

ANNEX II: TERMS OF REFERENCE

1. BACKGROUND INFORMATION.....	2
1.1. Partner country.....	2
1.2. Contracting authority.....	2
1.3. Country background.....	2
1.4. Current situation in the sector.....	2
1.5. Related programmes and other donor activities.....	3
2. OBJECTIVES & EXPECTED OUTPUTS.....	3
2.1. Overall objective.....	3
2.2. Specific Objective(s).....	3
2.3. Expected outputs to be achieved by the contractor.....	3
3. ASSUMPTIONS & RISKS.....	4
3.1. Assumptions underlying the project.....	4
3.2. Risks.....	4
4. SCOPE OF THE WORK.....	4
4.1. General.....	4
4.2. Specific work.....	5
4.3. Project management.....	6
5. LOGISTICS AND TIMING.....	7
5.1. Location.....	7
5.2. Start date & period of implementation of tasks.....	7
6. REQUIREMENTS.....	7
6.1. Staff.....	7
6.2. Office accommodation.....	Error! Bookmark not defined.
6.3. Facilities to be provided by the contractor.....	Error! Bookmark not defined.
6.4. Equipment.....	Error! Bookmark not defined.
7. REPORTS.....	7
7.1. Reporting requirements.....	7
7.2. Submission and approval of reports.....	8
8. MONITORING AND EVALUATION.....	8
8.1. Definition of indicators.....	8
8.2. Special requirements.....	8

1. BACKGROUND INFORMATION

1.1. Partner country

ALBANIA

1.2. Contracting authority

Municipality of Mirditë

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.

1.5. Related programmes and other donor activities

< N/A >

2. OBJECTIVES & EXPECTED OUTPUTS

Op1.4 Created partnerships between the tourism sector and the local community to promote local values, through festivals, cultural events, and cultural heritage.

I1.3.5 - Number of cultural heritage sites improved (interpreted, story created)

I1.3.6 - Number of people participating in surveys

I1.4.1 - Number of cultural events and festivals organized

I1.4.2 - Number of visitors participating in cultural events and festivals

I1.4.3 - Number of of organisations/ institutions directly involved in implementation of the project (disaggregated by type of organization)

I1.4.4 - Number of inter-sectoral (local authorities- CSOs-private sector) partnerships implementing this type of projects

2.1. Overall objective

The Promotional Cultural Events seek to promote the engagement of the community and attracting tourists to leverage local socio-economic frameworks capable of preserving cultural assets. It is also an opportunity to present the traditional, cultural values of Mirdita by various local personalities and above all to further encourage regional and international tourism visits in order to explore and experience effective culture heritage, historical value, natural beauty, ethnography, folklore, artisan crafting etc.

2.2. Specific objective(s)

The specific objectives of this contract are as follows:

- To promote Mirdita region as an important tourist destination in the region and beyond.
- Demonstrate showcase the cultural heritage values of Mirdita through a Festival that combines tangible and intangible values (ethnography, folklore,
- Engage local community, especially youth in artistic performances aiming to secure heritage preservation.
- Create /develop performances that attract participants in the festivals and also

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

- Promotion of the festivals to specified target groups through digital and social media
- Organisation of Festivals' activities in cooperation with the responsible Mirdita Municipality structures.
- Management of spaces used for the festival; demounting of stages/equipment and cleaning securing that there is no impact to the Festivals' places (trash; potential damages etc)

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

Other resources: Depending on the specific nature of the activities, additional resources may be required, such as transportation, logistics support, legal and administrative support, and access to relevant networks or partnerships. It is important to assess and allocate these resources effectively to ensure smooth implementation and successful achievement of project goals and objectives

3.2. Risks

Assumptions

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. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

In the framework of the project "Mirdita Junik", the Contractor is expected to organise 2 Festivals in Mirdita Region in the **period December 2024- August 2025**. The festivals aim at promoting the region to various target groups as a tourist destination, by indirectly showcasing the richness on culture and heritage, ethnography, folklore of Mirdite. This activity focuses on organizing festivals and cultural events in the cross-border region between Kosovo and Albania, with active involvement from the local community. The aim is to promote the region's local values, culture, and natural attractions, while also showcasing the area's capacities and tourism infrastructure. The activity involves several key steps, including planning, coordination, and collaboration with the local community and relevant stakeholders. The project team works closely with community members, cultural associations, local authorities, and tourism industry representatives to identify and organize festivals and cultural events that reflect the region's unique heritage and traditions. The target for this activity is to increase the number of cultural events and festivals organized by two per year, with one festival held in Junik and one in Mirdite. These events serve as platforms to celebrate and promote the local culture, attracting both local residents and visitors from outside the region. The festivals organized under this activity highlight various aspects of the region's local values, such as traditional music, dance, cuisine, crafts, and folklore. They provide opportunities for artists, artisans, and performers to showcase their talents and engage with the audience. The festivals also create a sense of community pride, strengthening cultural identity and fostering a deeper connection between residents and their heritage. In addition to the festivals, the activity also includes the organization of two cultural events each year. These events may include exhibitions, workshops, performances, or educational activities that further promote local cultural expressions and engage both residents and tourists. The cultural events offer opportunities for interaction, learning, and appreciation of the region's cultural assets. By involving the local community in the promotion of festivals and cultural events, the activity ensures their active participation and

ownership. Community members can contribute their knowledge, skills, and resources to the organization and implementation of these events. This involvement not only enriches the overall experience but also empowers the local community to take pride in their cultural heritage and actively contribute to its preservation and promotion. The festivals and cultural events organized through this activity serve multiple purposes. They attract visitors to the cross-border region, generating tourism revenues and economic benefits for local businesses. They also contribute to the development of a vibrant cultural scene, fostering creativity, artistic expression, and cultural exchange. Moreover, these events increase awareness and appreciation of the region's natural beauty, cultural richness, and tourism infrastructure. Overall, this activity plays a crucial role in promoting the region's local values, culture, and natural assets through festivals and cultural events. It encourages community involvement, strengthens cultural identity, and contributes to the sustainable development of the cross-border area between Kosovo and Albania.

