

ANNEX II: TERMS OF REFERENCE

Communication Expert

Project: “Heritage is our Brand - IPA III/2024/460-837

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1. BACKGROUND INFORMATION

Partner country

Republic of Albania

1.1. Contracting authority

DMO Albania

1.2. Country background

Heritage, particularly intangible heritage, plays a crucial role in understanding historical societies and maintaining cultural continuity. Intangible heritage, which includes traditions, rituals, languages, and performances, is uniquely sustained by the active participation of communities. This form of heritage offers significant educational potential, engaging both citizens and the younger generation in the living legacy of their culture.

As Albania embarks on its path to EU accession, the country must present its rich cultural heritage authentically, embracing its values, rituals, and unique spiritual practices in alignment with the EU's motto, "United in Diversity." This approach fosters a deeper understanding of Albania's past and enhances contemporary cultural and policy-making practices, aiming for more effective preservation strategies for intangible heritage. The recent enactment of LAW nr 27/2018 on heritage and museums underscores this commitment, clearly defining intangible heritage and the roles of responsible institutions.

The proposed action aligns with the objectives of LOT no 2: Support to CSOs in the Fields of Culture and Art. Our proposal aligns with the global objective of enhancing civil society's role and capacities to foster a just and democratic society. Specifically, it corresponds to Priorities 2 and 3 of Lot 2, which focus on supporting Civil Society Organizations (CSOs) in culture and art.

The initiative integrates several proven approaches, including networking, educational and virtual platforms, peer learning activities, and sharing best practices from other countries. These methods have been effective, particularly in empowering younger generations to safeguard cultural heritage. By leveraging these approaches, we aim to address critical needs within the sector and enhance its overall impact.

1.3. Current situation in the sector

The strategy for preserving and storytelling intangible cultural heritage is founded on a dynamic and comprehensive intervention logic designed to enhance cultural policy, engage diverse stakeholders, and utilize modern technology. This initiative aims to establish a robust framework for preserving intangible cultural heritage, ensuring its relevance and vitality in a rapidly evolving context. By promoting a genuine bottom-up approach to cultural policy, the model seeks innovation across all facets, including partnership schemes, intervention types, and methods for education and information dissemination. Special emphasis will be placed on actions that elevate standards and improve educational curricula related to cultural heritage.

1.4. Related programmes and other donor activities

This project is part of a larger programme of EU: Support to civil society organizations in Albania in the fields of environment, culture, food safety, and consumer protection

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

The primary goal of this action is to ensure the communication content of the project and reach younger generations in safeguarding and promoting Albania's cultural heritage.

2.2. Specific objective(s)

Raise Awareness: Increase public awareness and understanding of the importance of preserving intangible heritage in Albania.

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

- 1 Event launch and one assessment report prepared and identification of the stories by the young people
- 1 Research action for the identification of the 20th most meaningful intangible stories
- 20 Stories Promoted
- Albania- Heritage.com platform established
- 20 small-scale grants for CSOs, informal groups, and cultural agencies to develop actions for the creative visualization of the stories.
- 1 round table with stakeholders organized
- 1 National Competition with schools organized
- Project Management: Steering Committee established; 6- six monthly project progress reports produced

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The expert will perform its duties timely and in high quality.

3.2. Risks

Factors outside project management's control that may influence on the impact-outcome(s) linkage.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

Albania's intangible heritage is rich, reflecting its ancient roots, resilience, and profound respect for community, nature, and tradition. Through song, dance, and ritual, these practices continue to shape Albanians' identities and preserve their connection to the past.

However, due to modernization, societal openness, emigration, a younger generation reading less, and the influence of the internet and online platforms, there is a risk that oral traditions, values, and national identity are diminishing. In this context, DMO Albania, in collaboration with the EU Policy Hub, is launching a new project titled "Heritage is Our Brand." Financed by the European Union, the project will run for two years, starting on January 14, 2025, and concluding on January 14, 2027.

The project primarily aims to preserve and promote Albanian intangible heritage through storytelling, creating artistic products, and educating young people with intangible heritage.

The first phase will involve assessing young people's knowledge of intangible heritage. A survey will be conducted to reach over 1,000 young people in Albania.

Based on the results of this assessment, heritage experts will be contracted to identify and select 20 prominent stories that showcase the unique values, traditions, and character of Albanians and their ancestors over the centuries. These stories will encompass legends, costumes, traditions, culinary recipes, festivals, and other moral institutions passed down through generations.

The next phase will involve a call for small grants to invite artists from Albania and beyond to transform these stories into artistic products. This will allow people in Albania and tourists to engage with the stories through creative mediums such as installations, exhibitions, documentaries, graphic novels, animations, and more.

