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# BACKGROUND INFORMATION

## Partner country

Bosnia and Herzegovina

## Contracting authority

Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina

## Country background

Tourism is one of the important drivers of the Country and contributes to the overall social development with a firm relevance for economic growth. Beside its great potential, the tourism of the Country suffers from a number of weaknesses generating negative impacts. It is mostly concentrated in several urban locations (Sarajevo, Mostar) and coastal resorts (Neum) and characterized by high seasonality, reflecting to mass tourism congestion with high pressures on the environment. Seasonal nature of demand and insufficient action in the field of sustainable development of the tourism sector, creates number of territorial challenges such as: reducing the seasonality of demand, improving the quality of tourism jobs, conserving and giving value to natural and cultural heritage. As the full potential of the Country’s rich natural and cultural heritage is not yet exploited in a sustainable and responsible way, it is important to promote measures to integrate sustainable tools for development and promotion of natural resources, landscape and cultural heritage in a framework of sustainable tourism development. Therefore, joint planning and cooperation is needed, approaches need to be operationalized and tools for their implementation developed.

## Current situation in the sector

The territories involved in ADRIONET are filled with small authentic villages, often situated in remarkably beautiful locations, including fluvial basins, mountains, hills, rural peripheral or marginal areas, in certain cases at risk of depopulation and abandonment, due to spatial territorial development models characterized by intense urbanization and socio-economic polarization. These villages represent an asset of primary social, cultural and environmental relevance, a deposit of local micro-histories and identities, productive knowhow, food traditions etc., that should be more clearly and intensively involved in regional strategies and actions of preservation and valorisation, through models of sustainable settlement that enhance existing cultural and natural heritage (and related landscapes). A goal is to overcome current marginalization, fragmentation and under-valorisation of these territories by setting up a Transnational Network of “Authentic Villages”, aimed at promoting a preservation of natural and cultural assets by pursuing a development based on social, environmental and economical sustainability, with at the centre the quality of life and wellness of local populations, as pre-condition for a pervasive care of landscapes concerned as well as of attraction and satisfaction of visitors. Territory of competence will experience many benefits through creation of new development opportunities, mainly in use of natural and cultural resources, promotion of its potentials, development of sustainable tourism models based on natural and cultural landscapes of villages. New institutional capacities will be strengthened enough for more effective, wider and deeper transnational cooperation across the region. Common strategy, methodology and action plan will be developed and used in a frame of transnational work for innovations and sustainable tourism. Important actions planned to be implemented will deliver a systematic approach in improving and protecting the cultural and natural landscapes and related targets groups. The action will open the possibility to improve the quality and attractiveness of the regional touristic sites together with facilitation of access to the locations.

## Related programmes and other donor activities

n/a

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is to set up a transnational network of “authentic villages” of ADRION (along fluvial/lake basins, hilly/mountainous/rural marginal and peripheral territories) aimed at promoting a preservation of natural and cultural assets by pursuing a development based on social, environmental and economical sustainability with, at first of all, the quality of life and wellness of local populations, as pre-condition for a pervasive care of territories concerned as well as of attraction and satisfaction of tourists. Tourism valorisation of these territories, therefore, will be a consequence of an ongoing effort, done by public authorities and communities, to improve conditions of villages and territories, in which wellbeing of residents will be a pre-condition to retain populations (especially young people). The regenerative territorial processes envisaged embrace the recovery/revival of local traditions and identities, an innovative fruition of the natural and cultural landscapes, awareness raising of the population towards the safeguard of the natural environments, the resilience to climate change, a productive valorisation of the endogenous know-how. All this will be integrated in the concept of “hospitable community”, in which the community itself takes over the role of engine of local development and, at the same time, of organizer, around its resources and values, of a diffused hospitality, capable to generate important economic effects. Whilst pursuing the main objective above, ADRIONET will significantly contribute to the achievement of SO 2.1 (Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area), topic 1 (Preserve, capitalise and innovate cultural and natural heritage), sub-topics “Support the preservation of cultural and natural landscapes”, through an ambitious but realistic led community strategy of local territorial enhancement and development.

## Purpose

The purpose of this contract is as follows:

* Contribution from the local (project partner’s) level to the project communication, i.e. communication of the project’s goals to get target groups on board and dissemination of the project results and outputs to reach a wide range of interest groups and stakeholders through organization of dissemination events; production of a short video material in national language and English subtitles; and media coverage through press releases, newsletters, web portals etc.

## Results to be achieved by the contractor

2.3.1 First local dissemination event to communicate project’s goals and to get target groups on board;

2.3.2 Second local dissemination event to disseminate project results to reach a wide range of interest groups and stakeholders;

2.3.3 Video material in national language and English subtitles;

2.3.4 Media coverage through press releases, newsletters, web portals etc.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Due to spatial territorial development models characterized by intense urbanization and socio-economic polarization, the ADRION territories involved in this project are filled with small authentic villages, often situated in remarkably beautiful locations, including fluvial basins, mountains, hills, rural peripheral or marginal areas, in certain cases at risk of depopulation and abandonment. These villages represent an asset of primary social, cultural and environmental relevance, a deposit of local micro-histories and identities, productive know-how, food traditions etc., that should be more clearly and intensively involved in regional strategies and actions of preservation and valorisation, through models of sustainable settlement that enhance the existing cultural and natural heritage (and related landscapes). The retention in these villages of local communities is a pre-condition to reach several integrated and complementary strategic goals, of regional, national and European relevance: ensure a constant territory maintenance by man of river and lake basins, woods and green areas as well as of cultural heritage in mountainous, hilly and rural areas; redevelop urban and peri-urban contexts of the villages concerned, facilitate the fruition and accessibility of the territories also through the adoption of practices of sustainable mobility; preserve and valorise the cultural landscapes and local identities (including local productive traditions, food etc.) through slow and green tourism, a growing segment in Europe and worldwide. ADRIONET will address in an integrated way all the challenges above that cannot be successfully faced separately.

