

PUBLICATION REFERENCE: PHOTO/GET/2021

When submitting their tenders, tenderers must follow all instructions, forms, terms of reference, contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified may lead to the rejection of the tender.

These instructions set out the rules for submitting and selecting tenders. They apply to this call for tenders, in conformity with the practical guide, (available on the internet at this address: <http://ec.europa.eu/europeaid/prag/document.do>).

1. Services to be provided

The services required by the contracting authority are described in the terms of reference. They are set out in Annex II to the draft contract, which forms Part B of this tender dossier.

2. Timetable

	DATE	TIME*
Site visit (if any)	Not applicable	Not applicable
Information meeting (if any)	Not applicable	Not applicable
Deadline for requesting clarification from the contracting authority	16.07.2021	17:00
Last date for the contracting authority to issue clarification	26.07.2021	-
Deadline for submitting tenders	04.08.2021	17:00
Interviews (if any)	Not applicable	-
Completion date for evaluating technical offers	06.08.2021	-
Notification of award	09.08.2021	-
Contract signature	10.08.2021	-
Start date	10.08.2021	-

* All times are in the time zone of the country of the contracting authority

□ Provisional date

3. Participation, experts and subcontracting

- a) Participation in this tender procedure is open to all tenderers.
- b) Natural or legal persons are not entitled to participate in this tender procedure or be awarded a contract if they are in any of the situations mentioned in Sections 2.4. (EU restrictive measures), 2.6.10.1.1 (exclusion criteria) or 2.6.10.1.2. (rejection from a procedure) of the **practical guide**. Should they be in one of these situations, their tender will be considered either unsuitable or irregular.

- c) In the cases listed in Section 2.6.10.1.1. of the **practical guide** tenderers may be excluded from EU financed procedures and be subject to financial penalties up to 10% of the total value of the contract in accordance with the Financial Regulation in force. This information may be published on the Commission website in accordance with the Financial Regulation in force.
- d) Subcontracting is allowed but the contractor will retain full liability towards the contracting authority for performance of the contract as whole. If the tenderer intends to subcontract one or more parts of the contracted services, this must be clearly stated in the organisation and methodology and the tender submission form.
- e) All subcontractors as well as all entities upon whose capacity the tenderer relies for the selection criteria must be eligible for the contract.
- f) Subcontractors cannot be in any of the exclusion situations listed in Section 2.6.10.1 of the practical guide.

4. Content of tenders

Offers, all correspondence and documents related to the tender exchanged by the tenderer and the contracting authority must be written in English.

Supporting documents and printed literature furnished by the tenderer may be in another official language of the EU. For the purposes of interpreting the tender, the language of the procedure has precedence.

The tender must include a technical offer and a financial offer, which must be submitted in separate envelopes (see clause 8). Each technical offer and financial offer must contain one original, clearly marked **“Original”**, and one copy, marked **“Copy”**. Failure to fulfil the requirements in clauses 4.1, 4.2 and 8 will constitute an irregularity and may result in rejection of the tender.

4.1. Technical offer

The Technical offer must include the following documents:

- (1) **Tender submission form** (see Part D of this tender dossier) including:
 - a) Signed statements of exclusivity and availability (using the template included with the tender submission form), the purpose of which are as follows:
 - ❑ The expert in this tender must not be part of any other tender submitted for this tender procedure. He/she must therefore commit themselves exclusively to the tenderer.
 - ❑ The expert must also undertake to be available, able and willing to work for the whole period scheduled for his/her input to implement the tasks set out in the terms of reference and/or in the organisation and methodology.

The expert may participate in parallel tender procedures but must inform the contracting authority of these in the statement of exclusivity and availability. Furthermore, the expert is expected to notify the tenderer immediately if he/she is successful in another tender procedure and he/she is expected to accept the first engagement offered to him/her chronologically.

If the expert is proposed as a key expert by more than one tenderer with the agreement of the key expert, the corresponding tenders will be rejected. The same applies if the key expert proposed has been involved in the preparation of the project. The expert concerned will be excluded from this tender procedure and may also be excluded from other EU/EDF-financed contracts.

