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CBTB Project: "Traditional breakfast of the cross-border area: Branding scheme and mobile application for the preservation and promotion"

Contract Reference number: NO <A2-2.1-8>

1. BACKGROUND INFORMATION

1.1. Partner country

Republic of Albania

1.2. Contracting authority

EcoPartners for Sustainable Development

1.3. Country background

The ECOPartners for Sustainable Development, together with its local (National Coastal Agency and Vlore Chamber of Commerce) and international partners Chambers of Grevena and Corfu, have been involved in the last years in projects aiming to enhance sustainable development mainly in the general field of entrepreneurship and tourism. In this effort, they have identified the need for the development of tourism, not only at entrepreneurial level, but also in terms of the preservation of local products and traditions. Based on the fact that there is a recent trend in the cross-border area to preserve and promote local cultural heritage, the two chambers responded to the challenge of combining this trend with the wider efforts for sustainable tourism development, through mapping and promotion of traditional gastronomy. Furthermore, stakeholders in the tourism industry have already acknowledge the fact that tourists are becoming more sophisticated and they seek a holistic experience including discovering cultural and gastronomical secrets instead of the conventional sea and sun pattern. Thus the need for upgrading tourism product towards that direction is common in both sides of the borders.

The implementation of the project activities and the achievement of the project's results is a common aim for the partnership as a whole. The activities will be implemented with the participation of all beneficiaries, not only to cover a larger geographical scope, but also to gain a wider scope for the collection of the data required for the development of the envisaged pilot and smart-phone application.

Vlore is a coastal city southern Albania and the second largest port city of Albania. In recent years, tourism activity has increased and received international attention. Gjirokaster is a town in southern Albania and part of the UNESCO World Heritage List with great potential of tourism development. All project action will be implemented in the cb area. PBs will undertake actions in their respective area while PB4 will organize workshops and info-days and run the pilot action in Gjirokaster. PB5 will participate in the events in the cb area and will be in charge for the WP5 which does not have a geographical constrain (mobile app). The two Annual Gastronomy Festival will take place in Greece (Corfu) and in Albania (Vlore) as well, while the B2B event and the closing conference will be held in Grevena under the responsibility of LB.

1.4. Current situation in the sector

The main challenge of the tourism sector nowadays is the identification and development of concepts characterised by uniqueness and locality, since the concept of "sea+sun" is easy and cheap in most neighbouring countries. The 2nd challenge is the holistic promotion of a thematic

concept, since technology penetrated the procedure of organising holidays/ travels and since exhibitions and fairs lose points of effectiveness.

The local traditional gastronomy of the cb area has its own special character and could be developed as a tourism product and promoted as such. Local/ traditional gastronomy can be combined in a very strong promotional advantage that will enhance the attractiveness of a rough cb area and will develop a new targeted destination. Expected change: New approach to tourism development with respect to common culture and traditions.

The main outputs are the development of a common brand for the tourism enterprises (mainly hotels, but also others serving breakfast as well) that will wish to apply the “Cross-border Traditional Breakfast” and a targeted mobile application for the promotion of this brand. The hotels of the cb area will benefit directly by the project, while the local actors (regional authorities, municipalities, local associations) and the rest of the tourist enterprises (restaurants, tourism agencies) will have a holistic promotional tool for the destination management of the area.

Quality tourists have become more demanding and are looking for locality, tradition and distinctive characteristics. The tourism enterprises were operating alone towards the development of the area as a quality tourist destination. All the efforts were done in micro level and were, thus, ineffective. The project combines the collective associations representing the tourism enterprises in 4 regional units (Grevena, Corfu, Vlora and Gjirokastër) of the cb area and aims for the 1st time to provide an integrated branding procedure and mobile application for a holistic promotion of local and gastronomic products.

1.5. Related programmes and other donor activities

The Project: “Traditional breakfast of the cross-border area: Branding scheme and mobile application for the preservation and promotion”, is funded by the European Union on behalf of: *Greece-Albania IPA Cross-Border Cooperation Programme 2018-2020*

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

1. Preservation and promotion of cross-border traditional gastronomy
2. Development of a new integrated sustainable tourism product for the promotion of the cross-border area as a tourist destination.

