

ANNEX II: TERMS OF REFERENCE

1 Service Provider for the **Production of souvenirs** dedicated to intangible stories

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 assignment is to design, produce and deliver **500 sets of souvenirs** inspired by selected intangible cultural heritage stories identified and documented through the project. The souvenirs should creatively translate elements, symbols, traditions, narratives or visual representations from the selected heritage stories into attractive, high-quality and practical items. The production should ensure a strong connection between the physical souvenirs and the intangible cultural heritage narratives they represent.

2.2. Specific objective(s)

Develop the creative concept and design of souvenir sets inspired by selected intangible cultural heritage stories from Albania.

Produce 500 high-quality souvenir sets, ensuring that the design, materials and finishing meet the agreed technical specifications and reflect the cultural heritage narratives represented.

Ensure that the souvenirs are appropriately packaged and ready for distribution to project participants, stakeholders, cultural institutions and other relevant audiences.

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

- Development of the design and creative concept for the souvenir sets, inspired by selected intangible cultural heritage stories.
- Production of 500 high-quality souvenir sets, according to the approved design, technical specifications and quality standards.
- Packaging and delivery of the 500 souvenir sets within the agreed timeframe, ready for distribution to project participants, stakeholders, cultural institutions and other relevant audiences.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The service provider 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, has launched 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 policies

4.2. Specific work

The service provider will be responsible for developing the creative concept and design of the souvenir sets based on selected intangible cultural heritage stories, preparing prototypes for approval, producing 500 high-quality souvenir sets according to the approved specifications, ensuring appropriate packaging and quality control, and delivering the final products within the agreed timeframe.

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 **20 October 2026** and the period of implementation of the contract will be **until the delivery of the product**.

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 the design and production of high-quality souvenirs and customized cultural products.
- Experience in souvenir design, production, packaging and branding, including the use of appropriate materials and production techniques.
- Ability to develop and produce souvenirs that reflect intangible cultural heritage stories and concepts, ensuring quality and consistency across the full production.

General professional experience

- The service provider/company must have a strong portfolio showcasing previous souvenir design and production work, preferably related to cultural heritage, tourism or similar projects.
- Should be able to provide references from previous clients demonstrating successful delivery of similar assignments.
- Previous relevant working experience with EU or other donor-funded projects will be an asset.

Specific professional experience

- Previous experience in similar projects and/or development of at least 2 similar assignment.

7. REPORTS**7.1. Reporting requirements**

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**

- 500 souvenirs sets designed and produced in accordance with the approved concept and technical specifications.
- 100% of the souvenir sets appropriately packaged and delivered within the agreed timeframe.
- 100% compliance with the approved design, quality and visibility requirements.

8.2. Special requirements

N/A

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