- b) A signed **declaration** using the format attached to the tender submission form.
 - c) The **legal entity file** and supporting documents (if the tenderer has already signed another contract with the European Commission, it may provide instead either its legal entity number or a copy of the legal entity file provided on that occasion, unless it has changed its legal status in the meantime).
- (2) The position and responsibilities of the expert are defined in Section 6.1.1 of the terms of reference in Annex II to the draft contract and they are subject to evaluation according to the evaluation grid in Part C of this tender dossier. The evaluation committee may also call them for interview.

Annex IV to the draft contract contains the templates that tenderers must use, including:

- a) the name of the expert;
- b) the CV of the expert. Only the work experience mentioned in the CV will be considered by the evaluation committee.

The qualifications and experience of the expert must clearly match the profiles indicated in the terms of reference. If an expert does not meet the minimum requirements for each evaluation criterion (i.e. qualification and skills, general professional experience and specific professional experience), he/she must be rejected. In such case the entire tender shall be rejected.

- (3) Documentary proof or statements may be in original or copy. If copies are submitted, the originals must be available to send to the contracting authority upon request.

Tenderers are reminded that the provision of false information in this tender procedure may lead to the rejection of their tender and to their exclusion from EU-funded procedures and contracts.

4.2. Financial offer

The financial offer must be presented in Euro and must include the following documents (using the templates included in the fee-based version of Annex V to part B of this tender dossier. The electronic version of this document 'B8 - Budget breakdown for a fee-based contract' can be found on the website: <http://ec.europa.eu/europeaid/frag/document.do>.

- Budget breakdown
- Working days

To complete the spreadsheet:

- 1) Enter the fee rates for each category of expert in the first worksheet ('Budget breakdown')

- 2) Enter the estimated numbers of working days for each category of expert during the period of implementation of the tasks in the second worksheet ('Working days')
- 3) Enter the lump sums proposed for items required in Section 6.6 of the terms of reference in the first worksheet ('Budget breakdown'), if any

The electronic version of the financial offer must be included with the printed version in the separate envelope in which the financial offer is submitted. If there are any discrepancies between the electronic version and the original, printed version, the latter will have precedence. Note that a schedule based on the 'Estimated number of working days' worksheet within this spreadsheet must be included as part of the organisation and methodology in the technical offer.

Tenderers are reminded that the maximum budget available for this contract, as stated in the contract notice, is EUR 2.000. Payments under this contract will be made in the currency of the tender.

The applicable tax and customs arrangements are as follows.

Exemption of taxes

The European Commission and the Republic of Albania have agreed in the Framework Agreement signed between the Republic of Albania and the EC in 2007 to exonerate contractors from taxation in the following terms:

the Framework Agreement signed between the Republic of Albania and the Commission of European Communities on the rules for the co-operation concerning EC-financial assistance to the Republic of Albania in the framework of the implementation of the assistance under the instrument for pre-accession assistance (IPA) states in its Article 26. "Rules on taxes, customs duties and other fiscal charges", 2 b) that: "Community financed contracts for services, supplies or works carried out by contractors registered in Albania or by external contractors shall not be subject in Albania to value added tax, documentary stamp or registration duties or fiscal charges having equivalent effect, whether such charges exist or are to be instituted. EC contractors shall be exempted from VAT for services rendered, goods supplied and/or works executed by them under EC contractors with the right of the contractors to offset or deduct input VAT paid in connection with the services rendered, the goods supplied and/or works executed against any VAT collected by them for any of their other transactions. Should the EC contractors not be able to make use of this possibility, they shall be entitled to obtain VAT refund directly from the tax authorities upon submission of a written request accompanied by the necessary documentation required under the national/local law for refund and by a certified copy of the underlying EC contract".

In Albania the exemption at source is not yet applicable, while the "VAT reimbursement" scheme is implemented.

The VAT cost related to incidentals and/or audit cost is paid from the Contractor to the Albania suppliers/service providers and the reimbursed through the final beneficiary of the project, i.e. Ministry, state institution, state agency etc. benefiting from the IPA funds.

The Contractors should clarify the VAT reimbursement procedure with the final beneficiary upon contract signature with the Contracting Authority and before any VAT cost has incurred. A Memorandum of Understanding (MoU) is to be agreed and signed between both parties (Contractor and final beneficiary), clarifying all the modalities such as reimbursement procedure, supporting documents needed etc., that will enable the VAT reimbursement.

