Terms of Reference for the creation of a website platform dedicated to the Mediterranean MPA Forum/Roadmap process

jointly coordinated by MedPAN and SPA/RAC

May 2023

1. Sponsors of the consultancy and Steering Committee

These Terms of Reference (ToRs) are jointly launched, supervised and coordinated by MedPAN and SPA/RAC, hereafter referred to as 'the sponsors'.

MedPAN

The network of Marine Protected Areas managers in the Mediterranean (MedPAN) exists since 1990 and is led by the MedPAN organization since 2008. The mission of MedPAN is to actively contribute to the achievement of a representative, connected, integrated and effectively managed system of Mediterranean Marine Protected Areas (MPAs), through a strong and active networking of MPA managers and other actors at all levels, that increases knowledge and capacities of MPAs while improving awareness, policy implementation and funding.
More info: www.medpan.org

SPA/RAC

The Specially Protected Areas Regional Activity Centre (SPA/RAC of the UNEP-Mediterranean Action Plan) was established in Tunis, in 1985, by a decision of the Contracting Parties to the Barcelona Convention. It aims to contribute to the protection and sustainable management of marine and coastal areas of particular natural and cultural value and threatened species and ecosystems. The mission of SPA/RAC is to provide assistance to the Contracting Parties in meeting their obligations under the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD Protocol).
More info: www.spa-rac.org

Steering Committee

The Steering Committee is composed of: The SPA/RAC, MedPAN, WWF, The Foundation Prince Albert II of Monaco, ACCOBAMS, Conservatoire du Littoral, EC (DG ENV), ETC-UMA, IUCN-Med, OFB, PIM, The Foundation Prince Albert II of Monaco, and The MedFund.

The Steering Committee will be consulted on the main deliverables to provide comments and advice if changes are needed and to review the architecture and content of the web platform.

2. Background and Objectives of the Forum Process

The 3rd edition of the MPA Forum

The objectives of the 3rd edition of the MPA Forum event, ==which took place in Monaco between November 28th and December 1st 2020,== were to share, finalize the Post-2020 Roadmap (The Road to 2030), and identify key joint initiatives & to get the first commitments from various stakeholders to contribute to the implementation of the Roadmap.

As a reminder, the previous editions of the Forum (Antalya 2012 and Tangier 2016), were the culmination of a consultation process aiming at developing in 2012, evaluating and updating in 2016 the 2020 MPA Roadmap.

The previous web platform of the Forum: www.medmpaforum.org

The 2020 MPA Roadmap

The 2020 MPA Roadmap process was coordinated jointly by MedPAN and SPA/RAC, together with several regional partners, as the result of a large participatory process including various stakeholders belonging to the Mediterranean MPA community. The 2020 MPA Roadmap was drafted during the 2012 Forum and updated in 2016, taking into account the commitments, provisions, targets and recommendations made at local, national, regional and global levels to improve MPAs. It aimed at boosting the implementation of the commitments taken under several international and regional conventions, agreements and policies. This 2020 MPA Roadmap is not legally binding.

The Post-2020 Roadmap

A Roadmap in line with regional, European, and international biodiversity frameworks

In order to achieve the Post-2020 Global Biodiversity Framework, the regional MCPA and OECM strategy and the Post-2020 SAPBIO adopted under the Barcelona Convention), the EU Biodiversity strategy for 2030 aims at protecting 30% of land and sea areas by 2030 (30x30 target), the Post-2020 Mediterranean Marine Protected Areas Roadmap (hereafter the Roadmap), ==though not legally binding==, paves the way for 6 strategic objectives and operationalised recommendations.

A very participatory process

The Post 2020 Mediterranean MPA Roadmap is the result of a large participatory process including all stakeholder groups involved with MPAs in the Mediterranean that started in February 2020 until December 2021. The development of this Roadmap involved more than 230 in-person participants at the Forum held in

Monaco in 2021 and more than 500 people virtually through the online survey, the online working groups and the virtual Forum sessions held in 2020-2021.

As a result, the Roadmap is inclusive of different stakeholders and their concerns, it is practical and actionable and, meets the needs of MPA managers, governments, international and regional organisations, NGOs, scientists, the economic and private sectors, etc.

