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# BACKGROUND INFORMATION

## Partner country

< Albania >

## Contracting authority

< Municipality of Gjirokaster >

## Country background

Cultural Heritage include tangible and intangible assets. According to the UNESCO definition, with intangible cultural heritage (ICH) we consider oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship, etc. Because of globalization, industrialisation, demographic and environmental challenges, ICH - like any other type of heritage - risks damage, destruction and even disappearance. It's therefore more important than ever to invest in safeguarding strategies, because many of the ICH lacks a sustainable approach to its preservation and management and is in danger to be lost if not carefully preserved. On the other hand, recent new approaches to economy, tourism and social innovation encourage for ICH protection and valorization, jointly with actions to preserve the local cultural identity and the resilience of local communities to the tourism massification, the marginalisation, depopulation, etc creating new opportunities for jobs and growth. Additionally, recovering ancient techniques, skills and materials can help to fight against the brain drains and to contribute to citizens' wellbeing.

INCREMENTAL Project aims at promoting a more comprehensive approach to cultural assets, focusing on ICH, for promoting innovative strategies and policies that are both working for their protection/valorization and for their impact on other sectors.

The project valorizes and promote social inclusions through culture, particularly Intangible cultural heritage (ICH) with the promotion of new integrated approaches that are not limiting their action to single sectors, like tourism, agro-food, handicraft, religion, etc, but creating an integrated with growth, social inclusion and sustainability.

The partnership has a multilevel approach, composed by Regional Authorities from IT, NO, PL, RO and GR, the Metropolitan area of Amiens-FR and the municipality of Gjirocastra-AL. In total 6 policies will be addressed by INCREMENTAL project to be improved for their management and revised in their content. Policies will combine the protection and valorization of ICH with tourism, cultural events and economy, this way contributing to the economic and social growth of the areas involved.

## Current situation in the sector

Because of globalization, industrialisation, demographic and environmental challenges, intangible cultural heritage assets (ICH) - like any other type of heritage - risk damage, destruction and even disappearance. It's therefore more important than ever to invest in safeguarding strategies, making use of the knowledge we already possess and continuously evolving new digital technologies. The ICH elements include oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship, etc. Many of the ICH lack a sustainable approach to their preservation and management and are in danger to be lost if not carefully preserved. On the other hand, recent new approaches to economy tourism and social innovation encourage new ways for ICH protection and valorization jointly with actions addressed to preserve the local cultural identity.

The Municipality of Gjirokastra (the biggest Municipality of the Region) is principally the commercial hub with specific productive activities and its historical center has been recognized as UNESCO World Heritage site since 2005. Key landmarks include the Gjirokaster Castle, which dominates the city skyline, and numerous historic houses that showcase traditional craftsmanship and architectural techniques. The city of Gjirokastra has also a rich Intangible Cultural Heritage. In particular, the city is a hub for cultural events, such as the National Folklore Festival, further cementing its status as a cultural and historical treasure. Moreover, the city of Gjirokastra and the wider region of it disposes of a significant Intangible Cultural Heritage, which is connected mainly with music and the crafts. The area is very famous for the polyphonic chorus which are worldwide known, and it is believed that though its participation in the proposal can preserve and of course further valorize these cultural assets. The MoG prioritizes creating opportunities for residents to actively participate in cultural experiences. By embracing and showcasing the city’s unique cultural identity these efforts aim to attract tourists drive economic growth and foster a deep sense of pride and ownership among the local community

The Annual Policy Program of the Municipality of Gjirokastra: Tourism, Heritage, Art, Culture and Sports (Albanian Policy Instrument in the project) aims to promote the cultural heritage (tangible and intangible) values as part of the world heritage, preserving its authentic values and presenting them to both local and international visitors. This policy is in line with the policy of the Ministry of Economy Culture and Innovation, that provides a guideline to the respective Regional Departments, under its administration. Indicative activities of the programme are:Educating society with national, cultural, and artistic values through the organization of various musical concerts and the participation of school students and citizens,Study Visits - Tours to the old city through guided tours and Local cultural heritage assets.

