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1. BACKGROUND INFORMATION

1.1. Partner country

Albania

1.2. Contracting authority

Municipality of Mirdita

1.3. Country Background

Tourism is an important economic activity that has the potential to contribute significantly to the development of local communities. Adventure tourism, in particular, can be an effective way to promote local development, as it can attract visitors to areas with natural beauty and cultural heritage. Adventure tourism according to the Adventure Travel Trade Association is a tourist activity that includes physical activity, a cultural exchange, or activities in nature. This Action will explore the relationship between adventure tourism and local development, with a focus on nature, culture expression, local culinary, and accommodation in the cross-border area between Kosovo and Albania. The region has faced similar challenges, having come through difficult pasts and challenging transitions.

The Cross Border Cooperation Programme 2021-2027 aims to leverage the common features of the programme area to foster collaboration and develop cross-border initiatives. Both Kosovo and Albania are classified as lower-middle income economies, with similar economic structures focused on agriculture, tourism, services, and retail markets. However, unemployment rates are a significant issue, especially in Kosovo where it stands at 25.7% compared to 11.5% in Albania. The tourism sector is underdeveloped in both regions, with Kosovo's GDP deriving only 3.6% from tourism and Albania's share at 7.7%, mainly from beach destinations. There is a need to increase understanding and perception of tourism as a driver of local economic development.

The Action focuses on the Municipality of Junik in Kosovo and Mirdita in Albania to develop necessary infrastructure, attract investments, and promote the region as a unique and attractive tourist destination. The project aims to create job opportunities for the local community, stimulate economic growth, and utilize cultural and natural resources as a means for young people to enter the labor market and receive training in tourism, cultural interpretation, and business development.

1.4. Current Situation in the sector

The project aligns with the priority of encouraging tourism and cultural and natural heritage. It aims to valorize tourism, cultural heritage, and natural resources as a means to promote economic development in the cross-border area. By developing the necessary infrastructure, attracting investment, and promoting the region as a unique tourist destination, the action contributes to improving the quality of tourism services and products, making them more competitive.

The project addresses the specific objectives of preserving and promoting cultural, historical, and natural heritage. The region of Junik in Kosovo and Mirdita in Albania have rich cultural and natural assets that are currently underutilized. The action seeks to showcase and preserve these assets by creating new adventure tourism products, such as trails, and developing sustainable management practices for attractions. It aims to increase awareness and understanding of the cultural heritage of the region, promoting cross-cultural exchange and appreciation.

Both Kosovo and Albania face high unemployment rates, particularly in rural areas. The action aims to address this challenge by creating job opportunities for the local communities through the development of the tourism sector. By providing training in tourism, culture interpretation, and business development, it empowers young people to enter the labor market and contribute to the economic growth of the region.

The project addresses the particular needs and constraints of the target countries and regions. Both Kosovo and Albania are classified as lower-middle-income economies, and the tourism sector plays a relatively small role in their GDP. By promoting sustainable tourism and creating new tourism products, the action aims to diversify the economy and reduce dependency on traditional sectors. Additionally, the lack of experience, capacity, and understanding of tourism as a contributor to local economic development poses a constraint that the action seeks to address through training and capacity-building initiatives.

Cross-border project in Junik and Mirdita promotes sustainable economic development, job creation, and poverty reduction through tourism, aligning with the priority of encouraging tourism and cultural and natural heritage. It addresses the specific objectives of improving the quality of tourism services, preserving cultural and natural heritage, and creating new tourism products. The action also considers the particular needs and constraints of the target countries and regions, including high unemployment rates and limited understanding of tourism as a driver of local economic development. By fostering collaboration, leveraging complementary resources, and avoiding duplication, the action contributes to the overall development efforts in the region.

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

To design the project logo, Branding strategy and to produce visibility materials

2.2. Specific objective(s)

The specific objectives (Outcomes) of this contract are as follows:

A. To design project logo: The elements that could be included in the logo based on the project's goals and values include imagery related to Tourism, Cultural and Natural Heritage It could also incorporate symbols related to sustainability and the environment, such as leaves or trees. Overall, the logo should be simple, memorable, and easy to recognize. It should also convey the project's goals and values to the target audiences at a glance. To make the logo more youthful and digital-marketing friendly, some of the following elements could be incorporated:

- Geometric shapes: Incorporating simple and clean shapes such as triangles, circles, and squares can make the logo more modern and eye-catching.
- Bold typography: Using a bold and contemporary font can make the logo stand out and appeal to younger audiences.
- Bright colours: Using vibrant and contrasting colours can make the logo more attention grabbing and memorable.
- Iconic symbols: Including an iconic symbol related to agriculture, sustainability or biodiversity can help the logo convey projects' mission and values in a more visual way.

