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POUR LE DÉVELOPPEMENT
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Urban Observatory & Land Management Information System
2026 – Phase 2

Consultation Schedule

- Release date: 30/03/2026
- Q&A session: 07/04/2026
- Response deadline: 14/04 2026, 12pm CET

Program Delivery Location: AlUla, Saudi Arabia

Program Timing

- 8 months Q2-Q4 2026

Important Notes: The implementation of this program must consider the local context, agenda, and the availability of various stakeholders. The bidder(s) must demonstrate flexibility to meet the defined timeline and collaborate co-constructively to build a relevant and pertinent proposal while noting that:

- The outcome of the Q&A sessions, meetings and questions will be made available to bidders.
- Adjustments to the request for proposals may be made during the candidate consultation phase, and vendors will be made aware of these updates.
- Questions are welcomed at any point in the process as well as meeting requests.

Client Contact Details :

AFALULA

82, rue de Courcelles

75008 Paris

- Anne LARDOUX

Director of Environment, Infrastructure at Afalula. anne.lardoux@afalula.com

- Michel BOLZE

Digital senior expert. michel.bolze@external.afalula.com

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1-Background

Presentation of entities:

The French Agency for the Development of AlUla (AFALULA) was created following an intergovernmental agreement between the Kingdom of Saudi Arabia and the French Republic signed in April 2018 in Paris. This agreement provides France to be associated with the major AlUla project, a project driven and supervised at the highest level of the Kingdom. This project aims to transform the city of AlUla (45 000 people on a territory the size of Belgium) and its exceptional archeological heritage and natural heritage into a worldclass touristic, cultural, artistic, sports destination. The city is expected to more than double its size and host more than 1 500 000 visitors per year on the 2035 horizon. In addition, this transformation ambitions to be a worldclass reference in terms of sustainable development, respect of the environment with a significant challenge to preserve nature and adapt the local agriculture practices.

The Saudi state agency leading this development project is the Royal Commission for AlUla (RCU), the reference entity for all the projects taking place in AlUla, with AFALULA as institutional partner under the above-mentioned bilateral agreement and.

Local Context

AlUla is well on the way to becoming a world-class tourist destination mainly thanks to its natural and cultural heritage. In addition to tourism the region is home to a wide range of initiatives in the field of archeology, culture, entertainment, arts, sports, and also agriculture and wildlife

Alula has an immense potential, but this requires large simultaneous investments in all sectors at a very rapid and coordinated pace. The challenges and mission of the RCU are to attract new residents and visitors, offer the right infrastructures in a large, low density, desertic territory, and perform major sustainable transitions. This cannot be achieved without robust data and especially geodata to help the RCU execute its strategy, implement its development masterplans, monitor and optimize the investments, coordinate projects, engage all the communities, attract investors and new residents, control delays and budgets.

The RCU Geospatial department, in this context, has a transversal mission of:

- Identifying, collecting, checking, integrating geodata and also any other data related to territory development, these data coming from different sources or being directly provided by the department.
- Transforming them into actionable information, and supporting full solutions and services like Land Use Management
- Pushing them to the right stakeholders. Provide relevant dashboards and Indicators at different levels and frequencies depending on the target audience and domains.
- Conduct any kind of survey to capture direct information on the field as necessary.
- Building and maintaining Open Data Environment and Observatories.

The RCU Geospatial department has already achieved significant results built on its ESRI based GIS platform. It has already collected a lot of data. Its vision is to progress toward a full concept

of a cognitive territory and digital twin and proactively support the different sectors and stakeholders of RCU to monitor the actual development, make the right decisions to execute the strategy and enable digital services. In this vision, the RCU Geospatial department will progressively become a Data Territory Agency.

2- Purpose of the Request for Proposal :

AFALULA seeks to identify and engage qualified institutions, agencies, consultants, research labs or companies with experience in Territory management from a business and technology perspective. The ultimate aim is to build a cognitive territory enabling data driven decision making and optimizing AlUla's development, aligned with the RCU strategy. The objective of this RFP is to identify organizations with proven capacity to deliver a second phase of initiatives for the year 2026 as described in the paragraph 4, and select one.

