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# BACKGROUND INFORMATION

## Partner country

Republic of North Macedonia

## Contracting authority

Association Tourist Union Strumica - Strumica

## Country background

The Interreg-IPA "Bulgaria - Republic of North Macedonia" Cross-Border Programme was adopted on 5th August 2015 by the Commission with Decision № C (2015) 5653 and focuses on measures aiming at mitigating the effects of climate change and at addressing issues related to the conservation of nature and biodiversity, the sustainable use of natural resources, environmental protection and risk management at cross-border level. A key focus of the programme is also put on the protection of the natural and cultural heritage sites in the region.

Moreover, funding will help enhance the competitiveness of SMEs and facilitate their access to new markets. The Interreg-IPA CBC programme covers 2 border regions in Bulgaria and 3 regions from the Republic of North Macedonia. The Programme’s overall budget is worth more than €19 million with a contribution of nearly €17 million from the Instrument for Pre-accession Assistance (IPA).

The current call for tenders has been launched in the frame of project “The living cultural heritage of two nations on one scene” with Ref. No: CB006.2.23.115, Subsidy Contract РД-02-29-231/28.09.22. The project is being implemented by the Association Tourist Union Strumica - Strumica (Project Partner 2) in partnership with National Community Center "Bratya Miladinovi - 1936", Mikrevo, Bulgaria (Lead Partner) under the Second call for proposals of the Interreg - IPA Cross-border Cooperation Programme between Bulgaria and North Macedonia 2014-2020 (CCI Number: 2014TC16I5CB006).

The project specific objective is to promote cooperation among regional actors in the area of intangible cultural heritage tourism in the Blagoevgrad District of Bulgaria and South-East Region of North Macedonia. Main aims of the project are to establish joint network for exchange of good practices in intangible cultural heritage tourism management; Organization of joint cultural events for the promotion of the region`s cultural identity; to create initiatives for preservation and promotion of intangible cultural heritage tourism and to involve youths to participate in them, in order to raise their awareness on issue related to sustainable utilization and promotion of the region`s intangible cultural heritage.

The cross-border region of Bulgaria and North Macedonia is renowned for its unique cultural and historical assets (i.e. churches and monasteries, festivals, carnivals, crafts, authentic ethnic-ambiences, diverse and preserved traditions and local folklore). These assets provide excellent opportunities for sustainable development of different forms of tourism and could play an essential role in the promotion of the current tourism offer of the region.

Blagoevgrad Distric of Bulgaria and South-East Region of North Macedonia have a rich intangible cultural heritage, as well as a unique cultural identity. Both regions carry the spirit of their rich past, unique traditions and customs. The existence of these and many other traditions and customs make the Blagoevgrad District of Bulgaria and South-East Region of North Macedonia regions with enormous potential for development of sustainable intangible cultural heritage tourism.

The implementation of this project will improve the quality of the organization of cultural events in the Cross-Border region and new cultural events can be organized and promoted. This will increase the tourist attractiveness of the Blagoevgrad District of Bulgaria and South-East Region of North Macedonia. The number of visits and overnights in the target area will also increase, as a result of the greater attractiveness achieved. The organization of joint cultural events in the CBA will increase the interest of tourists, offering them the opportunity to feel the spirit of the living cultural heritage of two nations on one scene. For the development of such type of tourism, it will be established sustainable and effective cooperation between regional actors in the field of sustainable tourism.

As a result of successful implementation of the activities envisaged in the project, guest visits and tourist interest to the target region will increase as a result of better promotion of different cultural events and better promoted unique cultural identity. This will contribute to intensifision of cross-border cooperation between the people and institutions of the region in order to jointly address common challenges in the field of better utilisation of cultural heritage and exploit untapped potentials for development of sustainable tourism in the cross-border area Bulgaria - North Macedonia.

## Current situation in the sector

As part of the project implementation, the Contracting Authority in cooperation with its partner organisation of the Republic of Bulgaria (National Community Center "Bratya Miladinovi - 1936", Mikrevo, Bulgaria - Lead Partner) envisages the organisation of various project events in both countries, which will bring together diverse stakeholders and members of the target groups of the project. In addition, promotional and media activities will be implemented on both sides of the border to promote the activities, public events and achieved results of the implementation of project “The living cultural heritage of two nations on one scene”.

The information and publicity campaign of the project will follow a comprehensive Communication plan which has been developed and adopted by both project partners. The information and publicity campaign addresses the strategies and activities towards the promotion of the objectives, outputs and results of the project and will rely on direct promotion (printed materials, promotional materials, events, press-conferences, etc.) and a media campaign (publications in regional and national media, publications on the partner’s web sites, elaboration and production of promotional films, etc.). The promotional and media activities of the project will strictly follow the Visibility guidelines of the EU and the INTERREG - IPA CBC Programme in particular. Each Project Partner will be engaged and responsible for the dissemination and promotion of the project in its respective geographical area.

