ANNEX II: TERMS OF REFERENCE

Expert on Communication Plan and Capacity building

On behalf of the

Project

“Cross-border cooperation for sustainable development and tourism, through valorization of rural cultural heritage and conservation of natural asset of areas with ancient olive groves”
1. BACKGROUND INFORMATION.................................................................3
   1.1. Partner country..................................................................................3
   1.2. Contracting Authority......................................................................3
   1.3. Country background.........................................................................3
   1.4. Project summary...............................................................................3
   1.5. Related programmes and other donor activities.............................3
2. OBJECTIVE, PURPOSE & EXPECTED RESULTS.......................................3
   2.1. Overall objective.............................................................................3
   2.2. Purpose............................................................................................4
3. ASSUMPTIONS & RISKS...........................................................................4
   3.1. Assumptions underlying the project..................................................4
   3.2. Risks.................................................................................................4
4. SCOPE OF THE WORK..............................................................................5
   4.1. General.............................................................................................5
   4.2. Specific work...................................................................................8
   4.3. Project management........................................................................9
5. LOGISTICS AND TIMING........................................................................9
   5.1. Location............................................................................................9
   5.2. Start date & period of implementation.............................................9
6. REQUIREMENTS.......................................................................................9
   6.1. Staff..................................................................................................9
   6.2. Office accommodation.....................................................................10
   6.3. Facilities to be provided by the Contractor......................................11
   6.4. Equipment.......................................................................................11
   6.5. Incidental expenditure....................................................................11
   6.6. Lump sums.....................................................................................11
   6.7. Expenditure verification..................................................................11
7. REPORTS..................................................................................................11
   7.1. Reporting requirements....................................................................11
   7.2. Submission & approval of reports....................................................12
8. MONITORING AND EVALUATION..........................................................12
   8.1. Definition of indicators....................................................................12
1. BACKGROUND INFORMATION

1.1. Partner country
Republic of Albania

1.2. Contracting Authority
Agricultural University of Tirana/ AUT (Universiteti Bujqesor i Tiranes/ UBT)

1.3. Country background
Not applicable

1.4. Project summary
The Project “Cross-border cooperation for sustainable development and tourism, through valorization of rural cultural heritage and conservation of natural asset of areas with ancient olive groves (CROSS BORDER OI)” is funded by the EU under the INTERREG IPA CBC ITALY-ALBANIA-MONTENEGRO. This project will contribute to promote sustainable tourism activities and to conserve and protect natural resources in areas with ancient olive trees and to recover awareness of local populations on their own cultural heritage linked to traditional oliviculture, by activating a process of setting local strategies of development. The Mediterranean landscape is characterized by the presence of olive groves (AOOs), part of the ancient agricultural tradition and of the social environment; this is clearly true for Albania and Montenegro as for Apulia and Molise, where AOOs play an important ecological role and are one of the important drivers of the Programme Area economy, in terms of absolute value, Gross Value Added (GVA) and employment. The project assists communities living in pilot areas in the countries, to value their surroundings by producing Parish Maps and displaying them in prominent places to promote tourism by creating a proper offer to tourists. Valorization of territories is only possible by involving local stakeholders (SHs) and by stimulating their commitment in this issue; Innovative participatory workshops entailing participatory active learning by the exchanging of expert and lay/tacit knowledge are organized in the 3 countries, to raise awareness on opportunities coming from tourism, environmental assets, local cultural heritage and transfer knowledge and share know-how, enabling the SHs to carry on local and wider contexts’ initiatives. Results are: 3 Local maps reporting AOOs and other issues of interest (in AL, ME, Molise); Cross border Best practices for conservation of AOOs landscape; local resource and community maps (3 for AL, 2 for ME, 1 for Molise); local development plans (3 AL, 2 ME, 1 Molise); 1 COMMON RESOURCE MAP and 1 CROSS BORDER SMART SUSTAINABLE TOURIST PLAN FOR AOOs of AL, ME, IT. With participatory workshops SHs and public officers- share common rules for future local planning, improving their long-term sustainability.

