



**QUDSI-R4R project  
Rehabilitation for Revitalization  
Quality Urban Development and Sustainable  
Interventions for Jerusalem's Old City**

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**Terms of Reference**

**Awareness-raising activities for students in the Old City schools, Jerusalem and its surroundings areas, University students and the local community on the importance of preserving Jerusalem's architectural heritage**

In line with the collaborative agreement between the United Nations Human Settlements Programme (UN-Habitat) and The Welfare Association (Taawon), OCRP is actively involved in implementing the Quality Urban Development for Sustainable Interventions – Rehabilitation for Revitalization (QUDSI-R4R) Project within the next two years which is funded by the European Union and managed by UN-Habitat. This initiative aims to enhance living standards and bolster resilience in Palestinian communities, with a particular focus on the Old City of Jerusalem.

**Introduction**

**Taawon:**

It is an independent, non-profit organization registered in Geneva, Switzerland, and registered as a branch in Palestine. It was established in 1983 by a group of Palestinian and Arab personalities and thinkers as an independent charitable development organization with no political, partisan, or sectarian affiliations. It aims to develop the capabilities of the Palestinian people, preserve their heritage and identity, support their living culture, and build civil society. This is achieved through the systematic identification of the needs and priorities of the Palestinian people and working to find the proper mechanisms to make the most of the available funding sources. Taawon renews its mission by continuing to implement development and relief projects to provide developmental and humanitarian

assistance to Palestinians in the West Bank, including Jerusalem, the Gaza Strip, the 1948 areas, and Palestinian communities in Lebanon within four main programs: Education, Community development including economic empowerment and orphan care, Culture, and the Rehabilitation of Old City's. This is done by increasing interaction with the Palestinian public and deepening partnerships with supporters and national institutions. [www.Taawon.org] (<http://www.Taawon.org>).

#### **OCRP:**

The Old Cities Revitalization Program (OCRP) was established by the Welfare Association in 1994 to achieve sustainable development and renewal of Jerusalem's much-neglected Old City through the restoration of historic buildings in parallel to data collection and analysis. This culminated in 2002 with the publication of the Master Plan for the Revitalization of the Old City of Jerusalem, the first of its kind at that time. In 2004, the program was awarded the prestigious Agha Khan Award for Architecture for its work in the old city of Jerusalem, and in

2022 was Awarded the ICCROM-Sharjah Award for Good Practices in Cultural Heritage Conservation and Management in the Arab Region.

Over the years, OCRP has evolved to encompass four primary components, each operating synergistically to ensure a holistic approach to revitalization:

- Restoration and Rehabilitation
- Documentation and Information
- Community Engagement
- Training

Therefore, Taawon is seeking a local Association, institution, firm or a Joint Venture between two or more of them to conduct awareness-raising activities in specific for students in the Old City schools, Jerusalem and its surroundings areas, as well as for the local community at large including Qudsi Project beneficiaries and university students on the importance of preserving Jerusalem's architectural heritage.

**Objective:**

Conduct awareness-rising activities within the framework of preserving the architectural heritage in the old City, commissioned by OCRP – cooperation within the framework of the QUDSI project.

**Scope Of Work:**

Implementation of several awareness activities for students at the old city schools in Jerusalem and its surroundings in addition to university students, including:

- Field tours in the old city of Jerusalem, focusing on narrating the history related to the places visited, including introducing students to the most important historical landmarks in the old city, as well as introducing them to the original names of streets and places and the newly names, with a focus on the old city of Jerusalem and the ongoing attempts to erase historical landmarks and change the cultural landscape in the city. The impact of development projects on the historical, architectural, and cultural heritage in the old city of Jerusalem will also be discussed. The tours will include competitions and interactive games for students to motivate them and deepen their understanding and benefit, with tangible outcomes from these tours being evaluated.
- Interactive activities with school and university students, including competitions and courses, considering the adaptation of activities to suit different age groups of students, using technology, involving the local community, and regularly evaluating the implemented activities to ensure they achieve the desired goals.
- Developing an interactive heritage mini-box for student's edutainment purposes that contributes to raising awareness about the importance of preserving architectural heritage and provides information about historical buildings belonging to different historical periods in the old city of Jerusalem in an interesting and attractive way for students.
- Conducting and facilitating workshops with the local community, with focus on beneficiaries of the QUDSI project and their surrounding areas including residents,

service suppliers, Shop owners, to raise awareness about the importance and value of architectural heritage and our role in preserving it.