## Risks

- Partner withdrawal,

- Weak involvement of the territorial mediators and stakeholders,

- Financial delays.

# SCOPE OF THE WORK

## General

### Description of the assignment

The scope of the contract is provision of services for realization of the particular activities under the Work Package 5 (C – communication). The assignment considers the following:

Activity C.3 – Public events

Organization of 2 local dissemination events to attract and get the target groups on board, as well as to secure dissemination of the project outputs to a wide range of interest groups and stakeholders (Deliverable C.3.1 Transnational and Regional/Local Dissemination Events (DE) Report);

Activity C.5 - Digital activities including social media and multimedia

Effective online social media campaigning requires necessarily VIDEOS produced by each territorial PP generating curiosity i.e. production of a short video material (15”-30”) in national language and English subtitles based on common script and shooting structure (Deliverable C.5.3 Multimedia: Videos) and

Ongoing MEDIA RELATIONS that will generate media coverage through press releases, TV interviews, newsletters, etc. (Deliverable C.5.4 Media Relations and Contact Directory).

### Geographical area to be covered

Central Bosnia region

### Target groups

Local public authorities, sectoral agencies, interest groups including NGOs, education/training centres and schools, SMEs, business support organisations, general public.

## Specific work

4.2.1 First local dissemination event shall be organized to communicate project’s goals and to get target groups on board (campaign on informing, attraction and involvement of the participants/stakeholders, provision of the meeting room, equipment, materials, refreshment, lecturer(s), moderator(s) and complete technical assistance). Report on realized first dissemination event (signature list of participants, event agenda, minutes with results and conclusions, photographs) shall be prepared (contribution to Deliverable C.3.1 Transnational and Regional/Local Dissemination Events (DE) Report).

4.2.2 Second local dissemination event shall be organized to disseminate project results to reach a wide range of interest groups and stakeholders (campaign on informing, attraction and involvement of the participants/stakeholders, provision of the meeting room, equipment, materials, refreshment, lecturer(s), moderator(s) and complete technical assistance). Report on realized second dissemination event (signature list of participants, event agenda, minutes with results and conclusions, photographs) shall be prepared (contribution to Deliverable C.3.1 Transnational and Regional/Local Dissemination Events (DE) Report).

4.2.3 Production of a short video material (15”-30”) in national language and English subtitles based on common script and shooting structure. Common script and shooting structure shall be followed in order to allow production of general video materials (by the responsible partner for the level of the project partnership) (Deliverable C.5.3 Multimedia: Videos).

4.2.4 Media coverage of 2 local Dissemination events and 1 Transnational project meeting through press releases (3 respective articles in: 1 local newspaper and 4 local web portals); publication of the video material (Deliverable C.5.3) at 4 local web portals. Report on realized media coverage, including texts, newspaper clippings and portal screenshots, shall be prepared (Deliverable C.5.4 Media Relations and Contact Directory).

All printed and electronic material must include proper visual elements of the project ADRIONET.

## Project management

### Responsible body

Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina.

### Management structure

Secretary of Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina and Project staff in the Department.

### Facilities to be provided by the contracting authority and/or other parties

n/a

# LOGISTICS AND TIMING

## Location

Zenica-Doboj Canton

## Start date & period of implementation of tasks

The intended start date is 01/12/2020 and the period of implementation of the contract will be 20 months from this date.

# REQUIREMENTS

## Staff

At least 3 present employees in the organization.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The Contractor will submit the following reports to the Contracting authority, in the English language, in electronic and 5 hard copy versions:

Under result 2.3.1: Report on realized first dissemination event (signature list of participants, event agenda, minutes with results and conclusions, photographs) - contribution to Deliverable C.3.1 Transnational and Regional/Local Dissemination Events (DE) Report

Under result 2.3.2: Report on realized second dissemination event (signature list of participants, event agenda, minutes with results and conclusions, photographs) - contribution to Deliverable C.3.1 Transnational and Regional/Local Dissemination Events (DE) Report)

Under result 2.3.3: Video material (electronic version only) recorded on appropriate media (DWD or USB stick) - Deliverable C.5.3 Multimedia: Videos

Under result 2.3.4: Report on realized media coverage, including texts, newspaper clippings and portal screenshots - (Deliverable C.5.4 Media Relations and Contact Directory)

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

Each Final report will be incorporating any comments received from the parties. The deadline for sending the final report is 5 days after receipt of comments. The report shall contain a sufficiently detailed description of the different options to support an informed decision on further actions. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final reports must be provided along with the corresponding invoices.

# MONITORING AND EVALUATION

## Definition of indicators

Under result 2.3.1: First local dissemination event (realized) - 1

Under result 2.3.2: Second local dissemination event (realized) - 1

Under result 2.3.3: Video material from the local level (prepared clip) - 1

Under result 2.3.4: Media coverage (newspaper and web portal publications) - 19

## Special requirements

n/a