1.5. Related programmes and other donor activities
Not applicable

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective
Main objective of the project is to promote sustainable tourism development based on the natural asset of the landscape with AOOs. The attractiveness of such territories is going to be preserved to increase and promote smart and sustainable tourism boosting sustainable rural development in the
territories. Consequently the Cross Border Olive project is in frame of the priority axis 2 smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness, and in particular, fits the SO 2.1 "Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development". To achieve the SO activities will be implemented and contribute to: CHARACTERIZATION AND CONSERVATION OF LANDSCAPE WITH ANCIENT OLIVE TREES AND ORCHARDS (A.T.1.1, A.T1.2, A.T1.3). VALORIZATION OF AREAS WITH AOOs trough SHS IDENTIFICATION AND INVOLVEMENT (A.T2.1), BUILDING LOCAL PARTICIPATORY TOOLS FOR ENVIRONMENT PROTECTION AND SUSTAINABLE TOURISM (A.T2.2) and BUILDING A CROSS BORDER SMART SUSTAINABLE TOURIST PLAN FOR AOOs of AL, ME, IT (A.T2.3). In the course of the activities following results will be delivered: 3 Local (parish) maps with AOOs (1 GIS maps for each country or region Albania, Montenegro and Molise). 1 Best practices for conservation of AOOs (D.T1.3.1) 6 local resource and community maps (3 for Albania, 2 for Montenegro, 1 for Molise) 6 local development plans (3 for Albania, 2 for Montenegro, 1 for Molise). 1 COMMON RESOURCE MAP FOR AOOs OF AL, ME, Mo, PU and 1 CROSS BORDER SMART SUSTAINABLE TOURIST PLAN FOR AOOs of AL, ME, IT.

22. Purpose

The purposes of this contract are as follows:

- Identification and conservation of landscape with ancient olive trees and orchards (AOOs)
- Identification of biodiversity and lists of flora species in AOOs area for promoting territorial attractiveness
- Creating a database and common resource map for AOOs
- Development of the local environmental, tourist and economic plan
- Promotion of the project implementation and outputs using social media tools, dissemination material and web of the project

3. ASSUMPTIONS & RISKS

31. Assumptions underlying the project

Assumptions underlying the project intervention are:

- Excellent and effective cooperation and interaction between partners involved in the project
- Execution of the tasks according to timeframe;
- Partners ensure the right capacity and capability of human resources required to perform the tasks.

32. Risks

The potential risks are related to:

- Political changes and instability.
- Unsatisfactory stakeholder interest and/or participation.
4. SCOPE OF THE WORK

4.1. General

4.1.1 Project description

The CBO challenge is to activate local initiatives and a sustainable rural tourism in the area to promote economic development, this will be achieved by recovering socio-cultural/historic heritage, by the exchange of expert knowledge and lay/tacit knowledge, by valorizing the specific environmental asset linked to the Ancient Olive Orchards (AOOs) in Apulia, Albania and Montenegro. The project will contribute to recover awareness and stimulating commitment of local populations on their cultural heritage linked to traditional oliviculture, to rural traditional activities and to old culinary traditions, by activating a process of setting local strategies of sustainable tourism development. CBO stems from the LIFE project “Cent.Oli.Med.” (2009) during which the policy makers identified priorities, and actions to achieve a rural development of such areas that could be careful to environment and respectful of the cultural heritage of sites. In fact AOOs, cultivated following traditional environment-friendly practices, play an important ecological role, surrounded by a dense net of dry-stone walls where wild shrubs still survive, such semi-natural habitats create structural conditions allowing the diversification of plant and animal species, some of them AOOs are resistant to climate change and can help local populations adapt to it. The agreed priorities actually represents the starting points of the CBO project to face the challenges of seasonal tourism demand increased, lack of brand reputation and absence of sustainable identity promotion strategies. Participative workshop activities with local stakeholders (SHs) will contribute to strengthen human capital, stimulating the SMEs’ ability to carry on local initiatives improving global competitiveness of the areas and preserving their “wild beauty”.