The Municipality of Gjirokastra, through project’s activities, will improve the management of the policy instrument (improved governance) related to:a revised methodology for evaluating the performance of the policy instrument,the introduction of new activities and initiatives that will favour/promote intangible cultural heritage,a more efficient way to publicise/advertise the organised respective events and festivals in the city. The programme policy can also be improved by a) further addressing the need for practical studies that are related to this policy, b) better develop an empirical approach of the policy and how the community can be better informed by its promotion and c) as both the iso-polyphony (existing) and transhumance are now part of UNESCO (intangible), the local government could draft betteraddressedactivities/initiativesthatcoverthevaluesoftheseculturalaspects

## Related programmes and other donor activities

< N/A >

# OBJECTIVES & EXPECTED OUTPUTS

INCREMENTAL aims at a more comprehensive approach to culture and cultural heritage assets, promoting the role of Intangible Cultural Heritage Assets (ICH), consisting of traditions, songs, celebrations, abilities, handicraft products, etc, for the local growth and the cultural identity of the local communities. The project aims at improving policies and strategies that can benefit of the protection and valorization of ICH considering tourism, handicraft sector, agro-food, etc. As part of the cultural identity of the citizens and communities, INCREMENTAL aims at contributing to overcome challenges related to the demographic changes, the environmental protection, the urban and social transformation.

## Project Outputs & Results

Outputs:

* 65 organisations cooperating across borders
* 7 policy instruments addressed
* 8 interregional policy learning events organised
* 12 good practices identified

Results:

* 69 organisations with increased capacity due to their participation in project activities
* 7 policy instruments improved thanks to the project

## Expected outputs to be achieved by the contractor

|  |  |  |
| --- | --- | --- |
| **item** | **Description** | **Type of cost** |
| 26 | Associated policy responsible authority, stakeholders | Exchange of experience –travel and accommodation external bodies |
| 27 | Thematic follow-up training workshop (S7): 1 expert and 1 facilitator = estimated 15 w/d; 4experts/facilitators for the local thematic workshops (S2, S3, S4, S6) = 4 experts (4 w/d each) = 16. | Exchange of experience –external support |
| 28 | Regional and interregional dissemination events | Communication – events |
| 29 | Project Management | Management –external support |
| 35 | Interregional partner meetings, regional stakeholder group meetings | Exchange of experience –meetings |

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The main assumptions underlying the project are the following:

* The maturity of the project activities is at satisfactory level. Sufficient capacity of the involved stakeholders and target groups to participate in the project events/activities.
* Previous studies including norms, planning rules, financial and economic incentives, methods of analysis and evaluation of the Intangible Cultural Heritage (ICH) in Gjirokaster Region and in country level will be available.
* The Thematic follow-up training workshop will be in line with the needs of the stakeholders and the local/regional authorities support will facilitate the integration of this in the concerned areas.

## Risks

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Weight** | **Probability of occurrence** | **Mitigation measure** |
| Inability to elaborate the necessary communication means as requested in by the Contract. | High | Low | The contractor is requested to have experience in EU projects. |
| Low capacity of the region and the country to implement the proposed measures-activities. | High | Low | Strong political commitment is in place to meet the sustainable development requirements and impose the necessary measures. |
| Convid19 – New lock Down | High | Medium | A risk assessment plan will be developed, and alternative solutions will be proposed (webinars) for the implementation of the project’s workshops. |
| Low capacity of the involved stakeholders and target groups to participate in the project activities / events. | Medium | Medium | The invitation approach / the communication channels and the agenda of the events will be redesigned. New dates will be chosen, if necessary, to address the requirements of most stakeholders. |
| Possible delays in project implementation | Medium | Medium | The project timetable will be re-designed, if necessary. A prolongation request will be submitted in case of major delays. |

# SCOPE OF THE WORK

## General

### Description of the assignment

The scope of the assignment is to provide integrated consulting support to the Contracting Authority for the implementation of the project deliverables listed in section 4.2.

