

# DRIFTING APART



Northern Periphery and  
Arctic Programme

2014-2020



EUROPEAN UNION

Investing in your future  
European Regional Development Fund

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## DRIFTING APART

### WORK PACKAGE FOUR – VIRTUAL LEARNING

### REQUEST FOR PROPOSAL

*Lead Partner for the tender:*

**Magma Geopark**  
**Pål Thjømøe**  
**Email: [post@magma-geopark.com](mailto:post@magma-geopark.com)**  
**Elvegaten 23, 4370 Egersund4372**  
**Norway**



*This RFP is to identify individuals and/or organisations which can provide the necessary IT, data processing and equipment required to achieve the goals of Work Package 4 in the Drifting Apart Project*

Issued: February 18 2015

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## **1. Instructions for Applicants**

Magma Geopark is circulating this Request for Proposal (RFP) to ascertain the best options for development of virtual learning and exhibition tools for the Drifting Apart project which is financed by the European Regional Development Fund through the North Periphery and Arctic Region Programme.

The Drifting Apart partnership reserves the right to amend, modify, or withdraw this RFP at any time. The partnership further reserves the right to accept or reject all or any part of a proposal. Neither receipt of this RFP, nor the submission of a response, shall be construed to create a contract or an expectation of a future business relationship between the Drifting Apart partnership and the candidate(s). The Drifting Apart partnership is not liable for any costs incurred by any candidate in the preparation, presentation, or any other aspect of the RFP process.

## **2. Background**

The Drifting Apart project aims to unearth and strengthen the understanding, appreciation and enjoyment of the fascinating and interconnected geological heritage of the Northern Periphery and Arctic region, and its many links to natural, built and cultural heritage – It will support the development of new and aspiring Global Geoparks, the promotion of innovative products and services for social and economic prosperity and to continue to build a strong network of Geoparks in the Northern Periphery and Arctic Region.

The geology of the Northern Periphery and Arctic provides a common link between diverse regions. Millions of years of moving continents, mountain building, volcanic activity, changing climates and sea levels, erosion and deposition have shaped our landscape. Not only does the resultant geodiversity help us understand the history of our Earth but it also profoundly shapes the world around us. It also offers great opportunities to further develop new economic opportunities, enhance culture and sense of place and conserve this historical link between the regions.

Drawing upon the diverse expertise of partners, the project will provide shared opportunities for learning about the area's geology and related heritage, will enhance visitor opportunities both on site and off site, increase visitor numbers into the partner areas, diversify visitor demographics, provide economic opportunities for local businesses to harness the opportunities linked to the areas geologic heritage, provide opportunities for all partners to share experiences and best practice, and develop a model for sustainable management of the geological areas designated as UNESCO Global Geoparks.

The Drifting Apart project aims to support sustainable economic growth and education through innovative products and services, sustainability through the conservation, education and enhancement of geodiversity. The project seeks to offer inclusivity by encouraging local economic growth by working closely with SMEs within Geoparks and aspiring Geoparks. A Geopark is an area recognized by the Global Geopark Network to have exceptional geological heritage. This simply means that the area has a natural landscape that is good for education, has a significant scientific value, is particularly rare or it is simply beautiful to look at. Geoparks aren't just about geology though, they also take in sites with interesting archaeology, wildlife and habitats, history, folklore and culture, all of which are intricately linked with the underlying geology.

The Drifting Apart partnership is an independent grouping of 7 main partners who also represent sub-partners within their own countries. The group operates according to a “partnership agreement” (available on request). The following lists (1-7) the main partners and sub-partners (a-l). In addition there are three associate partners (i-iii) who are willing to provide advice to project partners where necessary:

- 1. Causeway Coast and Glens Heritage Trust**
- 2. Magma Geopark**
  - a. Geological Survey of Norway
  - b. Trofjell Geopark project
- 3. Geopark Shetland**
  - c. North West Highlands Geopark
  - d. Lochaber Geopark
- 4. Fermanagh and Omagh District Council (Marble Arch Caves)**
  - e. The Geological Survey of Northern Ireland
  - f. Cavan County Council
  - g. The Geological Survey of Ireland
- 5. Reykjanes Geopark Project**
  - h. Saga Geopark Project
  - i. University Centre of South Iceland
- 6. Federal State Budget Institution “Kenozero National Park”**
- 7. Stonehammer Geopark**
  - j. Cabox Aspiring Geopark
  - k. NL Dept of Natural Resources
  - l. New Brunswick Museum

