

TERMS OF REFERENCE (ToR)

Consultancy for Mapping and Needs Assessment

***LOT 1:** Mapping Visualization and Data sharing needs of providers and users of the Environmental Data Platform*

***LOT 2:** Mapping of Key Stakeholders and their needs for the development of the National Park Website*

Background and Context (Common)

This is a joint procurement for two mapping and needs assessment assignments. While procured jointly, the two assignments address different analytical questions and should be approached as distinct and non-overlapping consultancy tasks, each with its own focus and outputs.

Public data is only valuable if it can be understood and used. Citizens, companies, municipalities, and researchers increasingly expect information to be presented through clear, interactive, and accessible visualizations. Agencies, on the other hand, often struggle with how to share and present their data effectively.

To design future websites that are user-centred, it is essential to map how different stakeholders wish to see, interact with, and use data visualizations, as well as what makes this difficult today. Data sharing aspects will also be assessed, but visualization is the primary focus. This consultancy is analytical and preparatory in nature and does not include software development, system programming, or website design. Applicants are therefore expected to focus on analysis, stakeholder engagement, and synthesis of findings, rather than proposing technical solutions or design concepts.

The second mapping will be used as a basis for the development of a national park website, linked to the main KEPA website, for the two National Parks Sharr and Bjeshkët e Nemuna in Kosovo. It is key to define the main purpose of the website, including mapping of key stakeholders and their needs of the website before designing the website. The mapping of the website should also include information needed by tourists expected to visit national parks in both Kosovo and North Macedonia as per the joint project granted by the European

Commission between Kosovo and North Macedonia¹. This implies consideration of different user types and use scenarios, including domestic and international visitors.

For procurement and contracting purposes, the two assignments are structured as Lot 1 and Lot 2, which may be awarded independently. Applicants may apply for one Lot only or for both Lots, depending on their expertise and capacity. Applicants wishing to apply for both Lots must submit two separate applications, each with a separate Technical Proposal and a separate Financial Proposal.

Combined proposals covering more than one Lot in a single submission will be considered non-compliant.

Project Purpose (Common)

The purpose of this consultancy is to support KEPA and SwEPA in identifying current needs, challenges, and future ambitions related to environmental data visualization and the development of a national park website.

Lot 1 focuses on mapping visualization and data sharing needs of providers and users of the environmental data platform in order to bridge gaps between current practices and future ambitions.

Lot 2 focuses on mapping key stakeholders and their needs for the development of a national park website, with KEPA identified as the primary stakeholder, in order to define the purpose, structure, and information priorities of the website.

PART 1 - LOT 1: Mapping Visualization and Data Sharing needs of providers and users of the Environmental Data Platform

1. Introduction

Public data is only valuable if it can be understood and used. Citizens, companies, municipalities, and researchers increasingly expect information to be presented through clear, interactive, and accessible visualizations. Agencies, on the other hand, often struggle with how to share and present their data effectively.

To design future user-centred websites and digital platforms, it is essential to identify how different stakeholders access, interact with, and use data visualisations, as well as the key

¹ The project EuropeAid/182814/DD/ACT/XK covers the Sharr ecosystem that is 2400 sqkm large encompassing the Sharr National Park in Kosovo and the two North Macedonian parks Sar and Mavrovo National Parks.

constraints they currently face. Data sharing aspects will also be assessed, but visualization is the primary focus. This assignment therefore seeks to generate a comprehensive understanding of both supply-side and demand-side needs related to environmental data visualisation.

This consultancy is analytical and preparatory in nature and does not include software development, system programming, or system implementation. The findings will serve as an evidence base for future decisions related to the design and improvement of digital environmental data platforms.

2. The purpose of the assignment

The purpose of this assignment is to:

- Identify the needs and preferences for data visualization among providers and users.
- Document current challenges in visualizing and sharing data.
- Map what stakeholders ultimately want to achieve when data is visualized and shared.
- Provide recommendations to bridge gaps between current practices and future ambitions.