3. The objective of the consultancy

The objective of this consultancy is to design and develop a dedicated platform for the Forum and Roadmap process from 2023. This platform will replace the current Forum/Roadmap website www.medmpaforum.org while keeping the same domain.

The development of the platform is foreseen to be implemented in two main phases:
- Phase 1 by September 2023 (**object of this consultancy**): Promotion of the Forum/Roadmap process and the Post 2020 Roadmap content (and 2020 Status Report main figures) with existing commitments done for the 2021 Forum;
- Phase 2 (**not the object of this consultancy**): set up a built-in system that reports on the implementation of the current Roadmap strategic objectives and recommendations through the contributions of commitments.

4. Content of the web platform

The online platform will be the vitrine of the MPA Forum/Roadmap process. It will promote it and provide the MPA Community with all the information about the:

- past editions of the MPA Forums such as content about sessions, recommendations and conclusions for each session, Forum proceedings, links to presentations, pictures and videos when available. Sponsors will use this platform in 2024 to promote the next edition of the Forum and share all important information about it: programme, sessions, and practical information.

- past and current MPA Roadmap versions, explaining all the processes around the Roadmap and their development and articulating in a user-friendly way its content.

- Main figures of MPA Status Report

The Post 2020 Roadmap will be enhanced and promoted within the platform allowing the user to easily navigate between the main sections of it: the strategic objectives with all the recommendations and indicators for each of them.

This platform will also be used to showcase the commitments already received during the 2021 Forum edition and their contribution to the implementation of the Roadmap. In a second phase, during the year 2024, the platform will also support the collection of new commitments.

The platform should include a search engine not only for the overall website but also for the Roadmap and commitment section. It should allow simple searches by entering free words starting from the home page.

The website platform should be available in two languages: English and French. The back office should be bilingual and sponsors should be able to work in both languages in the back office.
The sponsors should have access to the back office and be able to add/remove content and pages. The web design should be responsive to adjust the content for every screen size. The same graphic identity of the Roadmap document should be used.

5. Steps to be undertaken and expected deliverables

The development of the full platform is foreseen to be implemented through two main steps or phases. This call is related to Phase 1 only. The second phase's call will be shared in 2024.

5.1 Promotion and outreach component of the platform:

The presentation website will display some content available on the [current Forum website](#) (A migration of some information from the old website can be considered). The current sections and subsections are as follows:

1) About the Forum
2) 2020/2021 Forum Edition
   a) Presentation of the Post-2020 Roadmap
   b) Programme of the Forum with details of each session (speakers info, links to presentations and youtube videos for each session)
   c) Process, proceedings, photos...
   d) 2020 MPA Status
3) 2016 Forum Edition

a) The 2016 MPA Status
  b) The Mediterranean Roadmap (updated)
  c) Tangier Declaration and MPA Forum recommendations
  d) Photos and videos
  e) 2016 MPA Forum: Objectives, Programme, Participants List
  f) 2016 MPA Forum: details of each session with recommendations and presentations
  g) 2016 MPA Forum Organisers and Partners
4) 2012 Forum Edition
  a) Antalya Declaration
  b) 2012-2020 Mediterranean MPA Roadmap
  c) 2012 MPA Forum Proceedings
  d) Status of Mediterranean MPAs in 2012
  e) 2012 Forum Programme

The new website structure will be built together with Sponsors during the Kickoff meeting.

We will also need a FAQ section along with another section for the upcoming editions of the Forum.

→ Expected deliverable: validated structure and mockup of the website

5.2 Commitments and Roadmap implementation platform component

Some commitments have already been received during the process. There should be a new section called Commitments where we will display the commitments received so far from the 2021 Forum.

Each commitment will include the following info:

- Lead Entity Name:
- Lead Entity Type (select type):
- Contact Information:
  First Name:
  Last Name:
  Title:
  Phone:
  Email:
  City and Country:

Voluntary Commitment (<mark>the frame for this type of commitment will be set by the sponsors, they will have the authority to determine "who can submit, in what form, how, when, etc")</mark> :
- Title/Name of the Voluntary Commitment:
- Geography Scope:
- Topic(s) (choose one or several keywords):
- Description of the commitment (objectives, implementation methodology, follow-up mechanisms etc...) max 500 words:
- Recommendations n° (select):
- Strategic Objectives (select):
- Selected indicators.....