The final phase of the project will focus on education. National forums with teachers and informational sessions with students and young people in three cities in Albania will pave the way for a school competition, inviting young people to create products such as essays, paintings, or other creative works based on the storytelling produced in the project's first phase. All creative products will be promoted through media and social media. A comprehensive online platform will showcase these creative works, stories, and products, ensuring anyone interested can learn about and be inspired by our intangible heritage.

Our project aims to create a variety of souvenirs that transform stories into tangible items. This will allow Albanians and tourists to learn about these narratives while taking home a piece of the rich, intangible heritage of the Albanian people.

Through this initiative, we want to convey a message to Albanians and visitors alike: Heritage is our brand, and we must take pride in it.

4.1.2. Geographical area to be covered

Tirana, Albania

4.1.3. Target groups

Young people

Artists, professionals in the field of culture heritage experts

Artistic associations/ Agencies and CSOs working in the field of cultural heritage and art

Local institutions, Schools, and Central Institutions will be able to promote and improve their intangible cultural heritage policy

4.2. Specific work

An expert will be hired to manage the project's overall communication and visibility activities.

- Designing and implementing project communication strategy,
- Managing project internal and external communications,
- Creating project branding, in line with the EU visibility rules
- Supervising communication criteria of all communication products...
- designing visibility guidelines and ensuring their consistent use by the project and its grantees, developing project publications,
- Supported event management and presented the project.
- Produce communication materials (e.g., Press releases, publications, social media posts);
- Maintain project communication channels via social media;
- Promote activities of the projects to various actors and stakeholders;
- Keeping contact with journalists, media, artists
- Supervising the content of the Newsletter and the content of the online platform.
- Ensuring the communication aspects of subgrantees' products are in line with Eu visibility rules
- Organizing the creative awareness campaign from Youth to Youth...
- Planning and interviewing the subgrantees, producing short stories
- Working with photographer, videomaker to ensure the best images for the project are in line with EU rules of Visibility

4.3. Project management

4.3.1. Responsible body

DMO Albania

4.3.2. Management structure

The decision-making process is regulated by the Contracting Authority

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

N/A

5. LOGISTICS AND TIMING

5.1. Location

This contract will be implemented in target areas of: Tirana

5.2. Start date & period of implementation

The intended start date is **15 February 2025** and the period of implementation of the contract will be <100> days from this date.

6. REQUIREMENTS

6.1. Personnel

Note that civil servants and other staff of the public administration of the partner country or international/regional organizations 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 and proof that the expert is seconded or on personal leave.

The contractor's selection procedures for the experts must be transparent, guarantee the absence of professional conflicting interests, and prevent discrimination based on former or current nationality, gender, place of residence, or any other ground. The findings of the selection panel must be recorded.

All experts must be independent and free from conflicts of interest in their responsibilities.

6.1.1. Expert services requirements:

Qualifications and skills+

- Degree in one or more of the following disciplines: communication, journalism, marketing, social sciences, or correlated to project purpose.
- Good computer skills
- English language skills

General professional experience

- Minimum 5 years of working experience in communication and awareness-raising activities
- 2-3 years of experience in organisation of public events
- Previous relevant working experience with donor-funded projects will be an asset.

Specific professional experience

Previous experience in similar projects and/or development of communication campaigns

6.1.2. Support staff & backstopping

The contractor will provide support facilities to their team of experts, including backstopping, during the contract's implementation.

Backstopping and support staff costs must be included in the fee rates.

6.2. Facilities to be provided by the contractor

The contractor must ensure that experts are adequately supported and equipped. In particular, it must ensure that there are sufficient administrative, secretarial, and interpreting provisions to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and ensure that its employees are paid regularly and in a timely fashion.

7. REPORTS

7.1. Reporting requirements

The main deliverables of the assignment include the following:

- Communication Strategy
- Minimum 2 posts/ social media
- Drafting and implementing awareness campaigns to promote stories and artistic products of this project
- Concepts of promoting 4 events of the project
- Press Releases
- Other deliverables based on the Communication Strategy
- 5 Media Appearance
- 15 short stories/ interviews with subgrantees
- 1 awareness campaign from Youth to Youth
- Drafting electronic newsletter articles
- Publishing the articles about activities on the website of DMO ALBANIA
- Contributing to the content for the Platform Albanian Heritage.com
- Supervising all the design and printing materials of the project

7.2. Submission & approval of reports

Final approval is contingent upon acceptance of the services delivered by the beneficiary from DMO Albania

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Communication Strategy
- 5 Media Appearance
- awareness raising event brief report

- 15 short stories/interviews
- 4 electronic newsletters
- Number of posts per social media/ reach and insights
- press releases/ newsletters
- other, as requested

8.2. Special requirements

N/A* *