The logo size should be versatile enough to be used across various platforms and mediums, such as websites, social media, documents, and physical materials like roll-up banners and merchandise. It should be large enough to be legible and recognizable, even when scaled down. A size of at least 1000px by 1000px is recommended for digital use, and for physical materials, a size of at least 10cm by 10cm should be considered. In terms of shape, a square or rectangular shape could pair well with both options of the European Union emblem.

B. To develop the branding strategy design visibility & material based on the project identity:

1. Introduction (1 Page)
 - 1.1 About the Project;
 - 1.2 About the Communication and Visibility Plan,
2. Project Branding (4-7 Pages)
 - 2.1 Logo;
 - 2.2 Colour Palette;
 - 2.3 Typography;

- 2.4 Tagline / Slogan;
- 2.5 Hashtags and Tags;
- 2.6 Roll-up banner;
- 2.7 Stationary and Promotional items;
- 2.8 EU Standard Visibility Rules
- 3. Communication and Visibility Plan (10-15 Pages)
 - 3.1 Communication Objectives;
 - 3.2 Target audience;
 - 3.3 Key messages;
 - 3.4 Communication Channels;
 - 3.5 Communication Tools and Activities;
 - 3.6 Monitoring & Evaluation;
 - 3.7 Resources

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

Nr	Product	quantity	specifications	Delivery date
1	Design of Project specific logo	1	Create the Mirdita-Junik project logo reflecting natural resources, tourism, cultural heritage, technology, and sustainability. Use modern sans-serif font; green, orange/yellow, dark blue/green colors. Ensure balanced design, vector format, and versatile color variations. Develop usage guidelines for consistency	10 working days
2	Communication and Visibility Plan	1	Document presenting a framework for managing and coordinating communication of the project.	12 working days after the confirmation of the logo project from the contracting authority
3	Branded Reusable Bags	100	Washable, cotton, height 40 x width 35, depth 10 cm, minimum one-side printed. All material should be ecological and sustainable.	7 working days after the design confirmation from the contracting authority
4	Student note set	100	Notepad Dimensions: A5 /14.4 x 21.4cm; Eco plastic Pens; Clothing Pins. Printing/Logging: as per logo guide	7 working days after the design confirmation from the contracting authority
5	Project booklet	300	Foldable; Size A4; Gloss/matt 150 gsm paper type.	7 working days after the design confirmation from the contracting authority
6	Booklets for the trails (Trail brochures)	100	Foldable; Size A3; Gloss/matt 150 gsm paper type.	7 working days after the design confirmation from the contracting authority

7	Roll up banner	1	With Standard size 200 cm x 80 cm (roll up mechanism and transport bag). Printing in ecological inks and high resolution	7 working days after the design confirmation from the contracting authority
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3. ASSUMPTIONS AND RISKS

External stakeholders, economic conditions, environmental factors, technological advances or disruptions, sociopolitical factors, legal and regulatory changes, and external market forces can impact the linkage between project activities and outputs.

4. LOGISTICS AND TIMING

4.1. Location

< Republic of Albania, Municipality of Mirdite, City of Rreshen >

4.2. Start date & period of implementation of tasks

The intended start date is <22.07.2024> and the period of implementation of the contract will be < 2 > months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

5. REQUIREMENTS

- Has a minimum of 5 year of working experience
- Portfolio (Company profile) in English language, of the service provider, demonstrating the minimum requested previous work in the relevant field. The portfolio needs to include the electronic (photo) samples of previously produced visibility materials
- The extract on the subject's history issued by the National Registration Center (Ekstrakti historik ne QKB)

The contractor (winning applicant) will be requested to provide the following:

- Designing of the project logo with variations based on the type of visibility materials.
- Production of printed promotional materials as per required specifications and quantities.
- Delivery of visibility materials to the contracting authority premises.

All materials produced for the Project must include as a minimum the emblem of the European Union and the project logo.

The correct way of applying the visual identity should be approved by contracting authority before printing the materials out.

The contractor will report to the project Manager by communicating regularly and providing feedback and guidance on its performance and all other necessary support to achieve the objectives of the assignment as well as remain aware of any upcoming issues related to contractors` performance and quality of work. All activities and deliverables undertaken by the contractor shall be discussed and agreed on in consultation with the contracting authority.

The contracting reserve the right to reject the delivered products of damage or non- compliance with the order stated within 48 hours from delivery. The materials must be properly packed and protected against any damage.