A. Background

Xin'an River is located in East China and the Yangtze River Delta. It is the mother river of the people of Huangshan and one of the main rivers in the country, and is also an important part of the Yangtze River Economic Belt (YREB), an important ecological barrier in East China, and an important strategic water source in the Yangtze River Delta. The total area of the Xin'an River basin is 11,674 square kilometers, and the total length of the main stream is 359 kilometers. In Huangshan City, the basin area is 6,736.8 square kilometers, and the length of the main stream is 242.3 kilometers, which equivalent to 58.8% of the total basin area and 67.5% of the total length of the main stream respectively.

In order to thoroughly implement President Xi Jinping's ecological civilization theory, actively practice the idea that Lucid Waters and Lush Mountains are Invaluable Assets, consolidate and improve the results of the ecological compensation mechanism in the Xin'an River Basin, and promote the ecological management of the Xin'an River Basin and the development of green industries, Huangshan City has applied for the Asian Development Bank (ADB) loan Anhui Huangshan Xin'an River Ecological Protection and Green Development Project. In August 2019, the State Council approved the Project to be listed in China's 2019-2021 project planning of using ADB and KfW loans and determined a loan of EUR90.09 million from ADB and EUR50 million from KfW. The estimated total cost of the Project is RMB 1.455 billion with six years (2020-2026) construction period. It includes four components: i) Urban point source pollution management facilities upgraded; ii) Rural point and non-point source pollution control facilities and systems enhanced; iii) Green financing mechanisms piloted (including the establishment of eco-compensation funds, exploring the establishment of eco-compensation mechanisms between the government, enterprises and farmers,
and supporting green tea garden project); iv) Capacity for ecological system and project management strengthened. The project Implementation Agencies (IAs) are the Huangshan City Project Management Office (HPMO), PMOs of three districts and four counties, and relevant project department under the City.

Feasibility study on eco-compensation of green tea garden in Huangshan City is one of the important contents of capacity building of the Project. The study results will provide technical support for the implementation of the eco-compensation funds for the green tea garden project. An expert team of third-party consulting company, which recruited by HPMO through QCBS (Quality and Cost Based Selection), will implement the task.

B. Significance of the Study

The Xin’an River is the main source of drinking water for 10 million residents living in the urban and rural areas surrounding Qiandao Lake and Hangzhou, and has an important strategic position for the economic and social development of Anhui and Zhejiang Provinces. Since 2012, three rounds of eco-compensation pilot have been carried out between government of Anhui and Zhejiang Provinces. The pollution of the Xin’an River from industries and lives in Huangshan City has gradually been effectively controlled. Agricultural non-point source pollution, including nitrogen, phosphorus and pesticides will become the major issue of pollution control in the future.

Tea is the pillar industry of Huangshan City. There are about 800,000 mu of tea gardens in the city, and the output of tea is 40,000 tons in 2020. The latest investigations and studies show that the average fertilizer consumption of tea in Huangshan City is 277 kg N/ha and 71 kg P2O5/ha, which are at a relatively high level and has more room for fertilizer reduction (nitrogen fertilizer: 33-42%; phosphate fertilizer: 7- 18%). The application of integrated pest and disease control technologies such as green control will gradually reduce the amount of chemical pesticides.

Since 2015, the Huangshan Municipal Government (HMG) has adopted policies and measures such as green tea garden prevention and control, organic fertilizer substitution, and centralized pesticide distribution, which have achieved significant results in reducing fertilizers and pesticides in conventional agricultural production,
but these policies and measures still have many problems that need to be further resolved and improvements: i) Fertilizer substitution can change the fertilizer structure but cannot reduce the fertilizer input. At present, organic fertilizer in Huangshan City is provided to farmers for free. This measure only increases the amount of organic fertilizer input, but does not reduce the amount of chemical fertilizer input. ii) The centralized distribution of pesticides can reduce the use of high-residual and highly toxic pesticides, but cannot reduce the use of chemical pesticides. iii) After the policies and measures are stopped, the use of fertilizers and pesticides by farmers is likely to rebound to previous levels. iv) The agricultural production that drives farmers by technology to reduce the use of chemical fertilizers and pesticides by technology has not been encouraged and continues. At present, despite the various investments made by the government, the promotion of technologies including formula fertilization and green prevention and control is still a top-down approach, lacking the active participation of farmers. v) The experience of the European Union (EU) and other countries in the past 30 years has shown that in addition to technical, environmental and economic measures such as eco-compensation can play an important role in the prevention and control of agricultural non-point source pollution. vi) Tea is an agricultural product that consumers are more sensitive to its quality. The reduction of residues of agricultural chemicals, especially chemical pesticides, will result in stronger willingness of consumers to pay. vii) Agricultural certification systems, including good agricultural specification and organic agriculture, can relatively accurately assess farmers’ behavior and provide quantitative tools and methods for the prevention and control of agricultural non-point source pollution with the reduction of fertilizers and pesticides as an important content.