3- General Rules of Consultation :

This consultation is governed by the principles of transparency, equal treatment, and fair competition. All bidders are expected to comply with the terms outlined herein and submit their offers in accordance with the procedures and deadlines specified in the RFP document.

Nature of the Service: Services and Works and Type of Service

This RFP covers a service-based contract, focused on the design, delivery, deployment of a Urban Observatory, Land Management Information System and Geoplatform

Negotiations Planned or Not

Negotiations may be conducted with shortlisted candidates to clarify technical or financial aspects of their offer, but the contracting authority reserves the right to award the contract based on initial offers without negotiation.

Authorization for Alternatives to the Basic Solution

Alternative proposals that deviate from the 2 initiatives and the SoW won't be considered.

Financing and Payment Terms

The project will be financed by AFALULA. Payments will be made in milestones, tied to the deliverables specified in Part 4 or treated as reimbursements where indicated. Standard payment terms are 30 days from invoice submission, following deliverable approval.

Nature of Prices: Revisable / Updateable or Fixed

Prices proposed in the financial offer must be fixed and non-revisable for the entire duration of the contract. They should be quoted in Euros and include all applicable taxes and duties. Certain costs are eligible for reimbursement, and this is clearly indicated within the Financial Proposal and will be finalized in the contractualization phase.

Possibility for Contract Renewal or Extension

There is no automatic renewal clause; however, depending on performance, budget availability, and institutional priorities, a renewal or extension may be considered for future or adjacent projects.

Conditions for Participation: Grouping or Not Grouping in Consortium, Subcontract, etc.

Participation is open to individual providers or consortia.

- Consortia must designate a lead organization and provide a signed agreement outlining roles and responsibilities.
- Subcontracting is permitted but must be submitted to client for written approval. The main contractor remains fully responsible for service delivery and compliance.

Validity Period of the Offers

Offers must remain valid for a minimum of 30 calendar days from the submission deadline.

Duration of Service

From date of signature until final deliverables acceptance.

4- Scope of work.

To achieve the 2026 phase 2 of the vision above described, two major blocks have been identified with the Royal Commission for AlUla. These initiatives address strategic and immediate needs. They will continue to strengthen the foundation blocks or use cases including the right data organization, processes, and technology aligned with the AlUla strategy. These initiatives will leverage the current environment set up by the Geospatial department and the Digital and Analytics department (this latter department supports the technology.)

These 2 blocks comprise:

- The Urban Observatory
- The Land Gate / management information system .

Those 2 blocks or application represent a significant step in achieving the vision and making it operational. They address different challenges, audiences and needs. However, they are not fully independent but highly intricated. They will share the same common data environment, technical and business components. For instance, the Land Gate will feed the urban Observatory. A cohesive and common approach for data management, technical solution build-up and processes is mandatory. The goal is to deliver them by the end of 2026.

The delivery of each of these blocks includes:

- A technical application.
- The collection and management of Data

The 2 major initiatives are as follows:

1- Urban Observatory and Environmental Observatory

The Geospatial department of the Royal Commission for AlUla has launched a strategic project to create a Cognitive County over the next 3 years. This project will be one of the first in KSA and even in the world.

In the Cognitive County all geospatial information as well the environmental social and economic data are digitized and harnessed altogether to understand the citiy as it is, to detect trends, measure the pace of change and simulate the future. It is a structured approach focused on the RCU strategic development challenges. It should be a critical tool to support public policies, to evaluate them and eventually drive the City wellness.

The Urban Observatory initiative in 2026 aims to transform the platform developed in the framework of the project initiated in 2025 into a Smart and Cognitive Urban Observatory that provides RCU with an integrated, authoritative system for monitoring territorial dynamics, evaluating public policies, and supporting evidence-based planning. This new version, built upon the experience of the Version 1 of the UO, will consolidate spatial, statistical, environmental and economic data into a single operational tool aligned with international standards (ISO 37120/22/23, SDGs, Vision 2030) and RCU's county-wide strategic objectives.