Collectively, these objectives aim to ensure that future environmental data platforms are better aligned with user needs, institutional capacities, and policy goals.

3. Objectives and Scope of Work

Under this assignment, the consultant will carry out a comprehensive mapping and needs assessment covering both data providers and data users. The scope of work is intended to capture a wide range of perspectives in order to reflect the complexity of the environmental data ecosystem.

The consultant will:

1. Assess provider needs:

- What kind of visualization tools and formats they want for communicating their data.
- Map current visualization methods used by agencies.
- What they find difficult today (skills, resources, tools, coordination, sharing data).
- Their goals: e.g., greater transparency, better reporting, stronger citizen engagement.
- What types of data they have and want to visualise (geographical data, statistical data, tabular data or free text data) and how the amount of data is distributed between them.

This component will provide insight into institutional capacities, constraints, and aspirations related to data visualisation.

2. Assess user needs:

- Validate stakeholders identified by KEPA and SwEPA and if needed complete the list
- How they prefer to see and interact with data (dashboards, maps, reports, graphs) and what they perceive as difficult ways of interacting with data.
- Which formats help them make decisions, innovate, or hold institutions accountable.
- What data they are most interested in
- What is currently hard to access or interpret.

The assessment should differentiate between user groups and highlight how visualisation formats influence understanding, decision-making, and accountability.

3. Assess secondary data sharing needs:

- standards,
- interoperability,
- access channels, and
- bottlenecks.

While secondary to visualisation, data sharing aspects are essential for ensuring that visualisation efforts are sustainable and scalable.

4. Recommend practical steps to improve data visualization first, and data sharing second.

5. Identify frontrunners from other countries or agencies that can be used as inspiration. Identified examples should be realistic and relevant to the Kosovo context.

6. Gap analysis: Compare what providers can deliver vs. what users need.

7. Recommendations: Prioritized actions for future system design, with visualization needs first.

Recommendations should be actionable, prioritised, and clearly linked to the findings of the mapping and gap analysis.

4. Methodology

The consultant is expected to apply a participatory approach. The specific methods to be used will be decided in dialogue with the contracting agency and the supplier.

The methodology should ensure balanced representation of both data providers and data users.

Methods to be used could include:

- **Desk review** of laws, strategies, and existing visualization and sharing platforms.
- **Interviews** with key agencies about their visualization and sharing practices.
- **Workshops/focus groups** with users (citizens, companies, NGOs, researchers).
- **Surveys** (if feasible) to capture visualization preferences of citizens.
- **Examples/benchmarking** of visualization practices in similar contexts.

Flexibility clause

While the above methodologies are suggested, the consultant is encouraged to propose alternative or additional methods if they believe these will yield more effective results. Such proposals must be discussed and approved by the contracting agency before implementation.

5. Deliverables

The consultant will deliver:

1. Inception Report:

Methodology, stakeholder mapping, and workplan. The inception report will confirm the approach, sequencing of activities, and timeline.

2. Needs Mapping Report (Draft):

- Provider visualization and sharing needs.
- User visualization and sharing needs.
- Current challenges and aspirations.
- Gap analysis.

3. Validation Workshop: Present and discuss findings with stakeholders. Feedback collected during the workshop shall be reflected in the final report.

4. Final Report: Clear, prioritized recommendations for how to design visualization and sharing in the future system.

The final report may also include optional consultant-driven proposals for innovative approaches, methods, or tools beyond the original ToR. The contracting agency will decide whether to adopt these proposals.

6. Stakeholders

Data providers: Primarily the governmental agencies KEPA and the Statistical Agency. Secondly ministries with environmental data, municipalities, regulatory agencies, and companies with environmental data.

- **Data users:**

- Citizens and civil society.
- Private companies and entrepreneurs.
- Governmental and municipal employees.
- Researchers, academia, and media.

- Coordinating body: SwEPA, with support of KEPA, responsible for oversight and approval.