In summary, the full play to the main role of enterprises and farmers, the support of government departments and technical forces, as well as enterprises and consumers will be mobilized in the prevention and control of tea non-point source pollution in the Xin’an River Basin. It will create a green tea garden production system that can effectively reduce nitrogen, phosphorus and pesticide input and pollution, and continue to implement and promote green tea gardens through eco-compensation incentives. Therefore, it is necessary to innovate in mechanisms and methods, and build a green tea garden construction standard and eco-compensation system for the Xin’an River Basin through study and pilot, and
contribute to the improvement of water environment of the Xin'an River Basin and the sustainable economic and social development.

C. Objectives and Scope of Services

1. Objectives. Enterprises and farmers take the initiative to continuously adopt ecological tea garden production and management measures will be encourage through integrating the source reduction (such as use reduction of chemical fertilizers and pesticides), progress management (such as changing the slope of tea gardens to terraces, integrating water and fertilizer, planting green manure, etc.) and terminal management (such as building ecological ditches at the outlet of tea gardens) on the basis of fully analyzing the current situation of tea in Huangshan City and the characteristics of agricultural non-point source pollution. The eco-compensation measures for agricultural production methods that reduce agricultural non-point source pollution will be carried out by the experience of agricultural third-party certification and quantitative monitoring, as well as the safe and environmentally friendly agricultural production measures will be fully supported and a green tea garden certification and eco-compensation system that can be implemented, promoted, and quantified will be established through brand and marketing support.

2. Main Content and Tasks

i) A detailed investigation and analysis of the status of tea gardens and farming in Huangshan City for identifying of the challenges faced and the root causes of various problems, including tea garden soil, climate, geography, tea tree varieties and their distribution; the impact of structure of tea variety, planting methods, pollution prevention and control methods, tea picking methods, and fresh tea progressing methods, prices, technology, quality benefit; the impact of tea enterprise management, sales models, market prices, brand and quality benefits; the impact of government management, consumer groups, market trends, economic and environmental benefits, etc.

ii) The advanced experience of tea farming management development at home and abroad and the factors worthy of reference are put forward especially the advanced experience of tea farming development management in Taiwan, Japan, South Korea and other places from varieties, planting, processing and
production, enterprise management, socialized services, farming management, market development, consumption trend, future development trend and etc., so as to put forward the direction, positioning and trace of tea farming development in Huangshan City.

iii) Research and determination on definition, scope, certification standards and process, impact and cost of green tea gardens in Huangshan City, and comparison and recommendation of domestic and foreign organic tea or green tea garden certification agencies, such as Rainforest Alliance, OCIA (USA), BCS (Germany), SKAL (Netherlands), IFOAM (France) and other international organic tea certifications.

iv) Determination of the standards construction content, ecological environmental measures, engineering measures, water and soil conservation facilities, risk management, costs and benefits and comparative analysis of the green tea gardens in Huangshan City by recommended certification system.

v) Research and recommendation on how to achieve green tea garden certification, including tea garden management, socialized service, impact of enterprises, the cooperative and contractual relationship between the certified subject and tea farmers, the government's corresponding policies and eco-compensation measures, detailed operations and procedures. Based on the above research, the scope, content, method, standard, cost and implementation progress of green tea garden certification system in Huangshan City were put forward.

vi) Research and recommendation on the scope, distribution, varieties and quantities of green tea garden construction pilot.