Associate Partners:

- i. Scottish Geodiversity Forum
- ii. Northern Ireland Environment Agency
- iii. Faroese Directorate of Earth and Energy

## **2.1 In short the overall Drifting Apart Project aims are as follows:**

1. Identifying the common geological story that spans the region
2. Encouraging research and use of innovative tools, including 3D Mapping and Laser Scanning, to illustrate the geological story.
3. Making the common geological story accessible for use in interpretation and education initiatives.
4. Capitalising on the tourism potential of the geological story through development of a transnational cultural route that provides opportunities for tourism based SMEs.
5. Identifying and sharing good practise through a survey of existing Geopark activities.
6. Developing and implementing a sustainable Geopark model based on existing good practise and innovation, to ensure the long term economic viability of Geoparks.
7. Supporting the development of new and aspiring Geoparks within the region.
8. Creating efficiencies in the operation of Geoparks, and communication between Geoparks.
9. Employing and developing new technologies and innovative products to best advantage throughout every aspect of the project.
10. Evaluating the benefits of the project to provide a roadmap for further development both within the region and beyond.

## 2.2 Drifting Apart: Project Goals:

1. Transnational geological trail: The project partners will develop a common and shared story of the area's geodiversity which will form the baseline for tourism, education, economic and social development opportunities.
2. Enhanced visitor experience: The development of a common and shared geological story will form the basis for the development and enhancement of interpretation and access to geological features within the partner areas which will provide enhanced visitor and learning experiences both locally and at Northern Periphery and Arctic Programme area. 26 sites will be developed or enhanced.
3. **Innovative online recording and learning experience: Arising from both the development of shared and common story and the development and enhancement of sites, a series of key sites will be recorded using 3D laser scanning technology and in turn transferred as a learning and management tool into 3D virtual exhibition and a management tool through a 3D model of the sites. 26 sites will be developed.**
4. Long term management model for the organisations with an interest in the conservation, enhancement and promotion of geological features: The development of enhanced opportunities for visitor and learning experiences within the areas will then lead to the development of a model for long term management of these areas through the development of geoparks supported by UNESCO. Each area will benefit from best practice exchange and peer to peer training which will lead to the development of sustainable management model.
5. Support to tourism businesses, community groups and education organisations: based on the enhanced visitor and learning experience opportunities and a coordinated management of the geological features, a programme of training will be organised for tourism businesses, education organisations and community groups to provide better knowledge of the resources, the need to conserve them but also opportunities to develop social economic activities. This will include the development of a toolkit for businesses and training programmes. It is estimated 100 businesses, organisations and groups will benefit from the training programmes.

## 2.3 Aim of RPF:

**Innovative online recording and learning experience: Arising from both the development of shared and common story and the development and enhancement of sites, a series of key sites will be recorded using 3D laser scanning technology and in turn transferred as a learning and management tool into 3D virtual exhibition and a management tool through a 3D model of the sites. 26 sites will be developed.**

The Drifting Apart partnership refers to this aim as **Work Package 4** (or **WP4**). The lead partner for WP4 is Magma Geopark, Norway; however all main and sub-partners listed in section 2 are involved in the delivery of this work package.

The aim of WP4 is to innovatively share and promote geological sites and features across the partnership area. Features need to be recorded in 3D using tools such as 360 degree filming or scanning. This will be used to create interactive 3D models of geological sites and features which will be available on the project website ([www.driftingapart.eu](http://www.driftingapart.eu)). Options must be presented for a virtual exhibition using tools such as augmented reality e.g. oculus rift, touch screens, or TVs. These tools must be developed on a common platform and made available to all project partners to be used in their interpretive centres. Some partners may choose to use 3D glasses, touch screens or simple television monitors to display the virtual visit material. The content should therefore be transferable across these mediums.

Magma Geopark has worked in partnership with the Norwegian UNESCO Commission to develop a range of pilot virtual exhibition products which help to communicate geological heritage to visitors. One project in particular, geoVR ([www.geoVR.no](http://www.geoVR.no)) has been developed and is now supported by a number of high profile organisations, including the UNESCO Global Geopark Network, Norwegian UNESCO Commission, Geological Survey of Norway and the Jaer Museum. The Drifting Apart partnership agree that it would be beneficial to develop content which is compatible with the format(s) and system(s) developed through the geoVR project; however, applicants are encouraged to provide alternative options which may better meet the needs of the Drifting Apart project.

