

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>

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1. BACKGROUND INFORMATION

1.1. Partner country
Republic of Greece

1.2. Contracting Authority
Chamber of Grevena

1.3. Country background

The 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.

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.

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, 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, Chamber of Commerce of Vlorë and National Coastal Agency will be in charge for project implementation in the Albanian side.

4. LOGISTICS AND TIMING

4.1. Location

Location of project implementation will be towns of Vlorë 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 **01/07/2020** until **01/08/2020**.

The deadline of submission of CVs is **01/06/2020**.

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

- Identification of common traditional products of the cross-border area between Greece and Albania targeted territories (Vlorë and Gjirokastra regions from Albania)
- Definition of Traditional Breakfast of the Cross-Border area

One expert shall be hired to produce a study which includes an analytical analyses of the traditional and local products that are produced, cultivated, originated in the targeted area (Vlorë and Gjirokastra regions from Albania). Analyses will focus on the contribution of quality agro-food to the sustainable rural development, economic, social and environmental benefits. Expert will collect the respective information for Albania and supply this info to the Lead Partner, and in collaboration with the Lead Partners and other partners will promote further these products in the Cross border area. The common products will be further analysed and presented for the mobile application.

The expert will also assist with the registration of all the Albanian common traditional & local products that are usually used for breakfast, traditional recipes (like pies, special soups and cakes) that are usually served for breakfast. This deliverable will be connected and will enrich the "Greek Breakfast Initiative" and will synergise with any other similar initiative or project that was implemented in Albania. The final list will be made available and promoted through the Mobile Application.

Local experts: Research/ Branding Expert(s)

Qualifications and skills

- Degree in Tourism, Social Sciences, Public Relations and/or Communication Sciences
- Research, Tourism and / or Social media marketing experience

- Understanding and hands on experience with tourism research, data collection, analyses and reporting.
- Ability to deliver creative contents
- Analytical multitasking and copywriting skills

General professional experience

- Minimum three years of experience in tourism research and branding

Specific professional experience

- Previous work experience with other development of tourism promotion
- Knowledge and understanding of traditional tourism in the targeted region
- Experience in environmental sciences and local culinary

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 with a lump sum on product basis. Contract 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.

In total, the Branding Expert Team; composed of 2 experts:

- ✓ 1 Senior Expert for "Identification of common traditional products in the cross-border area
- ✓ 1 Senior Expert for "Definition of traditional breakfast of the cross-border area"

Payment of Branding Experts will be:

- 1 Senior Expert for "Identification of common traditional products in the cross-border area"
- 1 expert x 1 man-months X 1.800,00 € = 1.800,00 € (gross amount)
- 1 Senior Expert for "Definition of traditional breakfast of the cross-border area"
- 1 expert x 1,5 man-months X 1.800,00 € = 2.700,00 € (gross amount)

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

6. REPORTS

6.1. Reporting requirements and payments

Main deliverables of the assignment include:

- One study "Identification of common traditional products of the cross-border area between Greece and Albania. Targeted territories (Vlora and Gjirokastra regions form Albania. Study will include: - information about local traditional products such as Albanian common traditional & local products that are usually used for breakfast, traditional recipes (like pies, special soups and cakes) and their history. Content of the Study will be coordinated with the Greek Partners who are covering the Greek Side of the territory.
- A database registry with information about each product (description, location/origin, history, and visual materials (photos or videos). This database will have a list of the traditional and common local products that are produced, cultivated, originated in the c/b area, Vlora and Gjirokastra in Albania which will contribute to the study "Definition of traditional breakfast of the cross-border area".

All reports must be submitted in English. The Project Manager is main responsible for approval of deliverables and reports.

Payments will be made in instalments upon the quality of deliverables.