vii) Investigation and research on tea enterprises, farmers, cooperative and related enterprises in Huangshan City. Recommendation of tea garden certified enterprises, tea farmers, cooperatives that are interested in participating. Determination of the participation, conditions and standards, quantities, assessment methods and performance indicators of enterprises, tea farmers and cooperatives, as well as eco-compensation measures and operating mechanisms for enterprises and tea farmers.
viii) Recommendation of marketing dissemination, roadmaps and action plans for the certified tea farming by the positioning of the tea farming in Huangshan City

ix) Seminar and workshops on introduction of the experience of tea farming development and management, providing suggestions of the development of tea farming in Huangshan City, and discussion of the scientificity, feasibility and operability of this study.

x) Various trainings for tea farmers and enterprises shall be made. Improved design to ensure the feasibility and success of the green tea garden eco-compensation project.

Based on the above actions, the practical and feasible implementation plan for the green tea gardens and eco-compensation mechanism in Huangshan City and the process of achieving increased benefits shall be specified (It is necessary to do "cost-benefit analysis" on green tea garden construction and incentive mechanism scheme and compare different schemes to put forward the optimal scheme. For example, it is necessary to put forward a set of comparison methods for different performance indicators that can be achieved by the capital requirements of different technical solutions and different incentive methods, and recommend the optimal plan through comparative analysis of different technical solutions, different incentive standards and different expected performance). The whole management of eco-compensation for green tea gardens and the performance evaluation shall be applied; quarterly and semi-annual reports, milestone reports, model innovation reports and completion report shall be provided; Seminar and dissemination on the experience and model of demonstration projects shall be conducted. In addition, the organizational structure, operating mechanism, and executing agency of project need to be clarified in the system.

D. Achievements and Submitted Date

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<th>Inception report of feasibility study on eco-compensation of green tea garden</th>
<th>Within 1 month after signing the contract</th>
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<td>2</td>
<td>Mid-term report of feasibility study on eco-compensation of green tea garden</td>
<td>Within 5 months after signing the contract</td>
<td>Including the investigation and analysis of the status of tea gardens and tea farming in Huangshan City, green tea garden certification system, green tea garden standards and technology, eco-compensation standard, and marketing dissemination methods of green tea farming</td>
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<td>3</td>
<td>Final report of feasibility study on eco-compensation of green tea garden</td>
<td>Within 8 months after signing the contract</td>
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<td>4</td>
<td>The mid-term performance evaluation report of implementation of eco-compensation of green tea garden</td>
<td>Within 12 months after contract implementation</td>
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<td>5</td>
<td>The final performance evaluation report of implementation of eco-compensation of green tea garden</td>
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i) The feasibility study report submitted by the consultant shall form a set of methods for comparing different schemes, and make comparison and selection of different schemes, and propose schemes on this basis.

ii) For each report submitted by the consultant will be reviewed by experts and relevant departments organized by the client.

iii) The report should be completed and submitted on time. The submitted report shall be submitted in both Chinese and English version and the electronic
version. The submittal of final report includes 50 hard copies in Chinese and 3 hard copies in English.

iv) The intellectual property of this study result and its right of use belong to the client, and no other use is allowed without the written approval of the client.

v) The payment plan will be specified in the contract.

E. Input Requirements for Consulting Company and Experts

The consulting team will be responsible to undertake all aspects of the task. Consulting company should provide high-quality services and satisfactory deliverables, and are obliged to provide sufficient human resources to complete this task. If a replacement is required, the consulting company shall submit an application to the client in writing, and the qualification of the replacement shall be equivalent or with better qualification.

1. Qualification requirements of consulting company: The consulting company shall i) have the ability to independently bear civil liability (provide supporting documents of legal representative or business license); ii) have a good business reputation and a sound financial accounting system (provide the 2019 or 2020 financial status report, or if the bidder is newly established less than one year, the copy of the credit certificate issued by the bank shall be provided); iii) have a good record of paying taxes and social security in accordance with the law (provide a copy of the payment, which sealed by company, for taxes and social security for any month within six months before the bid opening; in case of tax exemption and social security payment is not required according to law, corresponding supporting documents shall be provided); iv) no major violations of the law during government procurement activities (provide written statement) in the past three years (from 2018 to 2020); v) consultant who have research experience of tea or tea farming development would be considered as an advantage..