The project approach is to assist communities living in 6 pilot areas of 3 countries, to value their surroundings and commit their selves, by producing parish maps. At local level, the process of initiating a map and displaying it locally involves stakeholders (SHs), elicits different viewpoints about assets and priorities and strengthen their community identity. CBO acts at local and at wider territorial level of interventions. At local level a mapping of resources and of monumental olive trees are performed; resources and sites (natural assets, sites of cultural heritage and culinary traditions for diverse ethnic groups) are censed and mapped (local resource maps); stakeholders identify proper management to conserve the landscape; SHs are identified and involved in building local planning tools (community maps and local plans); participatory activities help SHs to improve the global competitiveness of the areas by enabling them to carry on initiatives by preserving the “wild beauty” of the areas. At wider regional level, on the base of the action plans and maps of resources, common planning is developed for AL, ME, Apulia and Molise areas. One of the innovative aspects: PPs share the view that, to conserve local identities or historical landscapes, local social contexts, economies and commitment of local people must be taken into account and work on raising commitment and new awareness on cultural heritage to plan strategies and build proper tools. WT1 paves the way to a new approach to the planning strategies: Farmers identify proper management practices to conserve landscape and natural capital; SHs are involved trough participatory workshops and a collaborative approach to setting of local tools of development is promoted. In WT2 local SHs contribute in defining actions in the local development plans, their participation improves the efficacy for development strategies granting long term sustainability.
Ancient olive trees and Ancient Olive Orchards (AOOs) are a peculiarity of the Mediterranean basin and characterize the landscape; in Apulia and Molise, they are increasingly appreciated by tourists and tourist agencies; in Albania, Montenegro, Apulia Molise, the AOOs play an important role in tourist economy and rural development. In the course of the project Cent.Oli.Med. (LIFE07 NAT/IT/000450) the policy makers and country representatives of CBD from Greece, Italy, Spain, Portugal, Tunisia and Lebanon, (EU-Med Consultation Table, 10 May 2012) realized that in all their countries AOOs share the same problems (abandonment, uprooting, biodiversity loss…); moreover, ancient large canopied trees are increasingly being uprooted for ornamental purposes and traded all across the Mediterranean towards the northern areas, putting at serious risk our common landscape and cultural heritage. To facilitate the activation of processes of sustainable development, in 2009 the proposal to include AOOs among the High Nature Value Farmlands (HNVF) was agreed by policy makers, (EU-Med Consultation Table, 10 May 2012), priorities, objectives and actions were identified. Countries’ response strategies and local plans, necessarily reflect territorial specificities and local experiences; being the challenges affecting such agricultural areas, common to the whole Mediterranean region, cross border cooperation can be the best way to address the objectives of the present project; the sharing of issues and solutions will help partners to contribute to improve the efficiencies of cross-border territorial synergies in facing the challenges of seasonal tourism demand, lack of brand reputation and absence of sustainable identity promotion strategies, to be tackled by the CBC programme.

Main objective of the project is to promote sustainable tourism development based on the natural asset of the landscape with AOOs. The attractiveness of such territories is going to be preserved to increase and promote smart and sustainable tourism boosting sustainable rural development in the territories. Consequently the Cross Border Olive project is in frame of the priority axis 2 smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness, and in particular, fits the SO 2.1 "Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development". To achieve the SO activities will be implemented and contribute to:

- **Characterization and conservation of landscape with ancient olive trees and orchards** (A.T.1.1, A.T1.2, A.T1.3).
- **Valorisation of areas with AOOs trough SHs identification and involvement** (A.T2.1),
- **Building local participatory tools for environment protection and sustainable tourism** (A.T2.2) and
- **Building a cross border smart sustainable tourist plan for AOOs of AL, ME, IT** (A.T2.3).

In the course of the activities following results will be delivered:

- 3 Local (parish) maps with AOOs (1 GIS maps for each country or region Albania, Montenegro and Molise).
- 1 Best practices for conservation of AOOs (D.T1.3.1)
- 6 local resource and community maps (3 for Albania, 2 for Montenegro, 1 for Molise)
- 6 local development plans (3 for Albania, 2 for Montenegro, 1 for Molise).
- 1 common resource map for AOOs of AL, ME, MO, PU and 1 cross border smart sustainable tourist plan for AOOs of AL, ME, IT.

### 4.1.2 Geographical area to be covered

Selected olive growing regions of Albania
4.1.3 Target groups and stakeholders

Local authority
- Municipality
- Administrative Unit

Regional authority
- Regional Council
- Regional Development Agencies;
- Regional Environment Protection Agencies
- Agriculture Directorate at Regional Council level
- Regional AKU – Agjensia e Kontrollit Ushqimor
- Agency for Economic Development

National authority
- National Agency of Protected Areas
- National Agency for Tourism
- MADA
- Ministry of Agriculture and Rural Development
- Ministry of Tourism and Environment

Private sector
- Restaurants;
- Olive oil produces
- Handicraft units
- Other entrepreneurs in the area of selected site
- Olive orchard owners – farmers
- Other Individuals – farmers/owner of olive orchards

NGOs/Association
- Olive Oil Production Association
- Albanian Tourism Association (ATA)
- Other (local) in the area of the selected site
42. Specific work

The following project results, COMMON RESOURCES MAP FOR AOOs OF AL, ME, Mo, PU and CROSS BORDER SMART SUSTAINABLE TOURIST PLAN FOR AOOs of AL, ME, Mo, PU fit the programme-specific result indicator 2.1 Common action plans for the smart management of tourist destinations to be adopted by the public authorities of the programme areas. The results are achieved through the realisation of local resources and community maps 3 for Albania, 2 for Montenegro, 1 for Molise) and local development plans 5 for Albania, 3 for Montenegro, 1 for Molise), pave the way to the implementation at local level and fit the programme-specific result indicator 2.1 already mentioned. 9 new products and tools and 6 valorized sites (3 in Albania, 2 in Montenegro and 1 in Italy – Molise) will be the outcomes of the project and fit in the programme specific output.