The consultant is expected to maintain close coordination with the coordinating body throughout the assignment.

7. Timeline

- **Month 1: Inception report, stakeholder mapping.**
- **Month 2: Data collection (focus on visualization needs).**
- **Month 3: Draft report and validation workshop.**
- **Month 3: Final report and presentation.**

The timeline is indicative and may be refined during the inception phase in agreement with the contracting agency.

8. Monitoring and Reporting

- Regular updates to the contracting agency.
- Deliverables reviewed and approved at each stage.
- Final results presented to key stakeholders.

Monitoring and reporting arrangements are intended to ensure quality control and alignment with the objectives of the assignment.

PART II – LOT 2

Mapping of Key Stakeholders and Their Needs for the Development of the National Park Website

1. Introduction

The second mapping will be used as a basis for the development of a national park website, linked to the main KEPA website, for the two National Parks Sharr and Bjeshkët e Nemuna in Kosovo. It is key to define the main purpose of the website, including mapping of key stakeholders and their needs of the website before designing the website.

The mapping of the website should also include information needed by tourists expected to visit national parks in both Kosovo and North Macedonia, as per the joint project granted by the European Commission between Kosovo and North Macedonia. This implies that the website must respond to a diverse set of user groups, including institutional users, local communities, and domestic and international visitors.

This assignment is analytical and preparatory in nature and does not include website design, technical development, or content production. Its purpose is to establish a clear, evidence-based understanding of stakeholder needs and priorities that will inform future website development.

2. Purpose of the assignment

The purpose of the assignment is to:

- Identify the main purpose, needs and use of the KEPA national park website among key stakeholders, with KEPA being the main key stakeholder, from input of providers and users.
- Identify and collect input and information from key stakeholders to understand their needs and purpose of a national park website.
- Document and summarize the input and information collected per key stakeholder, analyse the information and suggest a main purpose of the national park website based on the analysis.

Collectively, this will ensure that the future national park website is aligned with institutional objectives, user expectations, and cross-border tourism considerations.

3. Objectives and Scope of Work

Under this assignment, the consultant will carry out a structured stakeholder mapping and needs assessment focused on the development of a national park website.

The consultant will:

1. Map the key stakeholders, starting with KEPA and other agencies that have use of the national park website data.
 - A first idea of key stakeholders is provided in Annex I.

2. Assess needs of website information providers, i.e. KEPA and national park rangers.
 - Identify their goals: e.g., greater transparency, provision of legal regulations, strengthened access to rules of visiting national parks, stronger citizen engagement etc.
3. Collect information and input from needs of key stakeholders regarding the NP website by performing interviews and surveys.
 - What kind of information do they expect to find on the NP website and for which purpose?
4. Document and summarize the input and information collected per key stakeholder.
5. Analyse the information and suggest a main purpose of the national park website based on the analysis in a report.
 - The analysis should clearly differentiate between stakeholder groups and reflect how their needs and expectations translate into website purpose and information priorities.

4. Methodology

The consultant is expected to apply a participatory and inclusive approach. The specific methods to be used will be decided in dialogue with the contracting agency and the supplier.

Methods to be used could include:

- Desk review of laws, strategies, and existing national park websites.
- Interviews with key agencies and stakeholders regarding their needs and expectations of the website.
- Surveys to collect information and input from larger stakeholder groups such as youth, local communities, sports clubs, etc.
- Workshops/focus groups with users (agencies, park rangers, citizens, visitors, NGOs, etc.).
- Examples/benchmarking of national park websites in similar contexts.

Flexibility clause

While the above methodologies are suggested, the consultant is encouraged to propose alternative or additional methods if they believe these will yield more effective results. Such proposals must be discussed and approved by the contracting agency before implementation.

5. Deliverables

The consultant will deliver:

1. Inception Report: Methodology, stakeholder mapping, and workplan.

2. Interviews and survey results from interaction with key stakeholders.

3. Needs Mapping Analysis Report (Draft):

- Provider sharing needs.
- User needs.