2. Requirement of the Consulting Team

i) Agro-environmental Protection Specialist (Team leader, national, 5 person-months). The specialist should have degrees in agronomy related field, at least 15 years of research and practical experience in the field of agricultural
environmental protection, and familiar with policies and technologies in the field of agricultural non-point source pollution at home and abroad, as well as have the main responsibility for overall design, implementation and coordination.

ii) **Tea Processing Specialist** (National, 6 person-months). The specialist should have degrees in agronomy related field, and at least 15 years of work experience in research and technology promotion of tea production and processing, and familiar with the production and management of tea gardens in Huangshan City. The specialist will (including but not limited to), (i) develop technologies and measures for green tea gardens by local conditions; (ii) provide support in the formulation of green tea garden standards, certification schemes and eco-compensation mechanisms; (iii) join the field visit, interview and meetings if required.

iii) **Eco-compensation Specialist** (National, 6 person-months). The specialist should have degrees in economics related, and at least 15 years of work experience in eco-compensation research and technical services, and familiar with ecological compensation laws, regulations, policies and technologies at home and abroad. The specialist will (including but not limited to), (i) analyze the international and national experiences on eco-compensation designing and implementation; (ii) conduct quantitative economic analysis for tea planting costs and market prices; (iii) establish certification, compensation and delivery procedures for tea farmers and enterprises; (iv) responsible for the formulation of eco-compensation plans for green tea gardens; and (v) join the field visit, interview and meetings if necessary. Cooperate with agricultural social experts to understand the psychological expectations and responses of different stakeholders to different incentive criteria, compare different incentive schemes, and propose the optimal scheme.

iv) **Agricultural Production Certification Specialist** (National, 6 person-months). The specialist should have degrees in quality management or agronomy related, and at least 10 years of work experience in good agricultural practices and organic agriculture certification, and familiar with standards, systems and certification work of relevant certification systems at home and abroad. The specialist will (including but not limited to), (i) develop ecological tea farm certification scheme, including the institution, inspection and
certification rules and agreements; (ii) establish certification, compensation and delivery procedures for tea farmers and enterprises; (iii) Assist in liaison with international certification bodies to enhance understanding and facilitate certification.

v) Financial Specialist (National, 4 person-months). The specialist should have senior professional title and at least 10 years of work experience in financial management. The specialist will (including but not limited to), (i) conduct field visit, data collection and analysis; (ii) conduct financial analysis of the proposed green tea garden certification plan, including financial feasibility and sustainability; (iii) make recommendations on certification programs to enhance financial sustainability.

vi) Non-point Source Pollution Management Specialist (National, 6 person-months). The specialist should have a master's degrees in environmental engineering or related, and at least 10 years of work experience in agricultural non-point source pollution control and management. The specialist will (including but not limited to), conduct field visit, data collection and any required investigation; evaluate mitigation measures of non-point source pollution; estimate the reduction of main pollutants in tea gardens; introduce international best practices and feasible technical measures related to agricultural non-point source pollution control. Cost-benefit analysis of different technical solutions, put forward comparative methods, and select the lowest cost solutions.

vii) Agricultural Social Specialist (National, 3 person-months). The specialist should have degrees in agricultural extension or sociology, and at least 15 years of work experience in agricultural and rural social issues research and technical consulting. The specialist will (including but not limited to), responsible for the collection of relevant enterprises and farmers' willingness, psychological condition and the establishment of organizational structure, etc. With respect to different technical schemes, award standards and performance indicators, conduct a survey of stakeholders' willingness, organize public participation in the design scheme, record and summarize opinions and suggestions from various aspects, and put forward suggestions for optimizing project design from the perspectives of sociology and rural agricultural organizations.

F. Consulting Period
The consulting service is expected to start from May 1, 2021 to June 30, 2023 (subject to contract signing). The contract may be extended by both parties after negotiation. If the consultant fails to meet the work requirements, cannot complete various tasks in time, fail to respond to the requirements by the client and ADB/KfW, or cannot provide satisfactory services, the tenderer will terminate the contract in accordance with the relevant terms of the contract.