A Cognitive Urban Observatory combines a relevant set of information with different formats to transform it into actionable information aligned with the vision, the plans and the current challenges of the County or City. This can be achieved through the realization of the following objectives:

(i) Establish an analytical, data, and monitoring framework essential to realizing the city's vision.

(ii) Build and sustain a local network of stakeholders responsible for producing, analysing, and disseminating data on a meaningful set of indicators that reflect collectively prioritized issues on sustainable development in a given area or country.

(iii) Develop a cognitive and smart urban observatory system based on the suitable technology (mostly RCU D&A components)

The scope of this initiative includes :

1. Develop further the Urban Observatory application version in a concurrent engineering and continuous delivery mode. The application development must follow the Agile approach. This principle also applies to other activities such as data analysis, methodology definition, and analytical modeling. Additional tools and features will be developped. The following new additional features have been identified:
   - Integration of simulation models and forecasting capabilities for prospective analysis and reporting.
   - Implementation of an online and field survey toolchain.
   - Development of a module for uploading PDF documentation with automated AI-driven analysis and information extraction capabilities.
   - Implementation of an AI-guided module for drafting indicator analysis narrative texts based on current performance and future projections of indicators.
2. Expand the coverage of urban and environment indicators

- Developpement of further indicators, KPIs and global agenda statistics. Encompass measurable indicators corresponding to most relevant international frameworks such as ISO 37120 (Sustainable Cities), ISO 37122 (Smart Cities), ISO 37123 (Resilient Cities), enabling future certification pathways (WCCD).
- A first step towards urban and environment automated analysis capabilities based on remote sensing modern techniques. Development of image pattern recognition assisted with AI for identification and monitoring of green areas, hotspots, buildings and air quality.

3. Implement a robust and efficient data integration framework
   - Enhanced data integration and the update process from external data providers (local and national public entities and approved private operators of municipal services).
   - Implement a thorough interoperability scheme for high frequency automated update of data (RCU's and other entities).
   - Streamline the process of updating data and indicators, and automate it for indicators whose data sources are accessible through the digital data platforms of stakeholders and partners.
   - Train RCU Geospatial department team on the tools and practices used for data integration and new indicators creation.
4. RCU departments and UO stakeholders inclusion
   - In-depth study of governance models (AlUla, Medina, international UOs)
   - Stakeholder interviews & institutional mapping
   - Harmonization of definitions, formulas, units, sources, and update frequencies.
   - Definition of a governance model: identification of roles, responsibilities, mandates, validation circuits, and update SOPs.
   - Benchmarking with global standards (WCCD, SDGs, ISO).
   - Co-working sessions with RCU planning, Land Management, GIS, environment, tourism, and statistics teams, among others.
5. Establish partnerships with leading French universities and agencies, as well as other international entities, to promote high-level knowledge transfer through team studies, mentoring programs, and training programs.
6. Assist the RCU in achieving a high rankings for AlUla in international urban development rankings.

Additional Information may be found in the Urban Observatory 2 appendix

2- Land Management and Information System Initiative

The scope of this initiative is to design and build an operational Land Information Gate (a first step toward a full LMIS solution) that aims to centralize, manage and optimize the information and documents related to land properties and facilities managed by the Royal Commission of AlUla. The system will feature functionalities such as secure data storage, interactive maps, scheduling calendars integrated with RCU system for automated notifications. Eventually the Land Gate will be integrated with the Permits and LUSCA applications. Organization and processes surrounding Landgate will be assessed. Following type of use cases relying on the LIG are:

- Land rights and ownership (cadastral parcels, potential integration of Zoning specifications like PLU in France.)
- Existing and future Land Uses
- Lands for transfer or expropriation (Land Bank strategy)
- RCU Land Bank and Lease Information
- Interactive Maps for Data visualization and communication (like the Geoportal available in France)
- Reporting and decision support (will be also part of the Urban Observatory)
- Automated notification of expired lease or completed expropriation.
- Record of land transaction

This initiative in this second phase will be driven by the needs of the RCU Land Management Team. Current applications dealing already with the Land Management will be integrated into this block.