Specific tasks to be performed in the frame of this contract are as follows:

**Project specific objectives:**

1. To conserve and valorised the landscape the areas, the Ancient Olive Orchards (AOOs) need to be identified and characterized in order to develop touristic plans. AOOs are mapped (D.T1.1.1), and landscape with AOOs is going to be characterized (A T2.1); in Albania the biodiversity of AOOs will be investigated (A.T1.2-D.T1.2.1); in Molise the characterization will be further carried on. This specific objective will be achieved in the course of WO T1 performing the MAPPING OLIVE TREES AND GROVES ( A.T1.1) in the target areas identified by the project partners (3 in Albania, 2 in Montenegro and 1 in Italy) and MAPS will be produced (D.T1.1.1). A CHARACTERIZATION OF BIODIVERSITY OF AOOs (A.T1.2) will be performed and 2 LIST OF SPECIES will be achieved for Albania and Venafro Park in Molise (D.T1.2.1).

2. The conservation of the landscape is based on the knowledge of the natural asset and on the proper involvement SHs in achieving economic and social well-being in the frame of environmental sustainability. Basing on a stakeholders’ analysis and on a data collection about ordinary practices applied in agriculture and processing plants, performed in WP T2 (A.T2.1-SHS IDENTIFICATION AND INVOLVEMENT, D.T2.1.1-SHS IDENTIFICATION, ), farmers will be identified and involved in agreeing practices for conserving landscape with AOOs (D.T1.3.1- Best practices for conservation of AOOs). SHs in the target areas of the project (3 Albania, 2 Montenegro e the whole Park in Italy) will be identified and involved in participatory workshops PARTICIPATORY WORKSHOPS (D.T2.1.2, D.T2.1.3, D.T2.1.4) to raise awareness and commitment on local assets and their connections with social aspects and cultural heritage, for sustainable tourism promotion..

3. To valorise territories SHs have to be involved in exchanging expert and lay/tacit knowledge to increase their awareness and commitment; innovative participatory workshops (D.T2.1.2-3-4) are organized in the 3 countries; 30 SHs per course are involved; courses entail participatory activities and learning, raise awareness on environmental assets, local cultural heritage, aim to transfer knowledge and share know-how, enabling SHs to carry on local and wider contexts’ initiatives. Results of participatory workshops are 1) local resource maps (map of environmental asset, of cultural heritage -site and traditional cuisine-, of local products and of community); 2) local development plans (economic, social and environmental) A.T2.2. Workshops let to agree rules among SHs and public officers to promote participation of SHs in local planning, improving long term sustainability of the plans. A common resource map and the common environmental, economic and tourism development plans are achieved.
**Project main outputs:**

1. Mapping, characterizing and reporting of local issues of interest;
2. Participatory initiatives to increase stakeholders’ awareness on local planning
3. Local planning on environment protection and sustainable tourism
4. Cross-Border smart and sustainable tourist action plan elaborated

4.3. **Project management**

4.3.1 **Responsible body**
The Agricultural University of Tirana will be responsible for the management of this Contract. The contracted experts will report to the Project Coordinator, Mr. Fatbardh Sallaku.

4.3.2 **Management structure**
The contracted experts will be responsible for implementation of the contract under the overall direction of the Project Coordinator.

In every case the contracted experts shall obtain approval, in writing by the Project Coordinator or his representative, before exercising any authority for which he is required to obtain prior authorization. Furthermore he will not be entitled to make decisions on extensions of time stages and time required under the contract.

4.3.3 **Facilities to be provided by the Contracting Authority/ or other parties**
The contracted experts will need to provide for his own facilities during the term provided by the Contract.

The Agricultural University of Tirana as the Contracting Authority will make available to the appointed contracted experts the necessary information regarding the project documents as well other reports related to this aspect.

5. **LOGISTICS AND TIMING**

5.1. **Location**
Agricultural University of Tirana

5.2. **Start date & period of implementation**
The period of implementation of the contract will be from the date of signing contract until to the end of the project.

