

ANNEX II: TERMS OF REFERENCE

Service Provider for Development of Project Visual and Online Identity production of communication materials and online platform

Project: “Heritage is our Brand” IPAIII/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, it is essential that the country presents its rich cultural heritage with authenticity, embracing its values, rituals, and unique spiritual practices in alignment with the EU's motto, "United in Diversity." This approach not only fosters a deeper understanding of Albania's past but also 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 the domains of culture and art.

The initiative integrates several proven approaches, including networking, educational and virtual platforms, peer learning activities, and the sharing of best practices from other countries. These methods have been effective in the past, 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 main objective of this service is to creation of a cohesive and engaging visual and online identity for the "Heritage is Our Brand" project that enhances its visibility and communicates its goals effectively.

2.2. Specific objective(s)

Design and development of graphics, images, and other visual content for promotional and communication purposes.

Ensure all visual content aligns with the project's goals, target audience, and branding guidelines.

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

A distinctive project logo and branding elements that reflect the essence of intangible heritage and resonate with the target audience. Develop branding guidelines and templates for various communication materials, including brochures, reports, presentations, and social media posts, to ensure consistency across all platforms.

The brand for all materials, folders, shirts, banners, visual posters for each activity, Invitations, design for all materials, short stories and videos, and newsletters. • Design and printing of the Research, Roll ups for the project, Banners and Flags for the project Additionally, to the communication and visibility actions, the project has considered the production dedicated to 15 intangible stories, 5 Media appearances in promoting the platform and stories, and implementing a creative awareness campaign to promote the intangible stories. The service provider will also design the online platform of the project Albanian Heritage.com, including domain, host for two years, and the development of the whole platform.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The expert will perform their duties in a timely and high quality.

3.2. Risks

Factors outside project management's control may influence 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 about 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. Through this initiative, we want to convey a message to both Albanians and visitors: 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 Central Institutions which will be able to promote improve their intangible cultural heritage Policy

4.2. Specific work

- Development of Project Visual and Online Identity (company)/ production of communication materials. Designing all promotional materials Logo, Slogan, posters, invitations, Leaflets, T-shirts; Pens, Tote bags; Notebooks
- Development the Albania-Heritage.com Platform
- Roll ups for the project
- Banners and Flags for the project
- Electronic newsletters for the project (Dizajn)
- Short stories, interviews, and podcasts with grantees
- Media appearance in promoting the platform and stories

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 **3 March 2025** and the period of implementation of the contract will be **until the end the project.**

6. REQUIREMENTS

6.1. Personnel

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.

The selection procedures used by the contractor to select the experts must be transparent, must guarantee the absence of professional conflicting interests and the absence of any 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 the responsibilities they take on.

6.1.1. Service provider services requirements:

- The service provider must have proven expertise in creating high-quality visual designs that are both aesthetically appealing and effective in conveying key messages.
- Experience in graphic design, typography, layout design, and the use of various design software (e.g., Adobe Creative Suite, Illustrator, Photoshop, InDesign).
- Ability to adapt designs to various mediums (print, digital, etc.), ensuring consistency and effectiveness across different platforms.

General professional experience

- The service provider must have a strong portfolio showcasing past work related to visual content production, communication material design, and branding projects, preferably within the same industry or with similar objectives.
- Should be able to provide references from previous clients as well as case studies that demonstrate the success of their design work in meeting project objectives and communicating key messages effectively
- Previous relevant working experience with EU or other donor-funded projects will be an asset.

Specific professional experience

- Previous experience in 2 similar projects and/or development of at least 2 branding and visual campaigns

7. REPORTS

7.1. Reporting requirements

- Development of Project Visual and Online Identity (company)/ production of communication materials. Designing all promotional materials Logo, Slogan, posters, invitations, Leaflets, T-shirts; Pens, Tote bags; Notebooks
- Development the Albania-Heritage.com Platform
- Roll ups for the project
- Banners and Flags for the project
- Electronic newsletters for the project
- Short stories, interviews, and podcasts with grantees
- Media appearance in promoting the platform and stories

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

- Development of Project Visual and Online Identity (company)/ production of communication materials. Designing all promotional materials: Logo, Slogan, posters, invitations, Leaflets, T-shirts, Pens, Tote bags; Notebooks (Logo, Slogan, posters, the number of printed branded materials). Apart from designing, the company will deliver 500 copies of leaflets, 300 T-shirts, 300 pens, 300 tote bags, 300 notebooks, and 300 hats
- Development of the Albania-Heritage.com Platform (one platform, including hosting and domain for 2 years)
- Roll-ups for the project
- Banners and Flags for the project
- Electronic newsletters for the project – four newsletters
- Short stories, interviews, and podcasts with grantees (15 stories)
- Media appearance in promoting the platform and stories (5 media appearances)

8.2. Special requirements

N/A

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