

## ANNEX II: TERMS OF REFERENCE

2 Content Creators for the Platform

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

Publication Reference: No.7

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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

As part of the initiative to promote and disseminate cultural and educational resources, a digital platform, Albanian Heritage, is being developed to host curated content related to [intangible cultural heritage, youth engagement, community development, etc.]. To ensure high-quality, relevant, and engaging materials, two professional content creators will be contracted to develop original content for the platform.

### 2.2. Specific objective(s)

- **Content creator 1.** To develop and deliver accurate and audience-appropriate written content, including articles, narrative formats, and diverse material types tailored to the platform's objectives and thematic focus.
- **Content Creator 2.** To design and produce visual and digital content formats such as graphics, short videos, and multimedia materials that enhance the platform's appeal, accessibility, and user engagement.

### 2.3. Expected outputs to be achieved by the contractors

The expected outputs of these contracts are as follows:

#### **Content Creator 1 – Written Content Development**

- A detailed outline of proposed written content topics, types, and formats, including a delivery schedule aligned with the platform's goals and target audience.
- Development of a minimum of 100 high-quality, platform-ready written content pieces, including articles, stories, profiles, captions, and other text-based materials.
- All written content revised, edited, and formatted according to platform standards, language quality, and editorial guidelines.

#### **Content Creator 2 – Visual and Multimedia Content**

- A detailed plan for visual and multimedia content formats, including types of visuals (infographics, image sets) and short video concepts aligned with platform needs.
- Production of a minimum of 50 high-quality digital content pieces, including infographics, visuals, short videos, and other multimedia elements tailored for digital use.
- All visual content formatted and optimized for web publication, respecting branding, accessibility, and platform specifications.
- Support in ploding and integrating visual/multimedia content into the platform, including appropriate tagging and metadata insertion, if required.

- A ASSUMPTIONS & RISKS

### 2.4. Assumptions underlying the project

The experts will perform their duties in a timely and high-quality manner.

## **2.5. Risks**

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

## **3. SCOPE OF THE WORK**

### **3.1. General**

#### **3.1.1. 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.

### **3.1.2. Geographical area to be covered**

Tirana, Albania

### **3.1.3. Target groups**

Young people

Artists, professionals in the field of cultural heritage experts

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

## **3.2. Specific work**

The two content creators will be responsible for: developing original content (written, visual, or multimedia as required) for the platform; adapting existing material into platform-friendly formats; and ensuring that all content aligns with the project's tone, objectives, and audience needs.

Collaborating with the design, technical, and communications team to ensure proper integration and presentation of content; Ensuring cultural and contextual accuracy, especially for culturally sensitive or heritage-based materials. Participating in feedback and revision cycles based on team input.

## **3.3. Project management**

### **3.3.1. Responsible body**

DMO Albania

### **3.3.2. Management structure**

The decision-making process is regulated by the Contracting Authority

### **3.3.3. Facilities to be provided by the contracting authority and/or other parties**

N/A

## **4. LOGISTICS AND TIMING**

### **4.1. Location**

This contract will be implemented in target areas of: Tirana

### **4.2. Start date & period of implementation**

The intended start date is 01/08/2025 and the period of implementation of the contract will be <40 > days from this date.

## 5. REQUIREMENTS

### 5.1. 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.

#### 5.1.1. Expert services requirements:

##### Qualifications and skills

- Degree in Communication, Journalism, and Technology or related fields.
- Good computer skills
- English language skills

##### General professional experience

- Proven experience in content creation, digital storytelling, or multimedia production.
- Experience working with web platforms or digital archives.
- Knowledge of audience engagement and accessible communication is an advantage.
- Previous relevant working experience with EU or other donor-funded projects will be an asset.

##### Specific professional experience

- At least 2 years of proven experience in content creation for digital platforms (e.g., websites, blogs, educational tools, or social media).
- Strong skills in writing, editing, and storytelling, with the ability to adapt content for different formats and audiences.
- Experience working with content management systems and understanding of digital publishing standards.
- Previous experience in similar projects.

#### 5.1.2. 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.

## **5.2. 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.

## **6. REPORTS**

### **6.1. Reporting requirements**

Main deliverables of the assignment include the following:

- A content plan outlining proposed content types, topics, and formats.
- Up to 100 content pieces (e.g., articles, story write-ups, short videos, infographics, etc.) tailored for platform publication.
- Edited and finalized versions of all content, ready for upload.
- A summary report on content creation and platform recommendations (if applicable).

### **6.2. Submission & approval of reports**

Final approval is contingent upon the beneficiary's acceptance of the services delivered by DMO Albania.

## **7. MONITORING AND EVALUATION**

### **7.1. Definition of indicators**

- About 150 content pieces
- 2 reports

### **7.2. Special requirements**

N/A

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