G. Facilities and Resources Provided by Consulting Company and Client

1. Facilities and resources provided by consulting company.
   (i) Office, and its equipment, and vehicles shall be arranged by consultant itself;
   (ii) Responsible for delivery of work progress report and research results, and answer project related questions raised by the client.

2. Facilities and resources provided by the Client.
   (i) Provide necessary information and conditions, including timely provision of project-related documents, reports, materials, data, and other required approvals and corresponding working conditions for consulting company.
   (ii) Coordinate the contact between the consulting company and other government agencies, including financial department, agricultural department, environmental protection department, etc.
   (iii) Designate specific person to cooperate with the consulting company for working

H. Comments and Suggestions by Consulting Company

The consulting company can make comments for TOR in the technical proposal and submit improvement opinions and suggestions. If relating to financial issue, it should be indicated in the financial proposal.

I. Budget

The budget of the total contract does not exceed RMB 2.8 million.
一、项目背景

新安江是黄山人民的母亲河，是全国主要的河流之一，地处华东及长三角地区，是长江经济带的重要组成部分，是华东地区重要的生态屏障，是长三角地区重要的战略水源地。新安江流域总面积11674平方公里，干流总长359公里，黄山市境内流域面积6736.8平方公里，干流长242.3公里，分别占流域面积的58.8%和干流总长的67.5%。

为深入贯彻落实习近平生态文明思想，积极践行绿水青山就是金山银山理念，巩固提升新安江流域生态补偿机制成果，促进新安江流域生态治理和绿色产业发展，黄山市申报了亚行贷款黄山新安江流域生态保护和绿色发展项目。2019年8月经国务院批准列入我国利用亚行和德国复兴信贷银行贷款2019—2021年备选项目规划，确定利用亚行贷款9009万欧元、德国复兴信贷银行贷款5000万欧元。项目估算总投资14.55亿元人民币，建设期六年（2020年—2026年）。包括四大类建设内容：城区点源污染控制治理；农村点源及非点源污染治理；绿色金融试点（其中设立生态补偿资金，探索建立政府与企业、农民之间的生态补偿机制，支持绿色茶园项目建设）；项目能力建设。项目实施机构为黄山市亚行贷款项目办公室、三区四县亚行贷款项目办公室以及市直有关项目单位。
黄山市绿色茶园生态补偿项目可行性研究课题是本项目能力建设的重要内容之一，该课题研究成果将为本项目生态补偿资金支持绿色茶园项目的实施提供技术支撑。该研究任务由黄山市亚行办采用 QCBS（基于质量与费用的选择）的采购方式选聘第三方咨询公司组成专家小组进行。

二、课题研究意义

新安江流域是千岛湖和杭州地区近千万人的重要饮用水源供应地，对于安徽和浙江经济和社会发展具有重要战略地位。自2012年以来，黄山市和浙江省开展了三轮新安江流域生态补偿机制试点，黄山市工业和生活对新安江水环境的污染已经逐步得到有效控制，农业面源污染，包括氮、磷和农药，将成为今后污染控制的重点。

茶叶是黄山市的支柱产业，全市约有80万亩茶园，2020年茶叶产量40000吨。最新调查和研究表明，黄山市茶叶平均肥料使用量为277 kg N/公顷和71 kg P2O5/公顷，处于较高水平，有较大减肥空间（氮肥：33–42%；磷肥：7–18%）。随着绿色防控等病虫害综合防控技术的推广应用，化学农药逐步减量。

2015年以来，黄山市政府采取茶园绿色防控以及有机肥替代和农药集中配送等政策和措施，对常规农业生产中的化肥和农药降低起到了显著成效，但这些政策和措施尚存在着诸多需要进一步解决的问题和完善空间：（1）肥料替代可以改变肥料结构但不能降低肥料投入量。目前，黄山市有机肥是免费提供给农民使用的，该机制仅增加有机肥的投入量，但并不降低化肥投入量。（2）农药集中配送可以降低高残留和高毒农药使用，但不能降低化学农药使用量。（3）政
策和措施停止后，农民的化肥和农药使用很可能反弹到以前水平。（4）以技术驱动的农民自主降低化肥和农药的农业生产尚未得到鼓励并持续下去。目前，尽管政府投资实施各项项目，但包括配方施肥、绿色防控等技术推广仍然是自上而下方式，缺乏农民的主动参与。（5）欧盟等国家过去30多年的经验表明，除了技术措施，环境经济措施比如生态补偿，可以在农业面源污染防控工作中发挥重要作用。（6）茶叶属于消费者对其质量较敏感的农产品，农用化学品特别是化学农药残留降低等质量提高，消费者具有较强的支付意愿。（7）包括良好农业规范和有机农业等在内的农业认证体系，能够相对准确评估农民行为，为以减肥减药为重要内容的农业面源污染防控提供了定量工具和方法。