Following the approved Application form and the adopted Work plan of the project, the events to be held are as follows:

* **Event "Youths teaching Youths" in Strumica** - the event will be organised and hosted in Strumica, North Macedonia in the frame of 2 days, and it is expected to be attended by 26 youth participants (20 from MK and 5 from BG, including 1 choreographer from BG) of the target groups and stakeholders of the regions of Blagoevgrad District in Bulgaria and the South-East planning region in North Macedonia.
* **Opening Press-conference in Strumica** - 1-day opening press-conference in Strumica, North Macedonia will be organised. The event will be attended by 15 participants including Joint Project Team members, media, officials, general public, local actors and performers.
* **Closing Press-conference in Strumica** - 1-day closing press-conference in Strumica, North Macedonia will be organised. The event will be attended by 15 participants including Joint Project Team members, media, officials, general public, local actors and performers.
* **Event "Night for culture and friendship" in Strumica** - the event will be organised and hosted in Strumica, North Macedonia. In open space area will be conducted international cultural evening and will be attended by 100 youth participants (50 from MK and 50 from BG) of the target groups and stakeholders of the regions of Blagoevgrad District in Bulgaria and the South-East planning region in North Macedonia.
* **Event "Evening of Bulgarian Culture in Manifestation "Dojranski Handshakes" in Dojran -** the event will be organised in Dojran, North Macedonia. At the cultural event for promotion of the Blagoevgrad District cultural identity “Evening of Bulgarian Culture” within “Dojranski Handshakes” in Dojran will participate 60 actors and performers from Bulgaria (30 adults and 30 youths).
* **Cultural event "Carnival of Strumica" in Strumica -** a cultural event "Carnival of Strumica" in Strumica, North Macedonia will be organized. 50 Bulgarian participants (“Kukeri” - Bulgarian carnival figures) will participate at the “Carnival of Strumica”.

Based on the adopted Communication plan, the main activities related to dissemination and promotion are grouped into Activity 2 of the project and will be conducted continuously throughout the project implementation period, on both sides of the border. The main objective is to inform and involve the highest possible number of representatives of the target groups for the activities of the project and to ensure the highest possible visualisation of the main funding donators (i.e. the European Union and in particular the INTERREG-IPA CBC Programme). In addition, another significant aspect is to communicate and promote the achieved results, developed products and good practices that will result from the implementation of the project.

All dissemination and communication activities will be backed-up by a commonly developed set of tools consisting of the following:

* Elaboration, design, pre-print, print and translation of promotional materials (roll banners, informational leaflets, key chains, pens, t-shirts, hats, notebooks, consumables for participants in 2 press-conferences in Strumica);
* Publications in regional media for reporting on project milestones and progress, announcements for significant events, etc.;
* Elaboration and production of three (3) promotional films on the topic "Living Cultural Heritage" for promotion of the intangible cultural and unique identity of the Cross-Border region Bulgaria-North Macedonia.

## Related programmes and other donor activities

INTERREG - IPA CBC Programme “Bulgaria - Republic of North Macedonia”, CCI No. 2014TC1615CB006.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective of the project “**The living cultural heritage of two nations on one scene”** is to promote cooperation among regional actors in the area of intangible cultural heritage tourism in the Blagoevgrad District of Bulgaria and South-East Region of North Macedonia as well as to establish joint network for exchange of good practices in intangible cultural heritage tourism management. In order to achieve this objective, the project will implement a diverse work programme through the organization of joint cultural events for the promotion of the region`s cultural identity, creation of initiatives for preservation and promotion of intangible cultural heritage tourism and to involve youths to participate in them, in order to raise their awareness on issue related to sustainable utilization and promotion of the region`s intangible cultural heritage.

## Specific objective(s)

The specific objective of this contract is to provide services and logistic support in the organization of project public events that will be conducted during the project implementation, services for design and printing of promotional materials, media promotion as well as elaboration of promotional films on the topic "Living Cultural Heritage" for promotion of the intangible cultural and unique identity of the Cross-Border region Bulgaria - North Macedonia.

The specific objectives of this contract will be achieved by implementing the activities given in two lots:

**1) Specific objective 1:** To provide timely and quality logistic services for organization of different events during the project implementation **(Lot 1);**

**2) Specific objective 2:** To provide services for design, printing, visibility and promotion of project activities, outputs and results **(Lot 2).**

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

**Lot 1: Organization of events**

* **Output 1:** **Organized Event "Youths teaching Youths" in Strumica** including the provision of different services such as: logistic, catering and accommodation services;
* **Output 2:** **Organized Opening Press-conference in Strumica** including the provision of different services such as: logistic services, coffee break & refreshments;
* **Output 3:** **Organized Closing Press-conference in Strumica** including the provision of different services such as: logistic services, coffee break & refreshments;
* **Output 4: Organized Event "Night for culture and friendship" in Strumica** including the provision of different services such as: logistic, catering and accommodation services;
* **Output 5:** **Organized Event "Evening of Bulgarian Culture in Manifestation "Dojranski Handshakes" in Dojran** including the provision of different services such as: logistic and catering services;
* **Output 6: Organized Cultural Event "Carnival of Strumica" in Strumica** including the provision of different services such as: catering and accommodation services.