Additional tasks include:

- Functional specification for viewing and updating parcels (owner, usage information, building permits or concessions, etc.).
- Architecture and functional specification for parcel management within the Geoportal and simple integration with existing applications LUSCA and Permit. A test version has been developed and need now to be industrialized .

A Design Thinking workshop with the RCU team responsible for Land use management is to be scheduled .

Additional Information may be found in the Land Gate 2 appendix

Methodology requested

The applicant will define its methodological approach and the mission phasing.

It is strongly recommended to adopt an agile method enabling continuous delivery and concurrent engineering. The benefits of such an approach are:

- Allow to put in place indicators ant features as soon as they are ready and put them in production
- Avoid the tunnel effect and having to wait until the end of the project to see actual results.
- Increase the quality and efficiency as a sprint-based deployment allow flexibility, inclusion of new needs on the fly and rapid and secure adoption.

The critical success factors for such an approach will require to :

- Work in multicompetent small team.
- Establish a tight collaboration with GIS and Digital / Analytics department with continuous exchanges.
- Enable rapid decision making at Business Owner level .

5- Eligibility and Qualifications

Respondent should demonstrate:

- Proven experience in territory management with actual references aligned with the 2 initiatives
- Proven experience in cadastral and land use management.
- Capabilities in Geodata, Urban and Environmental Observatory
- Strong competencies in the relevant technologies including Geoportal, Common data environment, AI based Images treatment.
- Capabilities on the ESRI platform
- A multidisciplinary team covering all the necessary competencies.
- Ability to manage the entire set of initiatives or only part of it.
- Capability to transfer knowledge and control over the solutions.

In addition, the presence or projects delivered in KSA are a significant plus.

6- Submission requirements

- Respondents must indicate which initiatives they are interested in (alone or with partners).
- Interested parties should also include the following information in their proposal:
    - Organization profile
    - Summary of relevant experience (maximum 3 pages)
    - Key personnel bio of CV's
    - Ability to deploy people in AlUla
    - Examples of previous or on-going work that seem to be relevant, illustrating also a potential approach
    - Main contact information (mail and phone number)

7- Evaluation of offers and selection

Submissions will be reviewed based on relevance, experience, capabilities and alignment with the objectives and context outlined in this document. Based on this review, AFALULA will engage in further discussion with the preferred bidders.

The evaluation of bids will place emphasis on the technical offer (80% of the score). The financial offer will account for 20% of each competitor's final score.

The technical offer shall be scored according to 16 expertise and capacities that the tenders will have to demonstrate in their proposal. Each of them can bring up to 5 points (best score possible for each expertise or capacity)

Domains of expertise and capacities list :

1. Data management (production, transformation, structuring, etc.)
2. Urban, environmental, and territorial observatory
3. Land management information system
4. Change deduction map
5. Geospatial and open data
6. GIS applications development
7. Agile methodology
8. Skills on the ESRI platform
9. Open source skills
10. Enterprise architecture skills
11. Effective presence in Saudi Arabia
12. Potential beyond the initial scope
13. Ability to deploy staff
14. Financial strength
15. Technology transfer and training activity
16. Ability to be a leader in KSA

The best score possible for the technical offer is 80

Thank you very much.