综上所述，新安江流域茶叶面源污染防控工作，应尝试充分发挥企业、农民在农业生产以及农业面源污染控制中的主体作用，在政府部门和技术力量以及企业和消费者的充分支持下，打造能够有效降低氮、磷和农药投入和污染的绿色茶园生产体系，并通过生态补偿奖励措施将绿色茶园持续实施下去并进行推广。为此，有必要从机制、方法上创新，通过研究和试点基础上，构建适合新安江流域的绿色茶园建设标准与生态补偿体系，为新安江流域水环境改善以及经济社会可持续发展作出贡献。

三、研究目标和范围

1.研究目标。在充分分析黄山市茶叶现状的基础上，根据农业面源污染的特点，尝试将源头减量（如化肥和农药减施等）、过程控制（如茶园坡改梯、水肥一体化、种植绿肥等）和末端治理（如茶园出水段建生态沟渠）等综合措施结
合起来，鼓励企业、农民主动持续采取生态茶园生产和管理措施，借鉴农业第三方认证的经验和量化监测方法，对降低农业面源污染的农业生产方式进行生态补偿，并通过品牌构建和营销支持等措施全力支持安全和环保型农业生产方式，构建可实施、可推广、可量化的绿色茶园认证与生态补偿体系。

2. 研究主要内容和工作任务

(1) 对黄山市茶园及茶产业现状进行详尽的调查分析，包括茶园土壤、气候、地形地貌、茶树品种及其分布；茶叶品种结构、种植方式、污染防控方式、采茶方式、鲜叶加工方式、价格、技术工艺及其品质效益影响；茶企经营管理、销售模式、市场价格、品牌建设及其品质效益影响；政府管理、消费群体、市场趋势、经济效益、环境效益等各个方面影响。明确面临的挑战及产生各种问题的根源。

(2) 对比研究国内外茶产业发展历史、现状，从品种、种植、加工生产、企业管理、社会化服务、行业管理、市场发展、消费趋势、未来发展趋势等环节，提出国内外茶产业发展管理发展的先进经验和值得借鉴的因素，特别是台湾、日本、韩国等地茶产业发展管理先进经验。从而提出黄山市茶产业发展的发展方向、定位和路径等。

(3) 研究确定黄山市绿色茶园的定义、范围、认证标准及过程、影响和成本，比较并推荐国内外有机茶或绿色茶园认证机构，例如，雨林认证、OCIA（美国）、BCS（德国）、SKAL（荷兰）、IFOAM（法国）等国际有机茶认证。
（4）根据推荐的认证体系，确定黄山市绿色茶园的标准、建设内容、生态环境措施、工程措施、水土保持设施、风险控制、成本和收益及其对比分析等。

（5）研究和推荐如何实现绿色茶园认证，包括茶园管理，社会化服务，企业作用，被认证的主体与茶农的合作、合同关系，政府相应在政策和生态补偿方法、操作细节和程序等。综合上述研究，提出黄山市绿色茶园的范围、内容、方法、标准、成本、实施路径等认证体系。

（6）研究推荐绿色茶园建设试点的范围、分布、种类、数量等。

（7）调查研究黄山市茶企业、茶农、合作社和相关企业，推荐有兴趣参与的茶园认证企业、茶农、合作社，提出企业、茶农、合作社参与方式、条件和标准、数量，考核方法和绩效指标，以及对企业和茶农的生态补偿方法和运行机制。