**Lot 2: Services for Visibility and Promotion**

* **Output 1:** Designed and printed 2 roll banners;
* **Output 2:** Designed and printed 300 project informational leaflets;
* **Output 3:** Designed and printed 500 key chains;
* **Output 4:** Designed and printed 500 pens;
* **Output 5:** Designed and printed 500 T-shirts;
* **Output 6:** Designed and printed 500 hats;
* **Output 7:** Designed and printed 500 notebooks;
* **Output 8:** Provided consumables for 30 participants in 2 press conferences in Strumica (Opening and Closing);
* **Output 9:** Prepared 4 (four) publications in regional media;
* **Output 10:** Elaborated and produced three (3) promotional films on the topic "Living Cultural Heritage" for promotion of the intangible cultural and unique identity of the Cross-Border region Bulgaria - North Macedonia,

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The main identified assumptions underlying implementation of the current contract are as follows:

* Clear and full understanding of the contract objectives and purposes on behalf of the Contractor;
* Continuous communication and provision of information between the contractor and Contracting Authority;
* Timely information for the respective dates of the events provided by the Contracting Authority;
* Functional and effective co-operation between Contracting Authority and the selected Contractor;
* The Contractor possesses appropriate expertise, experience and capacity for delivering above listed services.

## Risks

Potential risks to the successful implementation of the contract include:

* Lack of communication and coordination between the Contractor and the Contracting Authority;
* Insufficient quality of the services provided by the Contractor;
* The assigned key expert (s) is not fully committed to the service contract delivery and the assigned tasks and activities;
* Delays in the period of start and/or implementation of the contract;
* Lack of feedback by the Contracting Authority regarding the solutions provided by the contractor during the implementation of the assignment.
* Unexpected changes in the subsidy contract which are beyond the authorities of the Contracting Authority (i.e. Covid-19 restrictions, etc.).

# SCOPE OF THE WORK

## General

### Description of the assignment

The implementation of the present contract will support the Contracting Authority in the process of implementing the diverse and elaborated work programme of project “The living cultural heritage of two nations on one scene” by providing well-organized, quality and timely services related to the logistics, accommodation, catering and other related services for various project events as well as implementing various information and publicity activities related to the implementation of the project events, press-conferences, design and print of project promotional materials, elaboration and production of three (3) promotional films and other publicity actions in the framework of the project. The services shall be provided separately, at different dates and locations on the territory of the common cross-border region. Regarding the organization of the project events, exact dates and venues as well as the number of participants of the events will be determined by the contracting authority in due time before the respective event in order for the Contractor to be able to ensure logistics, accommodation, catering and other related services. Regarding the design and printing services, the services shall be provided in the scope of the entire contract duration at any given time by a preliminary request of the Contracting Authority to the contractor.

Additional information of the specific services to be provided within the frame of each LOT is presented in p. 4.2 below.

### Geographical area to be covered

The services of the present contract will be provided on the territory of the South-East Region (North Macedonia) and District of Blagoevgrad (Bulgaria). Both regions represent a part of the eligible cross-border area (CB region) under the INTERREG - IPA CBC Programme 2014-2020 (2014TC16I5CB006).

### Target groups

1. Citizens of Mikrevo;
2. Citizens of Strumica;
3. Organizations and NGOs in the field of festival tourism from BG and MK;
4. Organizers of festivals from MK and BG;
5. Local and Regional Authorities;
6. Art ensembles and folklore groups.

## Specific work

The following specific tasks are to be carried out by the selected Contractor within the frame of each Activity of the service contract to be concluded:

**Lot 1: Organization of events**

**A 1.1: Organization of Event "Youths teaching Youths" in Strumica**

* Rent of hall

The event will be organized in Strumica. The Contractor shall provide proposals of venues for the implementation of the event in Strumica, North Macedonia which will be confirmed by the Contracting Authority. The venue / room for the implementation of the event must comply with the following requirements:

* + The venue should be rented for the whole duration of the event (2 days);
  + Conference hall or room with capacity: minimum 26 persons;
  + Appropriate installation (electricity) for connection of the audio-sound/multimedia.
* Rent of equipment
  + High quality multimedia projector and screen, appropriate in size and with technical specifications suitable for the venue and the character of the event;
  + Sound system that complies with the room/hall size;
  + Free Wireless Internet access should be available;
  + The equipment should be rented / provided for the entire duration of the event (2 days).
* Catering services for the participants
* A total of three (3) catering offerings to be organized and provided by the Contractor - 2 (two) lunch and 1 (one) dinner caterings for 26≥ participants, as follows:
* Lunch caterings should comprise of the following items for each participant:
* Serving as buffet table or fixed menu;
* The Contractor should prepare at least 2 versions of the lunch menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Dinner catering should comprise of the following items for each participant:
  + Serving as buffet table or fixed menu;
  + The Contractor should prepare at least 2 versions of the dinner menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Service: The catering services (meals) should include staff for serving of the meals and drinks;
* All the above menu options should include vegetarian and gluten-free options when requested specifically by the Contracting Authority. Therefore, such options should be also taken into consideration by the Contractors.
* Accommodation services for Bulgarian participants
* Total number of participants to be accommodated: 6 (six);
* Total number of overnight stays: 1 overnight stay;
* Accommodation services on BB basis for 6 people. Accommodation should be proposed by the Contractor and approved by the Contracting Authority;
* The accommodation services shall be provided at the place of the training venue.

Indicative date of implementation of A1.1: June, 2023

**A 1.2: Organization of Opening Press-conference in Strumica**

* Rent of hall

The Opening press-conference will be organized in Strumica. The Contractor shall provide proposals of venues for the implementation of the event in Strumica, North Macedonia which will be confirmed by the Contracting Authority. The venue / room for the implementation of the event must comply with the following requirements:

* + The venue should be rented for the whole duration of the event (1 day);
  + Conference hall or room with capacity: minimum 15 persons;
  + Appropriate installation (electricity) for connection of the audio-sound/multimedia.
* Rent of equipment
  + High quality multimedia projector or screen, appropriate in size and with technical specifications suitable for the venue and the character of the event;
  + Sound system that complies with the room/hall size;
  + Free Wireless Internet access should be available;
  + The equipment should be rented / provided for the entire duration of the event (1 day).
* Coffee and refreshments
  + Coffee / tea and refreshments for not less than 15 persons (participants);
  + The Contractor should provide 1 coffee break during the implementation of the event based on the approved agenda of the press-conference (1 day - 1 coffee break);
  + If requested coffee and refreshments could be made outdoors near the press-conference location;
  + The service should consist of at least the following for each participant:
  + 1 cup of freshly brewed coffee or tea;
  + 1 small bottle of mineral water per person;
  + Pastries (at least 2 per person).

Indicative date of implementation of A1.2: February, 2023

**A 1.3: Organization of Closing Press-conference in Strumica**

* Rent of hall

The Closing press-conference will be organized in Strumica. The Contractor shall provide proposals of venues for the implementation of the event in Strumica, North Macedonia which will be confirmed by the Contracting Authority. The venue / room for the implementation of the event must comply with the following requirements:

* + The venue should be rented for the whole duration of the event (1 day);
  + Conference hall or room with capacity: minimum 15 persons;
  + Appropriate installation (electricity) for connection of the audio-sound/multimedia.
* Rent of equipment
  + High quality multimedia projector or screen, appropriate in size and with technical specifications suitable for the venue and the character of the event;
  + Sound system that complies with the room/hall size;
  + Free Wireless Internet access should be available;
  + The equipment should be rented / provided for the entire duration of the event (1 day).
* Coffee and refreshments
  + Coffee / tea and refreshments for not less than 15 persons (participants);
  + The Contractor should provide 1 coffee break during the implementation of the event based on the approved agenda of the press-conference (1 day - 1 coffee break);
  + If requested coffee and refreshments could be made outdoors near the press-conference location;
  + The service should consist of at least the following for each participant:
  + 1 cup of freshly brewed coffee or tea;
  + 1 small bottle of mineral water per person;
  + Pastries (at least 2 per person).

Indicative date of implementation of A1.3: September, 2023

**A 1.4: Organization of Event "Night for culture and friendship"**

* Rent of equipment
  + High quality multimedia projector or screen, appropriate in size and with technical specifications suitable for the venue and the character of the event;
  + Sound system that complies with the open space area;
  + At least 1 static and 2 wireless microphones should be available at the event /open space area. The microphones should also be connected to the sound system;
  + The equipment should be rented / provided for the entire duration of the event (1 day);
  + the Contractor should be able to install the equipment indoors or outdoors (depending of weather conditions).
* Catering services for the participants
* A total of 1 catering offering to be organized and provided by the Contractor - 1 (one) dinner catering for 100≥ participants, as follows:
* Dinner catering should comprise of the following items for each participant:
  + Serving as buffet table or fixed menu;
  + The Contractor should prepare at least 2 versions of the dinner menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Service: The catering services (meals) should include staff for serving of the meals and drinks;
* All the above menu options should include vegetarian and gluten-free options when requested specifically by the Contracting Authority. Therefore, such options should be also taken into consideration by the Contractors.
* Accommodation services for Bulgarian participants
* Total number of participants to be accommodated: 50 (fifty);
* Total number of overnight stays: 1 overnight stay;
* Accommodation services on BB basis for 50 people. Accommodation should be proposed by the Contractor and approved by the Contracting Authority;
* The accommodation services shall be provided at the place of the training venue.