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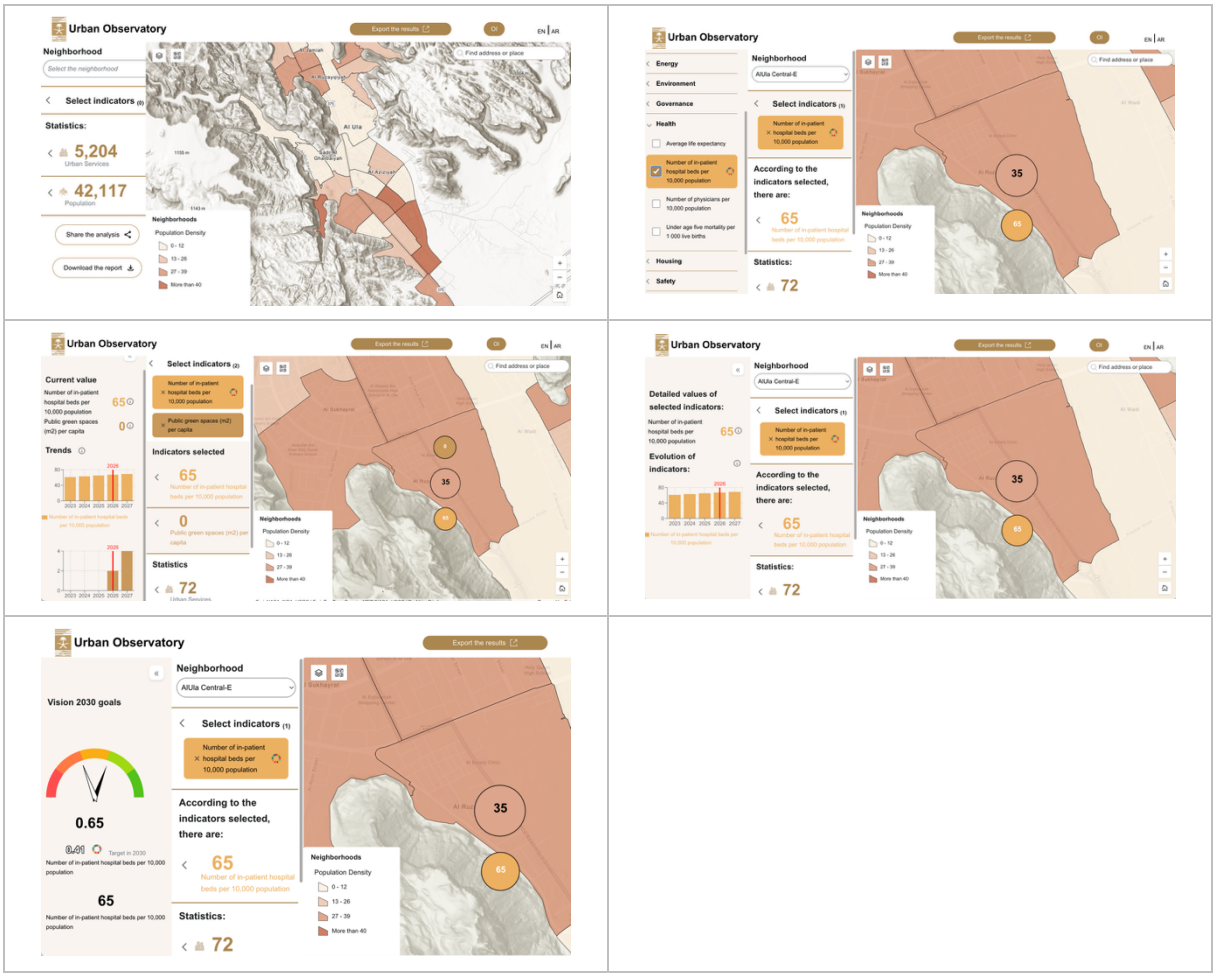
Appendices

Appendix A - Urban Observatory 2 appendix

Screenshots of the current Urban Observatory application



Categories of indicators to implement – quantities and priorities

Priority 1	**Urbanization, MP implementation & Real Estate (10 indicators)**
Priority 2	**Socio-Economic Indicators (41 indicators)**
Priority 3	**Environment (5 indicators)** **Agriculture (5 indicators)** **Wildlife (5 indicators)**

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Appendix B - Land Gate 2 appendix

Screenshots of the current Land Gate application