hygiene <br> - Recreation <br> - Water purification <br> - Water source for household & irrigation needs <br> - Learning and education <br> - Biodiversity protection <br> - Habitat for wildlife <br> - Relaxation and recreation <br> - Cooling the city | - Over-harvesting for fuelwood <br> - Unsustainable harvesting of mangrove timber for construction <br> - Silt from erosion, & pesticides in runoff <br> - Pollution discharges to rivers & urbanisation <br> - Overfishing <br> - Decline in forest cover <br> - Sand mining <br> - Discharge of sewage & industrial pollution & effluents <br> - Building within & encroachment to the riparian zone <br> - Pollution & poor waste management (including plastic & solid waste) <br> - Destructive fishing <br> - Overfishing <br> - Decline in forest cover |}

**Dar es Salaam: Benefits of nature and associated threats**

**Acknowledgements:** The INTERACT-Bio Dar es Salaam Co-ordinating Committee and local biodiversity experts, as stated in the Thematic atlas for Dar es Salaam, 2018 (web link: xxx).