Other requirements: Organisation of tourist site visit (physical visit) and presentation of the cultural-historical facilities and sites in the territory of the city of Strumica for 50 Bulgarian participants.

Indicative date of implementation of A1.4: September, 2023

**A 1.5: Organization of Event "Evening of Bulgarian Culture in Manifestation "Dojranski Handshakes" in Dojran**

* Rent of equipment
* Stage for folklore dances musicians and performers, with the following indicative dimensions: width 5 meters and height 4 meters; (to be determined in close coordination with the Contracting Authority)
* Metal truss for vinyl billboard or video wall (monitor) mounted on a metal structure;
* Appropriate sound and audio equipment;
* Special effects lighting;
* Static and Wi-Fi microphones;
* Appropriate installation;
* Staff-technicians will be available for the whole duration of the event (including the rehearsal time of the members of the performers).
* **Catering services for the participants**
* A total of 1 catering offering to be organized and provided by the Contractor - 1 (one) lunch catering for 60≥ participants, as follows:
* Lunch catering should comprise of the following items for each participant:
* Serving as buffet table or fixed menu;
* The Contractor should prepare at least 2 versions of the lunch menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Service: The catering services (meals) should include staff for serving of the meals and drinks;
* All the above menu options should include vegetarian and gluten-free options when requested specifically by the Contracting Authority. Therefore, such options should be also taken into consideration by the Contractors.
* Coffee / tea and refreshments for not less than 60 persons (participants);
  + 1 cup of freshly brewed coffee or tea;
  + 1 small bottle of mineral water per person;
  + Pastries (at least 2 per person).

**A 1.6: Organization of Cultural Event "Carnival of Strumica" in Strumica**

* Catering services for the participants
* A total of 2 catering offerings to be organized and provided by the Contractor - 1 (one) lunch and 1 (one) dinner caterings for 50≥ participants, as follows:
* Lunch catering should comprise of the following items for each participant:
* Serving as buffet table or fixed menu;
* The Contractor should prepare at least 2 versions of the lunch menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Dinner catering should comprise of the following items for each participant:
  + Serving as buffet table or fixed menu;
  + The Contractor should prepare at least 2 versions of the dinner menu. The proposals for the menu should be communicated to the Contracting Authority for approval at least 5 working days prior to the event.
* Service: The catering services (meals) should include staff for serving of the meals and drinks;
* All the above menu options should include vegetarian and gluten-free options when requested specifically by the Contracting Authority. Therefore, such options should be also taken into consideration by the Contractors.
* Coffee / tea and refreshments for not less than 50 persons (participants);
  + 1 cup of freshly brewed coffee or tea;
  + 1 small bottle of mineral water per person;
  + Pastries (at least 2 per person).
* Accommodation services for Bulgarian participants
* Total number of participants to be accommodated: 50 (fifty);
* Total number of overnight stays: 1 overnight stay;
* Accommodation services on BB basis for 50 people. Accommodation should be proposed by the Contractor and approved by the Contracting Authority;
* The accommodation services shall be provided at the place of the training venue.

**Lot 2: Services for Visibility and Promotion**

**A 2.1: Design and printing of Roll banners**

*Design requirements:*

* Design of each of the 2 (two) versions of the roll banners based on text and concept provided by the Contracting Authority;
* To include all graphical elements of the project and the funding source (IPA CBC Programme, EU, etc.);
* The design files should be provided to the Contracting Authority;
* The concept should be approved by the Contracting Authority;

*Printing requirements:*

* Quantity: 2 pcs;
* Type: one-sided “Quick” (roll-up) banner;
* Dimensions (cm): 200 x 80 cm;
* Material: vinyl banner and metal frame;
* Colour: 4+0;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.2: Design and printing of Project information leaflets**

*Design requirements:*

* Design of the content of the informational leaflet based on text provided by the Contracting Authority;
* To include all graphical elements of the project and the funding source (IPA CBC Programme, EU, etc.);
* The design files should be provided to the Contracting Authority;
* The concept should be approved by the Contracting Authority;

*Printing requirements:*

* Quantity: 300 pcs;
* Language: Macedonian and Bulgarian;
* Paper: 120-140 gr./m2;
* UV polished;
* Format: A5 or A4 (3 times folded)
* Colour: 4+4;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.3: Design and printing of key chains**

* Quantity: 500 pcs;
* Material: wood / plastic / metal;
* The design files should be provided to the Contracting Authority;
* The concept should be approved by the Contracting Authority;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.4: Design and printing of pens**

