

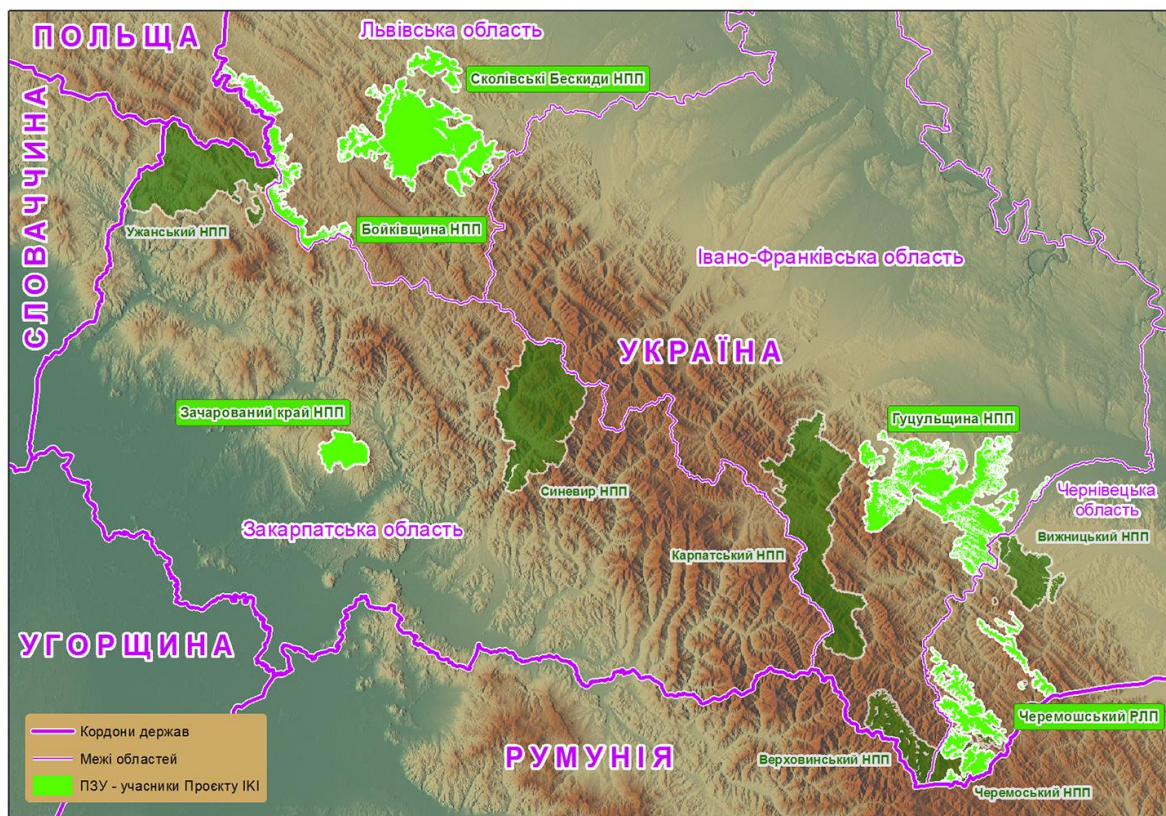


# Carpathian Primary Forest Conservation

## BACKGROUND

The 'Carpathian Primary Forest Conservation' (CPFC) programme has received funding from the German ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) to support five protected areas in the Ukrainian Carpathians until June 2024. These areas are namely:

1. Boikivschyna National Nature Park
2. Skolivsky Beskydy NNP
3. Zacharovanyi Kraii NNP
4. Hutsulschyna NNP
5. Cheremoskyi RLP



Environmental awareness of local communities and visitors of Protected Areas is one of seven primary objectives of the programme.

We aim to improve knowledge of the ecosystem services that intact primary forests provide and the benefits that protected areas (especially regional and national parks) can bring for local people.

Furthermore, the communications campaign also aims to promote dialogue between park authorities and local communities. By raising awareness of environmental issues, and building strong relationships with stakeholders, we aim to cultivate a constituency for conservation in the villages surrounding the parks where the CPFC works.

## TERMS OF REFERENCE

We are looking for a designer who is aware of nature conservation issues and has good design experience and skills and is able to adapt technical and scientific information and make it easily available and understandable to the general public. We will need to create several different products over the next 3 years. We will provide texts, vector maps, brand colours, and fonts for all products, as well as an overall design brief on what we require.

## OUTPUTS AND DELIVERABLES

| Output/deliverable  | Completion Date         |
|---|-------------------------|
| <b>Task 1: Create design for Pamphlet on rules and zoning of National Parks</b>   |                         |
| <p>General description: 4 brochures for 4 different Protected Areas. each pamphlet is an A3 map, which will be folded in pocket size. It should be mainly a map of the National Park with explanations of different zones and rules of the Park. Very important is to show rules and zonation of National Parks clearly.</p> <p>The main goal of the pamphlet is to show to local communities and the visitors of the Park that protected areas conserve natural resources for local people and future generations, not from them.</p>  | <b>15 May 2021</b>      |
| <b>Task 2: Billboards sharing key messages</b>  |                         |
| <p>General description: 2 billboard advertisements put up for 3months each in 5 towns (the nearest/most important town linked to each park). There should be 10 different billboard designs created</p> <p>Message: There are benefits to local communities from the protection and expansion of parks.</p>   | <b>15 July 2021</b>     |
| <b>Task 3: Signposts with rules and zoning of National Parks</b>  |                         |
| <p>General description: using maps and information for the brochures, create signposts for 4 National Parks. The billboards are aimed to share key messages (zoning and rules, expansion opportunities, ecosystem services, etc.). There will be 4 different signposts – one per National Park. They will differ by maps and some information for visitors. The general structure will be the same.</p> <p>It is important to put such signposts before the entrance of the National Park so visitors can understand clearly that is the territory and rules. Also, there should be design special signposts about core zones that are under special protection and prohibited to enter. Such signposts will be situated on the trails by the core zones to avoid entering the core zone unknowingly.</p> | <b>15 December 2021</b> |

#### **Task 4: Pocket calendar for local people**

General description: Pocket calendar with highlighted dates of berries and mushroom collecting, silence season, and other important dates, concerning natural resources and nature conservation

**15 October 2022**

Messages for local communities are:

- Parks conserve natural resources for local people and future generations, not from them &
- The threat from wildlife is lower than the opportunities they can bring through tourism

#### *Education, knowledge and experience:*

- A designer is a registered business or private entrepreneur (FOP) - 3rd group
- Can accept payments in EUR or USD or is willing to open such an account
- Previous designs of maps, trails
- A designer understands the nature conservation ideas and values of Carpathian forests
- Experience with designing information materials (i.e., posters, brochures, displays, infographics, etc.)
- Attention to detail, ability to work independently and stick to deadlines for deliverables.

#### **KEY CONTACTS**

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