- Additional proposed activities that contribute to achieving the project's goals

**Working Area:** Old City of Jerusalem.

**Project Duration:**

The project duration is 8 months. For the student's engagement, please consider Start and end of the school year and its mandatory schedule/commitments when preparing the implementation plan for the various activities in the project.

**Target Group:**

Applicants need to address the unique needs of the different project target groups, including:

- Students at Jerusalem schools, aged 11-15 years.
- university students.
- the local community in the old city of Jerusalem, including housewives, youth, and the elderly, with a focus on beneficiaries of the QUDSI project, and surrounding area including residents, Service Suppliers, Shope owner.

**Number of Beneficiaries:** - No less than 200 students, where 100 to 150 from the local community in the old city, including beneficiaries of the QUDSI project.

**Responsibilities:**

- The Association/Institution/firm or Joint Venture must coordinate with the OCRP, regarding all activities implemented within the project, including the schools and students targeted in the various activities.
- The Association/Institution must clarify the mechanism for selecting students and schools, University students to ensure inclusiveness and diversity in ages and schools/Universities, and equality in the number of male and female students. Lists including the names of schools/University and students participating must be sent.

**Field Tours:**

- The Association/Institution/Firm or Joint Venture must commit to hire a guide with proven track record specialized in the history of Jerusalem to conduct the field tours (the guide should have experience and an attractive and enjoyable style in disseminating information).
- The Association/Institution/firm or joint venture must obtain approval from OCRP regarding the proposed tour routes.
- Students participating in the project are selected based on pre-approved criteria that will be agreed upon with OCRP.
- The Association/Institution/Firm or Joint Venture must Cooperate professionally to document all field tours and community activities by coordinating closely with the (OCRP) and the designated media company. This documentation includes high-resolution photography and videography, multiple video clips, and side testimonials (short video interviews) from participating students about the impact of the project on them.
- The Association/Institution/Firm or Joint Venture must Commit to safety, security, and health procedures.
- The Association/Institution/Firm or Joint Venture must measure the achieved impact and the knowledge gained using appropriate tools according to the nature of the activity.

**Field Tours Requirement**

Each field tour organized under this project must adhere to the following criteria:

- A minimum of 14 unique field tours shall be conducted.
- The number of participants on each tour shall not exceed twenty-five (25) individuals.

**Field Tours To include:**

- Visit main Islamic, Christian and Archeologically significant sites in the Muslim, Christian and Armenian Quarters.
- Jerusalem Wall (internal and external) and Gates Tour

- Sites within very close proximity to the Old City Walls.

### **Interactive Activities:**

This component aims to actively engage both school students and members of the local community in preserving and appreciating Jerusalem's architectural heritage. The process is structured as follows:

- School students, University students and local community members will develop projects that focus on the importance of protecting and preserving Jerusalem's architectural heritage. These projects may include research, creative presentations, models, or other formats that encourage participants to explore and express their understanding of heritage values.
- To ensure fairness and transparency, clear evaluation criteria for these projects will be established in advance. These criteria will be shared with the OCRP, which will also participate in the evaluation process.
- To motivate and recognize participants, valuable prizes will be awarded to the top five projects submitted by school students. All participants, regardless of ranking, will receive an encouraging gift and a certificate of participation.
- The Association/Institution/Firm or Joint Venture is responsible for measuring the impact of these activities. This includes assessing the knowledge gained and the effectiveness of the activities using appropriate evaluation tools, such as surveys, feedback forms, or interviews, tailored to the nature of each activity

### **Interactive and educational heritage box:**

The interactive and educational heritage mini box is designed to support hands-on learning about Jerusalem's architectural heritage and traditional crafts. A maximum of 200 boxes will be produced, each containing engaging activities such as a Heritage Puzzle/Map, Mini Mosaic Kit, Arabesque Windows Kit, Heritage embroidery kit, and other creative items developed in coordination with the team.

### **Recipients:**

The heritage boxes are primarily intended for the targeted school students participating in

the project's awareness activities. Distribution will focus on students who are actively involved in field tours, interactive activities, and project-based learning about Jerusalem's heritage. The boxes may also be provided to select members of the local community who participate in workshops or other project activities, as to be determined with prior coordination.