2.2. Purpose

The purposes of this contract are as follows:

- Development of new integrated brand based on traditional gastronomy of the cross-border area providing an integrated sustainable tourism product; Use of new innovative tools (mobile application) for the promotion of CBTB, to attract a wider variety of potential tourists & raise the interest towards the cross-border area;
- Promotion of cultural activities and assets of the c/b area through the uploading of information on events & cultural attractions along with traditional cuisine; Study & analysis of the current situation in traditional gastronomy and the use of local quality products;
- Increase the satisfaction of tourists through their acquaintance with the local products and cuisine of the cross-border area; Motivation for the production/ cultivation of local products, since their promotion through local traditional gastronomy aims to affect the total demand of local products;

- Enhancement of the co-operation with producers of local/ traditional products of the cross-border area; Establishment of a permanent network of co-operation between producers, tourism enterprises & tourists;

2.3. Results to be achieved by the contractor

a) Enhancement and promotion of a new tourism identity and asset for the cross-border area; that of local traditional gastronomy, focused on breakfast.

- Development of a common brand for the CBTB: will be designed & applied (as pilot action) to selected enterprises (60 in Greece & 60 in Albania) serving breakfast. They will include specific local/ traditional products of the cb area
- Development of a mobile application for the CBTB brand with info on: Local products per partner country and local and common recipes, local products' characteristics, Product origin, Nutrition Value, Programme information, etc.

b) Promotion of the cooperation of tourism industry with other sectors of the economy (ie producers of local products used for CBTB). Development of hotel/ tourism industry and enrichment of tourist product.

- One cross-border partnership for local development, which actually includes the partnership plus the other related actors that will be interested in the new tourism product (tourism enterprises, local authorities, etc)

c) Other outputs:

- Two Annual Gastronomy Festivals (1 in each country where the visitors will have the opportunity to taste recipes and products & be informed about gastronomic traditions of the cross-border area)
- Workshops & B2B event for the enhancement of "trade-bridging" between tourism enterprises and producers;
- Local info-days & a final conference for the promotion of the new brand and the mobile application;
- The common brand & supporting activities (border-to-border, workshops, web-tools, and gastronomy festivals) attribute to the development of a new tourist product and provides an integrated approach towards the establishment of the cb area as a joint tourist destination. It, also, enhances the preservation of and promotes the traditional gastronomy as a strong cultural asset;
- The mobile application, info-days, the promotional material closing event attribute to the promotion of the common gastronomic traditions of the cross-border area and of the area as tourist destination, respectively.

3. SCOPE OF THE WORK

3.1. General

3.1.1. Project description

Sustainable tourism development is a major issue as part of most EU, regional and national policies of Greece and Albania. In the framework of "Europe 2020 Strategy" tourism development is characterized as key sector for all cross-border productive systems. Despite the applied measures, the c/b area lacks a holistic management and promotion plan for the development of mild tourist products, hence the main tourist product remains the "sea-sun" concept. The CBTB project aims,

thus, to provide a holistic management and promotion toolkit for the attraction of quality tourism in the area and the support of local economy.

The CBTB project focuses on the local traditional gastronomy, as a significant element of the cultural heritage, common in the c/b area. Breakfast will be the focal point of the project for numerous reasons:

1. Hotels are the cornerstone of the tourism sector and breakfast is a meal that almost all hotels provide. In addition, other tourism enterprises (restaurants, coffee – bars, etc) occasionally serve breakfast, hence they could also apply the brand.
2. Breakfast gives travellers the first taste of the gastronomic culture of each place/area.
3. Breakfast was also chosen because it capitalizes an initiative of the Greek Tourism Organisation (“Greek Breakfast”), which – in the case of CBTB project – will be applied in the cross-border area as a unified area and will be enriched with products from both countries.

The novelty of the project lies in the exploitation of branding procedures and mobile marketing tools (applications), towards the development of a cross-border gastronomic tradition that will be actually applied in tourism enterprises of the cb area. A new brand that will supplement an already existing (and widely promoted) brand (“Greek Breakfast”) will be a strong asset for the whole cross-border area, as the products will be jointly selected and the brand will be designed in a way that will approach the area as one destination and will be not differentiated in country level. Additionally, the connection of tourism enterprises with local producers of traditional goods will boost the local economy and reduce unemployment.

