

ANNEX II: TERMS OF REFERENCE

2 Expert in History for the preparation of research on Intangible Heritage in Albania

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, 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 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. Precisely, 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 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 education and information dissemination methods. Special emphasis will be placed on actions that elevate standards and improve educational curricula related to cultural heritage.

1.4. Related programs and other donor activities

This project is part of a more extensive programme of the 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 overall objective of this assignment is for the two historians to conduct an in-depth research study into the intangible cultural heritage of Albania, focusing on identifying, documenting, and analyzing the various elements of intangible heritage across regions. The research will highlight key traditions, customs, oral histories, music, dance, craftsmanship, and language that represent the cultural identity of the Albanian people.

2.2. Specific objective(s)

- Research the intangible cultural heritage of Albania
- Collect and document oral histories, interviews, folklore, and traditions across Albanian regions from north to the south.

2.3. Expected outputs to be achieved by the contractors

The expected outputs of these contracts are as follows:

- Conduct a research study to identify and highlight the traditions, customs, and other elements that represent Albania's intangible cultural heritage.
- Identify 20-30 stories related to intangible heritage.
- Prepare a comprehensive report that includes all findings, analysis, and recommendations.
- Draft a booklet with the most authentic stories of Albanian Intangible Heritage

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The experts will perform their 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 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

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

4.2. Specific work

The 2(two) experts of history will be engaged to collect information on the intangible stories, make desk research and prepare the professional content on the history of the intangible heritage existing in Albania. Collect and document oral histories, interviews, folklore, and traditions across different Albanian communities. Identify and analyze challenges to the preservation of intangible heritage, such as globalization, migration, and loss of traditional practices.

4.3. Project management

4.3.1. Responsible body

DMO Albania

4.3.2. Management structure

Decision – making process is regulated by 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 **14th April 2025**, and the contract's implementation period will be **<40 >** 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 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. Experts services requirements:

Qualifications and skills

- A PhD or master's degree in history, Anthropology, Cultural Studies, or a related field.
- A strong background in the study of intangible cultural heritage, with a specific interest in Albanian traditions.
- Strong written and verbal communication skills, with the ability to produce a well-researched and academically rigorous report.
- English language skills

General professional experience

- Proven experience in qualitative research methods, including conducting interviews and fieldwork.
- Knowledge of intangible cultural heritage principles, practices, and policies, particularly in the Albanian context.
- Experience in engaging with local communities and cultural practitioners.
- Previous relevant working experience with EU or other donors funded project will be an asset.

Specific professional experience

- Experience in writing clear, detailed reports and presenting research findings to diverse audiences. Previous experience in similar research projects.

6.1.2. Support staff & backstopping

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

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 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.

7. REPORTS

7.1. Reporting requirements

Main deliverables of the assignment include the following:

- Research Study on intangible heritage in Albanian
- Analysis of 20-30 intangible heritage practices in Albania
- Identification of threats to intangible heritage and challenges to preservation.
- Recommendations for safeguarding and promoting intangible heritage.

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

- 1 Research Study on intangible heritage in Albanian
- 20-30 Stories practices of Intangible Heritage
- A report analyzing the situation of Intangible heritage and proper recommendations to safeguarding intangible heritage.

8.2. Special requirements

N/A

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