4.1.2. Geographical area to be covered

Mirdita Region,

4.1.3. Target groups

The Festivals aim at a wide range of demographics expected to visit the region. More specifically:

- Local Community in Mirdita Region and surrounding area surrounding areas,
- Visitors from all over Albania
- Visitors from Kosovo
- Project stakeholders in Kosovo and Albania

Profile of participants:

- Families,
- Youngsters
- Groups of tourists (local and foreign).

4.2. Specific work

The contractor should undertake the realisation of the topics below (as mandatory) and may recommend additional activities that contribute to the festivals successful realisation:

Communication activities:

- Organise promotional campaigns prior, during and post festivals' realisation; by communicating the festivals content, dates and the place.
- Develop festivals identity visuals to be used in all comms. Materials
- Develop content for social media (infographics, visuals, videos etc) that create interest in the audiences for participating in the festival.
- Produce printed materials for events' communication
- Create a Communication Plan for the festivals.
- Create and distribute in cooperation with the Municipality, the Festivals' invitation for authorities, celebs etc.

Festivals' realisation:

Planning:

- Compile events planning (from start of communication to post event activities) taking into consideration the Municipality requirements and support.
- Create the festivals' agenda for internal processes management and for communication purposes.
- Festivals Programme: Prepare a detailed program with performances, exhibitions, speeches and activities that include:
 - o Traditional/folk music and dance performances.
 - o Exhibition/fair of local handicrafts and art.
 - o Presentations of tourist packages /products covering

- Artists and performers contracting and performances recommendation (focus on traditional local performances and engagement of local artist/groups of all ages is advised).

Each festival should not last less than 2 hours.

Event Production:

- Venue /Location: Identify and secure a renting venue within Mirdita municipality that can host the event, ensuring it is suitable for cultural performances and exhibitions.
- Venue Setup: Ensure proper setup for seating, stage, and audience space, in line with health and safety regulations.
- Allocate human resources to organise, maintain the level of services for participants and their flows during the events (crowd flow management).
- Equipment
 - Audio-Visual Equipment: Provide necessary sound systems, microphones, lighting, led screens and any other equipment needed for securing professional performances.
 - Technical Support: Ensure technical support is available during the event for smooth operation of the equipment.
- Logistics
 - Transport: Ensure transportation for performers, equipment, and key personnel to and from the venue.
 - Catering and Hospitality: Provide basic refreshments and hospitality arrangements for guests and performers.
 - Provide translation services (Albanian/English) for speeches and performances to cater to international visitors or European Union representatives, if required.
- Performances:
 - Realise staging appearance with local motives
 - Engage local groups of artists for performances (songs, dances etc).
 - Enable for artisans to showcase their products/merchandise
 - Enable local businesses to promote their activities /products throughout the festivals duration.
- Cleaning and maintenance
 - Pre-Festival Preparation /Conduct a site assessment of all festival locations.
 - Cleaning During the Festival
 - Secure appropriate human resources and equipment with schedules and tasks.
 - Regular trash collection and disposal.
 - Maintaining cleanliness in common areas, food stalls, and performance spaces.
 - Post-Festival Cleaning: Complete deep cleaning of all locations post-festival.
 - Removal of waste and debris, including festival-related materials.
 - Restoration of locations to their original condition.

The contractor must also comply with the latest Communication and Visibility Requirements for EU-funded external action, laid down and published by the European Commission.

The contractor must use in all its communications the Project Logos statements, as indicated by the Donor Authority for the Project.

For the realisation of the above services, the contractor will have to have the cooperation and approval of Mirdita Municipality representatives appointed by the institution to engage on the event.

4.3. Project management

4.3.1. Responsible body

Municipality of Mirdita

4.3.2. Management structure

Andi Shqalshi, Festival Coordinator and Responsible of Music Sector,

The Coordinator and Finance manager all together with other key staff members of the municipality will provide support and help in the implementation of the contract

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

As appropriate, the Municipality will facilitate the Festivals organisation through its personnel. necessary permissions; and lobbying with important stakeholders for echoing the Festivals organisation and participation.

5. LOGISTICS AND TIMING

5.1. Location

Municipality of Mirdita, City of Rreshen

5.2. Start date & period of implementation of tasks

The intended start date is 16.12.2024 and the period of implementation of the contract will be < 10 > 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.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in English in one original:

- **Inception Report** of maximum 6 pages to be produced after 2 weeks from the start of implementation. In the report the contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
- **Draft final report** of maximum 12 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 30 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed

description of the different options to support an informed decision. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

The report should clearly describe the main activities, participation, highlights. The report should be handed over alongside electronic copy of visuals, photos, videos from the activities and all other supporting documents that may be created during the execution of this contract.

7.2. 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.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Participation (description of demographics)
- Performances realised,
- Duration of festivals
- Representation of local communities (artisans Businesses etc).

8.2. Special requirements

NA