* Quantity: 500 items;
* With blue ink;
* Direct printing;
* Color: any;
* Material: Plastic;
* Processing: Printing (logo or/and project title);
* Design to be provided by the Contractor and approved by the Contracting Authority;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.5: Design and printing of t-shirts**

*Design requirements:*

* The design should include all graphical elements of the project and the funding source (IPA CBC Programme, EU, etc.);
* The design of the T-shirts should be provided to the Contracting Authority;
* The design should be approved by the Contracting Authority;

*Printing requirements:*

* Quantity: 500 pcs;
* Print type: screen print;
* Print on: one side / sleeve;
* Material/Fabric: Cotton;
* Shirt Colour: 4+0;
* Shirt size: S, M, L, XL and ХХL;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.6: Design and printing of hats**

* Quantity: 500 pcs;
* Colour: White / Green / Blue;
* Type: unisex baseball hats; Colour print;
* Size: one size fits all;
* Material / fabric: Cotton / polyester;
* Graphical elements that will be included: logo of the programme;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.7: Design and printing of notebooks**

* Quantity: 500 items;
* Format: B5/A5 or similar;
* Covers: 4+0/4+0; 200 g/m2; gloss / mat cardboard;
* Body: 80-100 g/m2;
* Number of pages: Min: 30 pages;
* Spiral grip or equivalent;
* Design to be provided by the Contractor and approved by the CA;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.8: Consumables for participants in two (2) press-conferences in Strumica**

* Printing service: 30 pcs Invitation;
* Printing service: 30 pcs Agenda;
* Provision of Folders: 30 pcs;
* Provision of CD: 30 pcs;
* Provision of Badge: 30 pcs;
* Design to be provided by the Contractor and approved by the CA;
* Delivery of the product: Premises of the Contracting Authority.

**A 2.9: Publications in regional media (internet and e-media articles)**

* + - Type of internet and e-media articles: Press release or web banner
    - Quantity: 4 publications in regional electronic media (Internet/Social media);
    - Content: Project related;
    - Pictures / graphics: Yes;
    - Publication: According to media plan provided by the Contracting Authority;
    - Media: The Contractor shall provide proposals of internet media from North Macedonia (South east region) which will be confirmed by the Contracting Authority;
    - The publication of the articles will follow the EU visibility and publicity principles (Communication and Visibility Manual for EU External Actions);

**A 2.10: Elaboration and production of three (3) promotional films on the topic "Living Cultural Heritage"**

The Contractor will be responsible to **prepare/elaborate** (develop concept, define locations, include graphics, subtitles etc.) **and produce** (shoot, edit and post-produce) 3 promotional films on the general topic “Living Cultural Heritage” (each film will have its sub-topic).

Preparation/Elaboration of 3 promotional films:

* + The promotional films should be developed on the following sub-topics:
* Promotional film which will reflect the Festival “Maleshevo Sings and Dances” in Mikrevo, BG;
* Promotional film which will reflect the “The Carnival in Strumica” in Strumica, MK;
* Promotional film which will reflect the Manifestacion “Dojranski Handshakes” in Dojran, MK;
  + The following general requirements need to be followed by the Contractor:
* Develop concept for each of the three promotional films (include locations for shooting, text, subtitles etc.);

Note: The concept for each video should be communicated to the Contracting Authority for review, comments and approval

* Shoot and prepare video footage from the manifestations/festivals which are listed as sub-topics;
* Content: Develop the videos according to the adopted concept, include various aspects of the manifestations that are subject of promotion, present information etc.
* Language: Official language of the each film shall be Macedonian language
  + The following technical requirements need to be followed by the Contractor:
* Quantity: 3 promotional films as described above
* Duration: 20 min each;
* Quality: Full High Definition; non-standard shooting angles;
* Aspect ratio: 16:9
* Video size (resolution): minimum 1920 x 1080 pixels;
* Intellectual rights shall be respected (only authorized music to be used);
* The promotional films need to be be produced in accordance with the EU visibility and publicity principles (Communication and Visibility Manual for EU External Actions);
* The draft version of each film needs to be presented to the Contracting Authority for comments, review and reccomendations. The Contractor needs to edit the video if the CA has specific requirements and present another version according the to reccomendations;
* The produced films should be suitable for TV broadcasting, online and multimedia presentation;
* The final version of the promotional films will be approved by the Contracting Authority;
  + Other information
* The equipment for shooting of the footage (camera and dron) will be provided by the Contracting Authority;
* The three promotional films need to be prepared, developed and produced in three different timings in close coordination with the Contracting Authority; The CA will inform the Contractor 10 days prior to any manifestation that is subject of the promotional films;

## Project management

### Responsible body

Association Tourist Union Strumica - Strumica in its capacity of a project partner in project “The living cultural heritage of two nations on one scene” (Ref. No.: CB006.2.23.115).