（8）根据黄山市茶产业定位，推荐认证茶园茶业的市场推广途径和方法，路线图和行动实施计划。

（9）举行研讨会，聘请国内外专家介绍茶产业发展、管理的经验和提供黄山市茶产业发展的建议，讨论本项目研究的科学性、可行性、操作性等。

（10）举办针对茶农、企业的咨询和讲座和各种培训，改进方案，确保绿色茶园生态补偿项目的可实施性和成功性。

综合上述研究，提出黄山市绿色茶园建设及生态补偿机制实施方案及其实现增加效益的路径（需要对绿色茶园建设及激励机制方案做“成本效益分析”和不同方案的比较，提出最优方案。如，需要对不同的技术方案、不同奖励办法的
资金需求可以达到的不同绩效指标提出一套比较办法，通过对不同的技术方案、不同的奖励标准与不同的预期绩效进行对比分析，推荐最优方案。绿色茶园生态补偿方案要切实可行、可操作落地。并参与绿色茶园生态补偿的全过程管理，开展绩效评估，提供季度、半年度报告、项目阶段总结、模式创新总结和完工报告，并举办研讨会，推广示范项目经验和模式。除了以上研究内容，项目的组织架构、运行机制、执行机构，都需要在体系中明确。

四、咨询服务产出和交付时间

<table>
<thead>
<tr>
<th>序号</th>
<th>产出成果</th>
<th>交付时间</th>
<th>备注</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>黄山市绿色茶园生态补偿项目可行性研究开题报告</td>
<td>合同签订后 1 个月内</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>黄山市绿色茶园生态补偿项目可行性研究中期报告</td>
<td>合同签订后 5 个月内</td>
<td>包括黄山市茶园和茶产业现状调查分析、绿色茶园认证体系、绿色茶园标准和建设技术、生态补偿标准方案、绿色茶园茶业的市场推广途径和方法等。</td>
</tr>
<tr>
<td>3</td>
<td>黄山市绿色茶园生态补偿项目可行性研究最终报告</td>
<td>合同签订后 8 个月内</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>黄山市绿色茶园生态补偿项目实施中期绩效评估报告</td>
<td>项目实施后 12 个月内</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>黄山市绿色茶园生态补偿项目实施总绩效评估报告</td>
<td>项目实施后 24 个月内</td>
<td></td>
</tr>
</tbody>
</table>

1. 咨询顾问提交的可行性研究报告需形成一套不同方案的比较办法，进行不同方案的对比选优，在这个基础上提出建议方案。
2. 咨询顾问提交的各阶段报告，招标人将组织专家及相关部门对其进行评审。

3. 必须在规定时间内完成报告编制并提交。提交的报告需同时提交中文、英文稿，并提交电子版。最终定稿需提交中文纸质稿 50 份、英文纸质稿 3 份。

4. 本研究成果的知识产权以及其使用权均属于招标人，未经招标人的书面许可，不得擅自它用。

5. 支付计划将在合同中予以明确。

五、咨询机构和专家投入

咨询公司将负责并承担任务的所有方面工作。咨询公司应提供高质量服务和令人满意的交付成果，有义务提供足够人力资源来完成这项任务。若需替换人员，咨询公司需书面 Tent 向业主提出申请，替换人员的资格不得低于原人员。

1. 对咨询机构的一般资质要求：（1）具有独立承担民事责任的能力（提供法人或者营业执照等证明文件）；（2）具有良好的商业信誉和健全的财务会计制度（提供 2019 年度或 2020 年度财务状况报告，投标人新成立不足一年，提供银行出具的资信证明材料复印件）；（3）有依法缴纳税收和社会保障资金的良好记录（提供开标前六个月内任意一个月的缴纳税收和缴纳社会保障资金的缴税凭证复印件，加盖公章；如依法免税和依法不需要缴纳社会保障资金的，应提供相应证明文件）；（4）参加政府采购活动近三年内（自 2018 年至 2020 年），在经营活动中没有重大违法记录（提供书面声明，格式自拟）；（5）承担过茶叶或茶产业发展研究业绩的将优先考虑。

2. 团队人员构成及要求：
（1）农业环境保护专家（项目经理，国内专家，5 人月）：应具备 15 年以上农业环保领域的研究和实践经验，学历为农业类相关专业，掌握农业面源污染领域的国内外政策和技术，主要负责项目的整体设计、实施和协调。