#### **Connection to Prizes:**

While the top five student projects will receive valuable prizes, the heritage boxes are not limited to prize winners. Instead, they serve as educational resources for a broader group of participants, helping to ensure that all targeted students—regardless of competition benefit from the project's interactive approach. The boxes are meant to encourage engagement, learning, and appreciation for traditional crafts among all students involved in the project.

#### **Connection to Targeted Students:**

The heritage boxes are directly connected to the targeted students outlined in the Terms of Reference. Their distribution will be coordinated to maximize educational impact and inclusivity, ensuring that students from different schools and backgrounds could participate in hands-on heritage activities.

#### **Reports:**

The Association/Institution/Firm or Joint Venture must submit monthly progress reports and final reports with all related materials according to the timeline agreed with the OCRP. The report includes:

- Description of the implemented activity, including the events carried out during the activity, the schools benefiting from the activity, the number of participants (male, female), and the outputs achieved through the activity, with an evaluation of the impact of the activities on the project beneficiaries,
- A detailed financial report on expenses during the project implementation, with the OCRP having the right to request financial documents and receipts for review, considering the financial procedures followed by the Welfare Association.

- Reports are submitted in Arabic and English according to the templates approved by the Welfare Association and the donor.

**Intellectual Property Rights:**

All intellectual property rights, including but not limited to copyrights, design rights, and patents, arising from the services performed under this contract shall be vested in and be the exclusive property of UN-Habitat. The Association/Institution shall not use or disclose any such property, except for the purposes of this contract, without the prior written consent of UN-Habitat through Taawon."

**Submission of Offers and Evaluation Method:**

Offers are submitted in **two separate sealed envelopes** and evaluated based on technical and financial criteria, using the following weights:

- **Technical Evaluation: 70 points**
- **Financial Evaluation: 30 points**

No financial offers will be opened for any Association/Institution/Firm or Joint Venture who did not achieve a technical evaluation score of **70% of the total** score allocated for the technical evaluation.

**Technical Offer: -**

- **The bidder must attach a copy of:**
  - The Association/Institution Registration Certificate
  - Power of Attorney.
  - valid source deduction certificate.

<b>Technical Evaluation</b>	<b>Weight</b>
The Association/Institution/Firm or Joint Venture experience in implementing similar comprehensive activities	20 Points
Initial Work plan and work methodology; with emphasis on target segments, field tours, interactive activities, heritage mini box, community workshops, as well clear timing connection for the external photography/Videography documentation	35 points
Experience and Team CVS" Tours Guide, Heritage Conservation Specialist, Coordinator, trainers, etc...	25 points

Technical Evaluation	Weight
2 Suggestions for Field Tour Route	10 points
Submission of all required related documents	10 points
<b>Total Technical Evaluation</b>	<b>100 points</b>

#### **Financial Offer:**

The financial offer is submitted in a separate sealed envelope and includes A Detailed budget.as Template Below.

*\*The association may include additional line items if they are not specifically listed in the provided template.*

Budget Item	Description	Unit	Qty	Unit Cost (\$)	Total Cost (\$)
<b>Project Staff</b>					
Coordinator	Manages project implementation and reporting	Month	8		
Field Tour Guide (Heritage Specialist)	Conduct guided tours in Old City, narrates history	Tour	14		
Trainers/Facilitators	Leads workshops and interactive activities	Session	15		
<b>Awareness Activities</b>					
Field Tour Expenses	Transportation, entry fees, refreshments for students	Tour	14		
Interactive Activities Materials	Supplies for competitions, games, courses (age-appropriate)	Activity	10		
Heritage Mini Box Kits	Craft kits (mosaic, embroidery, puzzles, Arabesque windows) for students	Kit	200		
Workshop Materials	Printing, handouts, equipment for community workshops and proposed venues inside the old city of Jerusalem	Workshop	10		
Prizes & Certificates	Top projects, participation certificates, gifts	Set	5		
<b>Total Estimated Budget</b>					

**Proposal Submission:**

Proposals are submitted in a sealed envelope: Technical proposal - Tender for implementing awareness activities within the framework of preserving architectural heritage

All pages in the proposal must be signed and stamped up by the submitting entity.

**Deadline for Submitting Proposals:**

The deadline for submitting proposals is Sunday. on 25/01/2026 at the Welfare Association headquarters - Ramallah - Canada Street - Al-Nahda Building.

For any inquiries, you can send them via email to [waocjrp@taawon.org] (<mailto:waocjrp@taawon.org>) by 18/01/2026, and your inquiries will be answered via the same email on 22/01/2026