This RFP is being used to identify individuals and/or organisations which can provide the necessary IT, data processing and equipment required to achieve the WP4 goals in terms of the development of virtual technologies and digital tools.

In total, partners will scan 26 localities in 7 countries. The partners will film sites using a using a sphericam (<http://www.sphericam.com/>) 360 degree camera (or similar). Each partner will then supply information for "hotspots" within the 3D locality which will contain information (text, graphics, photographs, animations, sounds, video etc). This content will be provided by project partners; however it may require some manipulation or conversion by the applicant for inclusion in the virtual visit.

### 3. RFP Objectives

The Drifting Apart partnership view the development and/or delivery of the IT, data processing and equipment for WP4 as the basis of this RFP.

All partners involved in the delivery of WP4 will provide information as outlined in section 2. The successful applicant must liaise with partners to ensure that data collection (3D filming and scanning) is carried out appropriately and in accordance with the guidelines supplied by Magma Geopark (attached to this RFP) and that data for hotspots and animations is compatible with the selected technologies.

The successful applicant, along with project partners, will develop and establish the final virtual exhibition for display on [www.driftingapart.eu](http://www.driftingapart.eu). In addition the successful applicant will work with all partners to identify their needs in terms of on-site virtual interpretation. It will be the responsibility of the applicant to ascertain which format individual partners and sub-partners wish to display the material through at their sites. At a minimum this should include options for 3D glasses e.g. "oculus rift, touch screens or simple TV monitors.

The first action for the successful applicant will be to oversee and facilitate data acquisition by project partners, including but not limited to - gathering of raw data from 26 sites of geological interest e.g. still photographs, 360degree video streams and data for creation of 3D elements from all the partners.

Next the successful applicant must develop a Virtual Reality (VR) experience based on a combination of live 360 degree film and digital effects. This will primarily be delivered to users through [www.driftingapart.eu](http://www.driftingapart.eu), but for individual on-site virtual exhibitions the content should be compatible with Oculus Rift or similar, touch screens or simple television monitors. The VR experience must provide fully natural and topographically correct VR scenes using data from a variety of sources, but primarily using data from the 360 degree filming undertaken by partners.

#### 3.1 RFP Terms & Conditions

Magma Geopark is issuing this Request for Proposal (RFP) on behalf of all Drifting Apart partners.

It is the goal of the Drifting Apart partners to establish an agreement with the successful applicant for a period of time, to be determined, between 2016 and 2017.

Whilst this RFP is circulated by Magma Geopark on behalf of the Drifting Apart partnership, it has been agreed that Magma Geopark will not be involved in the evaluation panel owing to its involvement in geoVR and the potential links between this project output and the content of geoVR.

The evaluation panel will consist of one representative from each of the Causeway Coast and Glens Heritage Trust, Marble Arch Caves UNESCO Global Geopark and Stonehammer UNESCO Global Geopark. The evaluation panel may need to contact applicants for clarification on proposals and seek relevant references in order to assess the suitability of the applicant and their proposal.

Magma Geopark may, during the proposal period, advise applicants in writing, of additions, omissions, or changes to the specification. All such changes shall be included in the proposal and will become part of the specifications as if originally submitted. All applicants will be notified of any and all changes to the specification.

Applicants should limit communications related to this RFP process to written questions to the lead partner (Magma Geopark) via email. Copies of all questions and answers will be circulated to the evaluation panel members.

NOTE: Magma Geopark makes no guarantee that a contract will result from this RFP process, and any costs associated with preparing and submitting responses to this RFP are the sole responsibility of the respondent(s).

### 3.2 RFP Evaluation Criteria

All proposals will be evaluated based on the following criteria and associated percentages (%).