### Geographical area to be covered

Albania, Municipality of Gjirokaster

### Target groups

* Regional Department of Cultural Heritage
* University of Eqrem Cabej / Department of Cultural Heritage
* Association of Performers, artists and actors related with local traditions
* City Theatre of Gjirokaster
* Iso Polyphony Association

## Specific work

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **item** | **Description** | **Type of cost** | **Budget (€)** | **LOTs** |
| 26 | **Associated policy responsible authority, stakeholders.**  The contractor will cover the travel cost of 1-2 stakeholders in the transnational stakeholders’ meetings that will take place in:   1. Italy / (semester I) 2. Poland / (Semester II) 3. Norway / (Semester III) 4. Romania / (Semester IV) 5. France / (Semester V) 6. Italy / (Semester VI) 7. Greece / (Semester VIII) 8. Italy (final event) / (Semester VIII) | Exchange of experience –travel and accommodation external bodies | 18,800 | LOT3 |
| 27 | **Organisation of thematic follow-up training workshops and technical support**  The contractor will organise 5 thematic follow-up training workshops (semesters: II, III, IV, VI & VII), providing, among others, technical support with 1 expert and 1 facilitator in every meeting. | Exchange of experience –external support | 14,000 | LOT2 |
| 28 | **Regional and interregional dissemination events**  The contractor will provide technical support for the organisation of 2 communication events in semesters I & III. | Communication – events | 3,000 | LOT2 |
| 29 | **Project Management**  The Contractor will provide technical support services for the elaboration of a Policy Report and a Financial report (including the verification of the expenses), every semester, in programme’s platform. | Management –external support | 7,801 | LOT1 |
| 35 | **Technical support for Stakeholders’ meetings**  The contractor will provide external support for the preparation of technical material and the organisation of interregional partner meetings, regional stakeholder group meetings (8 meetings in total / 1 per semester). | Exchange of experience –meetings | 4,000 | LOT2 |
| **Total** | | | **47,601** |  |

## Project management

### Responsible body

Municipality of Gjirokaster

### Management structure

The Municipality of Gjirokaster as a local public authority is interested in implementing activities and initiatives fostering sustainable economic and social development in its territory. Enhancing the role of Intangible Cultural Heritage (ICH) in economic development is also priority for the Municipality of Gjirokaster and can be achieved though the elaboration and implementation of local strategies policies. Moreover, it has the capacity in networking with all the stakeholders on local, regional, national and international level in order to effectively achieve its goals.

Regarding EU-funded interregional project management, the Mayor of Gjirokaster is given by law the authority to sign contracts, initiate procurements procedures, cooperate with third parties and take key actions on the best interest of the municipality. He can delegate other aspects of the project management to the deputy mayors or other staff members. The Project Management Unit is composed by the Project Manager who has operational responsibility for the implementation of the overall project and will ensure timely commencement of the entire project within the time schedule. The Financial Manager has the responsibility to enable efficient overall financial and budgetary management of the operation. The Communication Manager has the responsibility to communicate internally and externally all-important aspect of the project. The Project Management Team is composed by experienced staff members of the Municipality and reports and informs the mayor periodically throughout the implementation of the project.

The Department "EU Projects and Programmes" will be responsible for the preparation and execution of the project activities.

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

N/A

# LOGISTICS AND TIMING

## Location

Municipality of Gjirokaster, Albania

## Start date & period of implementation of tasks

The intended start date is <28.07.2025> and the period of implementation of the contract will be <46> months from this date and including the closure phase. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## 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.

### 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 in <English> in one original and one copy:

* **Inception Report** of maximum 12 pages to be produced after one month 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 <20> 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 15 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 on ICH sector. 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.

## 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.

# MONITORING AND EVALUATION

## Definition of indicators

< Specific performance measures chosen because they provide valid, useful, practical and comparable measures of progress towards achieving expected results. Can be quantitative: measures of quantity, including statistical statements; or qualitative: judgements and perception derived from subjective analysis. >

## Special requirements

< No special requirements are envisaged.>