### Management structure

The Contracting Authority - Association Tourist Union Strumica - Strumica, Republic of North Macedonia is responsible to launch the service tender procedure, sign the service contract, authorize payments to the contractor and handle the financial management and control during project implementation. The project team at the Contracting Authority consists of a Project Coordinator and Assistant Accountant who are responsible for the day-to-day operational implementation of project “The living cultural heritage of two nations on one scene” in North Macedonia.

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

No facilities shall be provided by the Contracting Authority.

# LOGISTICS AND TIMING

## Location

The operational office of the project is set up at the premises of Association Tourist Union Strumica - Strumica.

## Start date & period of implementation of tasks

For the service contract to be concluded under LOT 1, the intended start date is **08.02.2023** and the period of implementation of the contract is **eight (8) months** from this date but not later than **28.09.2023.**

For the service contract to be concluded under LOT 2, the intended start date is **08.02.2023** and the period of implementation of the contract is **eight (8) months** from this date but not later than **28.09.2023.**

Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

**Provisional timetable and schedule for implementation of the assignment:**

|  |  |  |
| --- | --- | --- |
| **Activity as per p.4.2** | **Indicative time of delivery** | **Period of delivery following an official notification by the Contracting Authority** |
| **Lot 1: Organization of events** | | |
| A 1.1: Organization of Event "Youths teaching Youths" in Strumica | June, 2023 | The Contractor will be notified minimum 15 days prior to the exact date of the event. |
| A 1.2: Organization of Opening Press-conference in Strumica | February, 2023 | The Contractor will be notified minimum 10 days prior to the exact date of the event. |
| A 1.3: Organization of Closing Press-conference in Strumica | September, 2023 | The Contractor will be notified minimum 10 days prior to the exact date of the event. |
| A 1.4: Organization of Event "Night for culture and friendship" | September, 2023 | The Contractor will be notified minimum 15 days prior to the exact date of the event. |
| A 1.5: Organization of Event "Evening of Bulgarian Culture in Manifestation "Dojranski Handshakes" in Dojran | July, 2023 - August, 2023 | The Contractor will be notified minimum 15 days prior to the exact date of the event. |
| A 1.6: Organization of Cultural Event "Carnival of Strumica" in Strumica | February, 2023 | The Contractor will be notified minimum 10 days prior to the exact date of the event. |
| **Lot 2: Services for Visibility and Promotion** | | |
| A 2.1: Design and printing of roll banners | February 2023 – September 2023 | 10 days after a formal written request of the contracting authority |
| A 2.2: Design and printing of project informational leaflets | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.3: Design and printing of key chains | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.4: Design and printing of pens | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.5: Design and printing of t-shirts | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.6: Design and printing of hats | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.7: Design and printing of notebooks | February 2023 – September 2023 | 15 days after a formal written request of the contracting authority |
| A 2.8: Consumables for participants in two (2) press-conferences in Strumica | February 2023 – September 2023 | 10 days after a formal written request of the contracting authority |
| A 2.9: Publications in regional media | On a regular basis in accordance to an adopted media plan | 10 days after a written request by the contracting authority |
| A 2.10: Elaboration and production of promotional films on the topic "Living Cultural Heritage" | March, 2023 - September, 2023 | 35 days after a formal written request of the contracting authority |

# 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 defined and they must submit CVs and signed statements of exclusivity and availability. All experts who have a crucial role in implementing the contract are referred to as key experts. **The profiles of the key experts for the contract under the Lot 1 and Lot 2 are as follows:**

**Lot 1: Organization of events**

Key expert: Event organizer

*Qualifications and skills*

* University degree or similar;
* Excellent communication and organization skills.

*General professional experience*

* Preferably 5 years of experience but a minimum 2 years is required.

*Specific professional experience*

* Experience in organizing events, festivals, conferences and similar.

**Lot 2: Services for Visibility and Promotion**

Key expert: Graphic/video designer

*Qualifications and skills*

* + University degree in art, design or similar;
  + Creative and constructive person;
  + Excellent communication and organization skills.

*General professional experience*

* + Preferably 5 years of experience, but a minimum 2 years is required;

*Specific professional experience*

* + Specific experience in graphic designing.
  + Specific experience in video/ multimedia content development;

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

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

## Office accommodation

No office accommodation will be provided by the Contracting Authority.

## 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 language in one original (in electronic version and in hard copy):

**Lot 1: Organization of events**

* **Inception Report** of maximum 12 pages to be produced after one week 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.
* **Interim report** - Following the completion of **4th month of the contract duration** (in a free format including relevant annexes - submitted not later than 10 working days after the completion of the respective date) and accompanied by a full delivery - acceptance sheet (distributed by units and unit prices) of the provided services in the respective period. The approval of the report will be a subject for completing the interim payment of the contract.
* **Draft final report** of maximum 12 pages (main text, excluding annexes) in free format. 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 10 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 eventual approval of the report. 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.