6. **REQUIREMENTS**

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

The role of Communication expert is to plan and undertake all the activities related to communication in this Project. These include but are not limited to the drafting of the communication strategy, managing the website and social media tools, organise the press conferences and media coverage, organisation of translation services for activities involving all partners and design and editing services for publications produced under this Project. Considering the range of expertise and services, it is recommended that the applicant is a company specialised in Communications. These terms of reference contain the required Communication and Capacity Building Expert’s profile. The Expert shall submit its CV from 12/03/2019:

The Communication Expert should have the following experiences demonstrated by contracts:

- Managing social media tools;
- Organisation of press conferences, press releases, and promotional activities;
- Design, translating, prepare, editing, printing, the promotional materials (brochures);
- Publication of project results guideline;
- Technical and scientific expertise in communication

Qualifications and skills:

- University degree in agriculture, communication and design, management, social sciences.
- Command of English language;
- Experiences on olive production and biodiversity studies
- Advance university degree and PhD degree related in horticulture and olive production, shall be considered an advantage;

Professional experience

Minimum 10 years of professional experience in agricultural studies related to olive production and fruit trees, communication and promotional business.

The expert shall have a Global price contracts

- The precise time inputs of the experts under a Global price contract will left to the discretion of the Framework Contractor to propose in the specific offer. However, the specific Contracting Authority may, where appropriate, decide to indicate an absolute minimum input in terms of working days and/or qualifications for one or more experts.

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

6.1.2 Non-key expert
Not applicable

6.1.3 Support staff & backstopping
Not applicable

6.2 Office accommodation
Office accommodation of a reasonable standard and of approximately 10 square metres for each expert working on the contract is to be provided by the Contracting Authority:
63. **Facilities to be provided by the Contractor**

The Contractor must ensure that expert is 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.

64. **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 that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

65. **Incidental expenditure**

Not applicable for the fee-based component

66. **Lump sums**

No lump sums are foreseen in this contract.

67. **Expenditure verification**

Not applicable for the fee-based component

7. **REPORTS**

7.1. **Reporting requirements**

Please see Article 26 of the General Conditions. Interim reports must be prepared every six months during the period of implementation of the tasks. They must be provided along with the corresponding invoice and financial report (only for the fee-based component) defined in Article 28 of the General Conditions. There must be a final report, a final invoice and the financial report (only for fee-based component) at the end of the period of implementation of the tasks. The draft final report must be submitted at least one month before the end of the period of implementation of the tasks. Note that these interim and final reports are additional to any required in Section 0 of these Terms of Reference.

Each report must consist of a narrative section and a financial section (only for fee-based component). The financial section must contain details of the time inputs of the experts.

To summarize, in addition to any documents, reports and output specified under the duties and responsibilities of the key expert above, the Contractor shall provide the following reports:

<table>
<thead>
<tr>
<th>Name of report</th>
<th>Content</th>
<th>Time of submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inception Report</td>
<td>• Managing social media tools;</td>
<td>Reporting will be submit during the implementation period of the project and not after the end of the active project period.</td>
</tr>
<tr>
<td></td>
<td>• Organization of press conferences, press releases, and promotional activities;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Design, translating, prepare, editing, printing, the promotional materials (brochures)</td>
<td></td>
</tr>
</tbody>
</table>

Reporting will be submit during the implementation period of the project and not after the end of the active project period.
7. Publication of project results guideline; Technical and scientific expertise in communication

<table>
<thead>
<tr>
<th>6-month Progress Report</th>
<th>Short description of progress (technical and financial for the fee-based component) including problems encountered; planned work for the next 6 months. Outputs delivered as part of the global price component of the assignment.</th>
<th>No later than 1 month after the end of each 6-month implementation period.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft Final Report</td>
<td>Short description of achievements including problems encountered and recommendations.</td>
<td>No later than 1 month before the end of the implementation period.</td>
</tr>
<tr>
<td>Final Report</td>
<td>Short description of achievements including problems encountered and recommendations; a final invoice and the financial report for the fee-based component. Outputs delivered as part of the global price component of the assignment.</td>
<td>Within 1 month of receiving comments on the draft final report from the Project Manager identified in the contract.</td>
</tr>
</tbody>
</table>

72. Submission & approval of reports

2 copies of the reports referred to above must be submitted to the Project Coordinator identified in the contract. The reports must be written in English. The Project Coordinator is responsible for approving the reports. The Project Manager should provide his/her comments/approval of the reports within 20 days from receipt.

8. MONITORING AND EVALUATION

81. Definition of indicators

The following indicators will be used for monitoring and evaluation of the provided services:

- Reports timely submitted and approved by the Project Coordinator;
- Timely implementation of the Project and submission of all deliverables in compliance with the ToRs;
- Works completed and handed over in time;
- Timely submission and approval of all reports;
- Availability of the Expert as indicated in the tender proposal and concluded in the Contract.