4. Validation Workshop: Present and discuss findings with key stakeholders (as a minimum KEPA, SwEPA and National park rangers).

5. Final Report:

- Clear, prioritized recommendations of the key stakeholders and their prioritised needs of a national park website, both visualized and in writing in report.
- The final report may also include optional consultant-driven proposals for innovative approaches, methods, or tools beyond the original ToR. The contracting agency will decide whether to adopt these proposals.

All deliverables should be written in clear and accessible language and structured to allow their direct use in future planning and decision-making processes.

6. Stakeholders

A more detailed list of recommended key stakeholders is provided in Annex I.

- **Data providers:** Ministries, regulatory agencies, statistical offices, municipalities, regulatory agencies, national park rangers.

- **Data users:**

- Citizens and civil society.
- Private companies and entrepreneurs.
- Municipalities and local governments.
- Visitors, academia, researchers, and media.

- **Coordinating body:** CEDE, KEPA and SwEPA

- **KEPA and SwEPA:** Responsible for oversight and approval.

The consultant is expected to maintain close coordination with all key institutional stakeholders throughout the assignment.

7. Timeline

- **Month 1:** Inception report, stakeholder mapping.
- **Month 2:** Information collection – interviews and surveys.
- **Month 3:** Draft report and validation workshop.
- **Month 3:** Final report and presentation.

The timeline is indicative and may be refined during the inception phase upon agreement with the contracting agency.

8. Monitoring and Reporting

- Regular updates to the contracting agency.
- Deliverables reviewed and approved at each stage.
- Final results presented to key stakeholders.

Monitoring and reporting arrangements are intended to ensure quality control, transparency, and alignment with the objectives of the assignment.

9. Consultant / Legal Entity Eligibility and Profile Lot 1 and 2:

General (Applicable to All Applicants – Individuals and Legal Entities)

- Experience in interviewing and collecting information through surveys, interviews, workshops, or similar methods as part of mapping and needs assessment assignments.
- Ability to communicate and work in Albanian, Serbian and English.
- Ability to independently plan, implement, and document analytical assignments in line with the Terms of Reference.
- Capacity to deliver all required outputs within the agreed timeframe.
- Ability to produce high-quality analytical reports in English.
- No conflict of interest that would compromise the impartiality of the assignment.

Additional Requirements – LOT 1

Mapping Visualization and Data Sharing Needs of Providers and Users of the Environmental Data Platform

- Experience in needs assessments and participatory methods.
- Strong knowledge of data visualization practices and how different users consume and interact with information.
- Familiarity with open data and data sharing principles (secondary focus).

- Experience working with both government agencies and non-government stakeholders.
- Ability to propose innovative approaches where appropriate.
- Strong analytical and report-writing skills.

Additional Requirements – LOT 2

Mapping of Key Stakeholders and Their Needs for the Development of the National Park Website

All of the above requirements General requirements and additional requirements in Lot 1 apply, and in addition:

- Additional language capacity in other Kosovar minority languages, or access to an interpreter to support the consultant in performing tasks with diverse stakeholder groups.
- Experience engaging with local communities, visitors, and a broad range of stakeholders is considered an asset.

Eligibility of Legal Entities and Individual Consultants

- Legal entities (companies, NGOs, research organisations) and individual consultants are eligible to apply.
- Legal entities may propose a team of experts and are responsible for overall coordination, quality assurance, and contractual obligations.
- Individual consultants must demonstrate their ability to deliver all required outputs independently and within the agreed timeframe.
- Applicants may apply for one Lot only or for both Lots, provided they demonstrate adequate capacity and expertise for each Lot.

Joint Applications and Subcontracting

- Joint applications or consortium bids are permitted, provided that one entity is clearly designated as the lead applicant and assumes overall responsibility for the assignment;
- Subcontracting is permitted only for clearly defined tasks and must be explicitly stated in the proposal;
- The lead applicant remains fully responsible for the performance of the contract, including the work of any subcontractors.