The main target groups of the project are the hotels in the cross-border area on one hand, and the potential tourists on the other. Along with them, the local authorities of the cb area (regional authorities, municipalities, etc), the enterprises belonging to the wider tourism sector (restaurants, bars, tourism agencies etc) will benefit directly and indirectly from the project, as they will have additional tools for the promotion of the area. Furthermore, producers of local products will benefit through the raise of demand for local/ traditional products. Finally, the citizens of the area will benefit, since the holistic development of tourism in the area will provide better prospects in terms of economic development, employment and quality of life.

3.1.2. Geographical area to be covered

Project target areas are Vlora and Gjirokastra in Albania, and Grevena and Corfu in Greece.

3.1.3. Target groups

The main target groups are:

- Hotels around cross-border
- Potential tourists

3.2. Project management

3.2.1. Responsible body

EcoPartners for Sustainable Development will be in charge as one of the Albanian Partner for Project implementation.

4. LOGISTICS AND TIMING

4.1. Location

Location of project implementation will be towns of Vlora and Gjirokastra, as well as, common villages and administrative units in South Albania.

4.2. Start date & period of implementation

This project starts in **01.06.2018** and ends in **30.10.2020**. Indicatively **29 months**.

The assignment will start in **01/10/2020** until **30/10/2020**.

The deadline for submission of CVs and Financial Offer is **21/09/2020**.

5. REQUIREMENTS

5.1. 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.

5.2. Expert requested services

Design the Memorandum of Cooperation. The project is striving to make agreements among the local producer of the typical local products and the "seller" which are the local tourism business which are promoting the use of such products and local receipts. The business who are signing in these agreements are going to be promoted through the CBTB Mobile App and also through the "CBTB Platform promoting the use of the local products by the local tourism business".

Local expert: Sustainability Expert (1 Expert)

Qualifications and skills:

- Degree in economics and/or legal studies
- Experience in tourism sector

Specific professional experience:

- Knowledge and understanding of traditional/sustainable tourism development in the target areas

Guidance notes on expert inputs:

- 1) Working days: In performance of the contract (and therefore payment) is based solely on working days. The Consultant/Expert will only be paid on daily basis. Tenderers must annex the 'Estimated number of working days' worksheet contained in the spread sheet for Annex V to their Organisation and Methodology (Annex III) to demonstrate the correspondence between the proposed methodology and the expert inputs.
- 2) The annual leave entitlement of the experts employed by a service provider is determined by their employment contract with the service provider and not by the service contract between the Contracting Authority and the Consultant. However, the Contracting Authority can decide when experts take their annual leave since this is subject to approval by the Project Manager, who will assess any such request according to the needs of the project while the contract is in progress. For obvious reasons, a day of annual leave is not considered to be a working day. All this is clearly stated in the General Conditions, Articles 21 and 22.
Everything is based on working days to avoid difficulties in identifying working weeks, national holidays, etc. in the partner country of a given contract.
The fee rates for all experts must include all the "administrative costs of employing the relevant experts, such as relocation and repatriation expenses [including flights to and from the partner country upon mobilisation and demobilisation], accommodation, expatriation allowances,

leave, medical insurance and other employment benefits given to the experts by the Consultant". This is why no further mention of an annual leave entitlement must be made in the service contract.

It may be important, though, to establish how many times each expert needs to travel (since travel is included in the fee rate, the number of flights will have an impact on that fee rate).

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

5.3. Lump sums

This is a lump sum/ fee based contract

5.4. Expenditure verification

The provision for expenditure verification covers the fees of the auditor charged with verifying the expenditure of this contract in order to proceed with the payment of any pre-financing instalments and/or interim payments.

The provision for expenditure verification for this contract is EUR 1449 and must be included unchanged in the budget breakdown, in accordance to Budget Line 4.6.4 and under Activity 6.5.1 In total, the expert will work for 1449 EUR.

Payment of Sustainability Expert will be:

- 1 month X 1449 EUR/month = 1449 EUR.

This provision cannot be decreased but can be increased during execution of the contract.

6. REPORTS

6.1. Reporting requirements and payments

Main deliverable of the assignment include:

- Memorandum of Cooperation between the CBTB project, "local producer" of the local typical product and the "local seller", the local tourism business promoting the use of such products and local receipts.

The product must be submitted in English. The Project Manager is main responsible for approval of deliverable.

Payments will be made in one instalment upon quality submission and acceptance of the deliverable.