The website platform should make accessible details of each commitment to present them in a nutshell and should showcase the individual as well the collective contribution of the commitments to the roadmap implementation. To do so, information against indicators chosen for the commitment will be accessible on the page of the related commitment.
For the existing commitment, the stakeholders will be asked to complete missing information to have the same format as the one validated for future commitments.

There will be a search engine also in the commitments section, where there will be more advanced searches by selecting filters: strategic objectives, recommendation, country, keyword, responsible parties...

An example of such a platform can be consulted on the [UN SGD14 Voluntary Commitment Repository](#).

→ **Expected deliverable: validated presentation website**

6. Documents and other resources
- Forum MPA Roadmap
[2020 MPA Roadmap (elaborated in 2012)](#); & [Antalya Declaration](#)
2016 Roadmap evaluation
[2020 MPA Roadmap (updated in 2016)](#) & [Tangier Declaration](#)
[Post-2020 Roadmap: The Road to 2030](#)
- Barcelona Convention MPA Roadmap (inspired and based on the Forum Roadmap):
[Barcelona Convention 2020 MPA Roadmap (2016)](#),
[Evaluation Report of the Barcelona Convention 2020 MPA Roadmap (2019)](#),
[How to reach the qualitative aspect of the Aichi Target 11 in the Mediterranean (2019)](#)
- 2016 Mediterranean MPA Status Report: [Full report, brochure and Poster](#)

- [WWF Report: TOWARDS 2020: How Mediterranean countries are performing to protect their sea](#)
- [Resources](#) for the Voluntary Commitments for the Implementation of Sustainable Development Goal 14
- [UN DESA launches revamped Voluntary Commitments platform to drive Ocean Action for SDG 14](#)

7. Time schedule

Launch of the call for tenders	16 May 2023
Deadline to submit an offer	16 June 2023
Interviews with pre-selected candidates	28 June
Kick-off meeting	3 July 2023
Validation of the functional layout (structure & navigation)	July 2023
Validation of graphic layouts	July 2023
Deliverable 1: validated structure and mockup of the website	**17 July 2023**
Development	July 2023
Presentation of the website	7 August
Tests	7 - 25 August
Deliverable 2: Launch of the website	25 August
Training on the administration interface	28 August
Content insertion by Sponsors	28 August - 15 September
Launch of the full and operational website to the public	15 September

The exact dates will be set and/or adjusted in an agreement between the sponsors and the consultant during the kick-off meeting.

8. Monitoring, control and validation of the work

Since the process is jointly launched, supervised and coordinated by the sponsors : SPA/RAC, and MedPAN, the consultancy is jointly monitored and supervised by MedPAN, and SPA/RAC. The consultancy is also supported by the 2020 MPA Forum Steering Committee. Any step and decision are to be jointly made by the sponsors. The Steering Committee will provide feedback.

It is expected that meetings with the sponsors and the consultant should be held to discuss the progress steps and the deliverables submitted. The consultant should expect one representative from MedPAN, SPA/RAC in the different meetings. For brainstorming and working meetings, more than one representative from the 2 sponsors could contribute.

Any questions, or clarification, as well as the submission of the deliverables, should be addressed to the sponsors' representatives (i.e. MedPAN, SPA/RAC) at the emails indicated in the contracts or those to be specified at the official beginning of the consultancy.

9. Confidentiality of data

Since the process is jointly launched, supervised and coordinated by SPA/RAC, MedPAN, the data made available to the consultants by MedPAN, SPA/RAC, and the Steering Committee could be in part confidential.

The consultant should use it only within the framework and for the purpose of the present consultancy and should not, under any circumstances, communicate them to third parties.

10. Contents and submission of the offer

Tenders must be sent by e-mail to contact@medmpaforum.org, no later than **16 June 2023** at midnight CET.

Each offer must include:
● Details on the profile of the provider (background, size, positioning, strengths …)
● Details of the provider's experience on our subject or on the type of project we are targeting: technical references / similar projects (with links to the websites indicated as references)
● Contact and references of clients who have benefited from the same type of service
● CVs of the experts involved in the project
● Proposed methodology and project planning
● Recommendations concerning the technical solutions recommended
● Recommendations on the needs expressed and points of vigilance on the requirements that are more complex to manage

- Implementation schedule
- Detailed financial offer including all taxes in euros for each deliverable. The number of days should be specified

Key selection criteria include:
- Proven ability to understand a client's needs and constraints and to respond with innovative, cost-effective solutions
- Ability to meet the functional requirements of MedPAN
- Suitability of the proposed methodology to our needs
- Availability within the stipulated timeframe

Proposals will be scored according to the selection process and scoring system detailed in [Annex 1](#).