1. **Understanding of the Project Specification** – Applicants should demonstrate clearly that they have read this RFP in detail and understand the goals of WP4 and the specific objectives of this RFP. 25 percent (%).
2. **Evidence of the skills required to meet the needs of the Project Specification** – Applicants must provide evidence of relevant qualifications for all persons involved, including a brief synopsis of previous relevant projects, a brief background to the company and evidence of the ability to deliver complex projects to an agreed budget and timescale 30 percent (%)
3. **A detailed project methodology including a detailed breakdown of costs and costing options where these might be required, including daily rates, number of days, VAT and all other proposed expenses.**– Applicants should clearly record how they propose to deliver the project on behalf of Drifting Apart partners, including key timescales and cost, including a range of costs where these might be required e.g. difference between output virtual exhibition output for 3D goggles, touch screens or simple television monitors. Applicants are encouraged to suggest alternative methodologies where it is felt these could enhance the delivery of WP4 30 percent (%)
4. **References** – Applicants must include details for at least 2 individuals or organisations who can account for the quality of service provided by the applicant in previous work carried out on their behalf. 15 percent (%).

### 3.3 Proposal Instructions and Timetable

All proposals must be valid for a period of sixty days from the assessment date (see below).

Proposals should consist of concise written responses based on the RFP evaluation criteria outlined under section 3.2. Sections within the written proposal should be numbered in a similar manner to the evaluation criteria i.e. section one “understanding of the project specification”, section two “evidence of the skills required.....”

Supplemental information designed to illustrate or enhance responses may be submitted, however, **all responses and supplemental information must be submitted in electronic form**. Hard copies will not be accepted. The submitted proposal should not exceed 100 MB and can be sent by any electronic transfer method available to the applicant e.g. Google Drive, Dropbox, WeTransfer, CD, DVD, USB etc.

Applicants are responsible for ensuring that proposals are received by the RFP deadline on **29032016 12:00**. Applicants are responsible for requesting a receipt of confirmation for all submitted documents and supplemental information.

#### 4. Deadlines and Submission Details

All written questions about any aspect of this RFP process are due no **later than 01032016**. Answers will be sent to all respondents by **15032016**.

**Proposals must be submitted no later than 12noon on 29032016**. Proposals submitted after this deadline **will not** be accepted

One electronic copy (PDF Format) of the proposal in English is required. Requests for an extension will not be granted under any circumstances. Submissions will not be opened until after the close of the RFP deadline.

##### **Proposals must only be sent to:**

Contact Name: Carole O'Kane  
Contact Title: Corporate Services Manager  
Contact Organization: Causeway Coast and Glens Heritage Trust  
Contact Address: 27 Main Street, Armoy, County Antrim, Northern Ireland, BT53 8SL

Contact Phone No.: +44 (0) 28 2075 2100

**Contact email:** [info@ccght.org](mailto:info@ccght.org)

**\*Please ensure that the email containing the pdf proposal is sent with the subject line "Drifting Apart: WP4 RFP Proposal" \***

##### **Questions about this RFP should be directed to:**

Contact Name: Maxime Sizerat  
Contact Title: Project Manager  
Contact Organization: CCGHT  
Contact Address: The Old Bank, 27 Main Street, Armoy, Ballymoney, BT53 8SL

Contact Phone No.: +44 7595068175

**Contact email:** [maxime@ccght.org](mailto:maxime@ccght.org)

The Drifting Apart partnership will not be liable for any costs incurred in the preparation or presentation of proposals.

The Drifting Apart partnership will not be bound to accept the lowest price tender or indeed any of the tenders received in response to this invitation. The contract will be awarded to the most economically advantageous tender based on an assessment of price, quality, delivery, technical ability, relevant skills and stated ability to satisfactorily meet the requirements of the contract.

Upon receipt of your proposal you will receive an email notification confirming receipt. If you do not receive the confirmation email, please resend your proposal. It is the respondent's responsibility to ensure the proposal is received.

## 5. KEY DEADLINES

Date	Activity	Method of Notification/Submission
19022016	RFP issued to prospective suppliers	Electronic (email)
01032016	Intent to Bid	Electronic (email)
01032016	Last date to submit questions pertaining to the RFP	Electronic (email)
15032016	Answers to submitted questions sent to all proponents	Electronic (email)
29032016 12:00	RFP Deadline	Electronic (email)
15042016	Notification to vendors of successful proponent	Email /phone
052016	First partner meeting with successful proponent – Skype	Face-to-face at local partner & Skype
	Establish benchmarks for implementation	
	Testing	
	Launch o	

Please note a Skype interview may be required before a final decision is made.