（2）茶叶生产专家（国内专家，6 人月）：应具有 15 年以上的茶叶生产、加工等方面的研究和技术推广工作经验，学历为农业类相关专业，对黄山市茶园生产和管理较熟悉。专家主要工作（包括但不限于）：根据当地情况提出绿色茶园的技术和措施；在绿色茶园标准的制定，认证计划以及生态补偿机制方面提供支持；视需要参加实地访问，访谈和会议。

（3）生态补偿专家（国内专家，6 人月）：应具有 15 年以上生态补偿研究和技术服务经验，学历为经济类相关专业，掌握国内外生态补偿法律法规、政策和技术。专家主要工作（包括但不限于）：分析国际和国内在生态补偿设计和实施方面的经验；对茶叶种植成本和市场价格进行定量分析；为茶农、茶企建立认证、补偿和交付程序；负责绿色茶园生态补偿方案制定；必要时参加实地访问，访谈和会议；与农业社会专家合作，了解不同利益相关方对不同的奖励标准的心理预期和响应程度，比较不同的奖励方案，提出最优方案。

（4）农产品认证技术专家（国内专家，6 人月）：应具有 10 年以上良好农业规范和有机农业认证的工作经验，学历为质量管理或者农业类相关专业，对国内外相关认证体系的标准、体系和认证工作熟悉。专家主要工作（包括但不限于）：制定绿色茶园认证体系，包括制度、检查、认证规则
与协议；为茶企、茶农建立认证、补偿和交付程序；协助与国际认证机构的联系，增进了解、协助推进认证。

（5）财务专家（国内专家，4人月）：具有高级职称，具有至少10年的财务管理工作经验。专家主要工作（包括但不限于）：进行实地考察，数据收集和分析；对拟议的绿色茶园认证计划进行财务分析，包括财务可行性和可持续性；就认证计划提出建议，以增强财务可持续性。

（6）面源污染管理专家（国内专家，6人月）：该专家将在农业面源污染控制和管理方面至少有10年的工作经验，并且至少具有环境工程或相关学科的研究生学历。专家主要工作（包括但不限于）：进行实地访问，数据收集和所需的调查；评估面源污染减缓措施；估算茶园主要污染物的减少量；介绍有关农业面源污染控制的国际最佳实践和可行的技术措施；对不同技术方案做成本效益分析，提出比较办法，优选出最低成本方案。

（7）农业社会专家（国内专家，3人月）：应有15年以上农业和农村社会问题研究和技术咨询经验，学历为农业推广或者社会学。专家主要工作（包括但不限于）：负责相关企业、农民意愿、心理状况以及组织架构建设等相关工作；就不同的技术方案、奖励标准、绩效指标，开展利益相关人的意愿调查、组织对设计方案的公共参与、记录并汇总各方面的意见和建议，从社会学、农村农业组织机构等角度对优化项目设计提出建议。

六、咨询服务周期

咨询服务预计从2021年5月1日开始至2024年6月30日结束（具体时间以合同签订为准）。如延期需双方协商延
长合同执行期限。若咨询公司达不到工作要求，未及时完成各项工作，未及时响应招标人、亚行、德国复兴信贷银行要求，不能提供满意的服务，招标人将按照合同有关条款终止该合同。

七、咨询公司和项目业主提供的设施和资源

1. 咨询公司提供的资源和设施
   （1）咨询公司的办公场地、办公设备、交通工具自行安排解决。
   （2）负责项目阶段工作汇报和研究成果交付，根据项目业主需求开展项目有关咨询答疑工作。

2. 项目业主提供的资源和设施
   （1）提供必要的信息和条件：包括及时为咨询公司提供项目有关文件、报告、资料、数据以及其他需要的许可和相应的工作条件。
   （2）协调咨询公司与其他政府机构的联系，包括如：财政、农业、环保等部门。
   （3）指定专人配合咨询公司工作。

八、咨询公司的意见建议
咨询公司在技术建议书中可以对任务大纲进行评价并提出改进意见和建议，如果涉及财务问题应在财务建议书中注明。

九、咨询服务预算
总价合同，总预算不超过 280 万元人民币。