11. Budget

Sponsors have a maximum fixed budget of **20,000 euros** (including tax) to carry out this service (excluding recurrent costs of hosting and maintenance of the site).

12. Contract

The contract will specify that each deliverable will be validated by the MedPAN Board of Directors and SPA/RAC.

Penalties for failure to meet the deadlines set out in the contract with the contractor may apply and will be specified in the contract.

Penalties for not meeting the deadlines set out in the contract with the provider may apply and will be specified in the contract.

Penalties for non-compliance with the specifications attached to the contract with the provider may apply and will be specified in the contract.

The contract with the service provider will mention that MedPAN will be able to end the contract at any time if the performance delivered by the provider is not what is expected. The payment terms for such a case will be specified in the contract.

13. Ownership and transferability

At the end of the project, all developments made by the contractor will be handed over to Sponsors. The contractor will ensure that Sponsors receive all the necessary documentation and passwords required to be able, if necessary, to entrust another provider with the maintenance of the solution or the development of evolutions.

14. General Terms and Conditions

By submitting a tender, the tenderer accepts all the terms and conditions set out in these terms of reference. If the bidder disagrees with any particular terms, these terms may be discussed with Sponsors before a proposal is submitted.

● Communications may be in English or French.
● Information in this document may not be disclosed without the express written consent of MedPAN.
● MedPAN will not be responsible for any costs incurred in the preparation and submission of the tenderer's tender.
● MedPAN reserves the right to negotiate all terms and conditions in order to finalise a contract with the successful contractor.

Annexe 1: Selection process and scoring system

Technical offer

Initial technical score

The technical offer will be evaluated on 100 points, according to the following criteria

General experience and technical references: 40 points

The references presented by the main applicants will be evaluated according to their number and quality their quality:

● Type and number of similar projects carried out by the provider (30 points):
○ Presentation of 3 or more similar projects: 30 points
○ Presentation of 1 or 2 similar projects: 15 points
○ No similar project: 0 points

● Date of completion of most recent work (10 points):
○ Less than or equal to 3 years: 10 points
○ More than 3 years = 5 points

Human resources and technical expertise: 30 points
The assessment will be made taking into account the number of similar projects to which the expert(s) have contributed as well as the quality assessment of these projects.

Expertise in online platform development: 15 points
● Presentation of 2 or more similar projects: 15 points

● Presentation of 1 similar project: 5 points

Expertise in in-built search engine: 15 points
● Presentation of 2 or more similar projects: 15 points
● Presentation of 1 similar project: 5 points
● No similar project: 0 points

Methodology, organisation and planning: 30 points
● Methodology proposed by the bidder to deliver the requested services
(up to 20 points)
● Organisation and planning: 10 points

Applicants with initial technical scores of less than 70 points will be eliminated automatically.

Final technical score

Among the candidates, the best score is made equivalent to 100 points, the scores of the other candidates are then adjusted according to the following equation $NTC = (\text{technical score of the bidder under consideration} / \text{best technical score}) * 100$

Financial offer

Only the financial bids of applicants with a final technical score of at least 70 points will be considered.

The contractor must break down his financial offer into the deliverables specified in the "expected services".

Scores are awarded as follows: the lowest bid receives 100 points, and the remaining points are awarded according to the following equation:

$CP = (\text{lowest bid price} / \text{concerned bid price}) * 100$

Final scoring and assignment of the contract

The final score is then obtained by weighting the technical score against the financial score on a 70/30 basis, according to the following formula:

$N = (0.7 \times NTC / NTM) \times 100 + (0.3 \times PM / CP) \times 100$

N: Final weighted score

NTC: Technical score of the relevant bidder
NTM: Maximum technical score
CP: Price offered by the relevant candidate

In case of very tight final scores (5 points difference or less), additional interviews could be conducted with a maximum of 3 applicants, before the final decision is made.

Sponsors will validate the final score of the proposals and select the successful contractor.