**Lot 2: Services for Visibility and Promotion**

* **Inception Report** of maximum 12 pages to be produced after one week 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.
* **Interim report** - Following the completion of **4th month of the contract duration** (in a free format including relevant annexes - submitted not later than 10 working days after the completion of the respective date) and accompanied by a full delivery - acceptance sheet (distributed by units and unit prices) of the provided services in the respective period. The approval of the report will be a subject for completing the interim payment of the contract.
* **Draft final report** of maximum 12 pages (main text, excluding annexes) in free format. 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 10 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 eventual approval of the report. 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 reports referred to above must be submitted to the **Project Manager/Coordinator** identified in the contract. The **Project Coordinator/Manager** is responsible for approving the reports.

The reports referred in point 7.1 must be submitted to the Contraction Authority in electronic or printed version.

* Via E-mail correspondence on: [turistickisojuz@gmail.com](mailto:turistickisojuz@gmail.com)
* Via post mail (or hand-delivery) on the address: Str. “Goce Delchev” No.75, 2400 Strumica, North Macedonia.

If the contractor receives no comments regarding the Interim/Final reports within 7 days after their submission, the reports are deemed to be approved. Instead, the contractor shall incorporate any comments made by the Contracting Authority and provide a revised version of the a.m reports, maximum 5 days after receiving the response.

# MONITORING AND EVALUATION

## Definition of indicators

|  |  |  |
| --- | --- | --- |
| **Activity as per p.4.2** | **Output Indicator** | **Sources (non-exhaustive list)** |
| **Lot 1: Organization of events** | | |
| A 1.1: Organization of Event "Youths teaching Youths" in Strumica | Organised 1 (one) two-day event in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists |
| A 1.2: Organization of Opening Press-conference in Strumica | Organised 1 (one) one-day Opening press-conference in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists  Presentations |
| A 1.3: Organization of Closing Press-conference in Strumica | Organised 1 (one) one-day Closing press-conference in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists  Presentations |
| A 1.4: Organization of Event "Night for culture and friendship" in Strumica | Organised 1 (one) one-day event in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists |
| A 1.5: Organization of Event "Evening of Bulgarian Culture in Manifestation "Dojranski Handshakes" in Dojran | Organised 1 (one) one-day event in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists |
| A 1.6: Organization of Cultural Event "Carnival of Strumica" in Strumica | Organised 1 (one) one-day event in accordance to the general requirements of the contracting authority described in p. 4.2. | Event materials  Photos of the event  Participant’s lists |
| **Reporting (LOT 1)** | | |
|  | Prepared inception Report, interim report and final report. | Availability of the report in electronic and paper (signed and stamped) version. |
| **Lot 2: Services for Visibility and Promotion** | | |
| A 2.1: Design and printing of roll banners | Designed, printed and delivered roll banners, according to the technical specifications of the contracting authority  (Quantity: 2 items) | Pictures of each of the produced banners  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.2: Design and printing of project informational leaflets | Designed, printed and delivered project information leaflets, according to the technical specifications of the contracting authority  (Quantity: 300 copies) | Hard copy of the product  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.3: Design and printing of key chains | Designed, printed and delivered key-chains according to the technical specifications of the contracting authority  (Quantity: 500 items) | Sample of the key chain  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.4: Design and printing of pens | Designed, printed and delivered pens for participants at events, according to the technical specifications of the contracting authority  (Quantity: 500 items) | A piece of the delivered pens  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.5: Design and printing of t-shirts | Designed, printed and delivered T-shirts, according to the technical specifications of the contracting authority  (Quantity: 500 items) | Sample of the T-shirt  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.6: Design and printing of hats | Designed, printed and delivered hats, according to the technical specifications of the contracting authority  (Quantity: 500 items) | Sample of the hat  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.7: Design and printing of notebooks | Designed, printed and delivered branded notebooks, according to the technical specifications of the contracting authority  (Quantity: 500 items) | Hard copy of the product  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.8: Consumables for participants in two (2) press-conferences in Strumica | Provided consumables for the participants at the two press-conferences, according to the technical specifications of the contracting authority | Hard copies of the consumables  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.9: Publications in regional media | Prepared and published articles in electronic media according to the technical specifications and the adopted media plan of the contracting authority.  (Quantity: 4 publications); | Copy of the published articles  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| A 2.10: Elaboration of promotional films "Living Cultural Heritage" | Produced and approved promotional films according to the technical specifications of the Contracting Authority  (Quantity: 3 promotional films with a total duration of not less than 20 minutes each); | Electronic copy of each video  Delivery - acceptance sheet (final) between the contractor and the contracting authority |
| **Reporting (LOT 2)** | | |
|  | Prepared inception Report, interim report and final report. | Availability of the report in electronic and paper (signed and stamped) version. |

## Special requirements

Not applicable.