The Contractor has to make an annual estimation of the expected VAT amount(s) and communicate it to final beneficiary in due time, so that the final beneficiary makes sure the necessary funds are forecasted in its annual budget.

5. Variant solutions

Tenderers are not authorised to tender for a variant in addition to this tender.

6. Period during which tenders are binding

Tenderers are bound by their tenders for 90 days after the deadline for submitting tenders or until they have been notified of non-award. In exceptional cases, before the period of validity expires, the contracting authority may ask tenderers to extend the period for a specific number of days, which may not exceed 40.

The selected tenderer must maintain its tender for a further 60 days. This 60-day period is added to the validity period irrespective of the date of notification. This period can be further extended when the contracting authority is required to obtain the recommendation of the panel referred to in Section 2.6.10.1.1 of the practical guide, up to the adoption of that recommendation.

7. Additional information before the deadline for submitting tenders

The tender dossier should be clear enough to avoid candidates having to request additional information during the procedure. If the contracting authority, either on its own initiative or in response to a request from a tenderer, provides additional information on the tender dossier, it must send such information in writing to all the tenderers at the same time.

Tenderers may submit questions in writing to the following address up to 21 days before the deadline for submission of tenderers, specifying the publication reference and the contract title:

info@institutip3.com

The contracting authority has no obligation to provide clarification after this date.

Any tenderer seeking to arrange individual meetings with the contracting authority and/or the government of the partner country and/or the European Commission concerning this contract during the tender period may be excluded from the tender procedure.

No information meeting or site visit is foreseen.

8. Submission of tenders

Tenders must be sent to the contracting authority until 04 August 2021, 17:00.

They must include the requested documents in clause 4 above and be sent:

- **EITHER** by post or by courier service, in which case the evidence shall be constituted by the postmark or the date of the deposit slip¹, to:

*Institute of Public and Private Policies
Street “Donika Kastrioti”, Pall. 14, Apt. 6/b
Tirana, Albania*

Opening hours Monday – Friday 09:00 – 17:00

OR hand delivered by the participant in person or by an agent directly to the premises of the contracting authority in return for a signed and dated receipt, in which case the evidence shall be constituted by this acknowledgement of receipt, to:

*Institute of Public and Private Policies
Street “Donika Kastrioti”, Pall. 14, Apt. 6/b
Tirana, Albania*

Opening hours Monday – Friday 09:00 – 17:00

Tenders must be submitted using the double envelope system, i.e. in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words ‘**Envelope A — Technical offer**’ and the other ‘**Envelope B — Financial offer**’. All parts of the tender other than the financial offer must be submitted in Envelope A (i.e. including the tender submission form, statements of exclusivity and availability of the key experts and declarations).

The outer envelope should provide the following information:

- a) the address for submitting tenders indicated above;
- b) the reference code of the tender procedure (i.e. <PHOTO/GET/2021>);
- c) the words ‘Not to be opened before the tender-opening session’ and “Të mos hapet para sesionit të hapjes së tenderit”;
- d) the name of the tenderer.

9. Amending or withdrawing tenders

Tenderers may amend or withdraw their tenders by written notification prior to the deadline for submitting tenders. Tenders may not be amended after this deadline.

Any such notification of amendment or withdrawal must be prepared and submitted in accordance with clause 8. The outer envelope (and the relevant inner envelope) must be marked ‘Amendment’ or ‘Withdrawal’ as appropriate.

10. Costs for preparing tenders

No costs incurred by the tenderer in preparing and submitting the tender are reimbursable. All such costs must be borne by the tenderer, including the cost of interviewing proposed experts.

11. Ownership of tenders

¹ It is recommended to use registered mail in case the postmark would not be readable.

The contracting authority retains ownership of all tenders received under this tendering procedure. Consequently, tenderers do not have the right to have their tenders returned to them.

12. Evaluation of tenders

12.1. Evaluation of technical offers

The quality of each technical offer will be evaluated in accordance with the award criteria and the weighting detailed in the evaluation grid in Part C of this tender dossier. No other award criteria will be used. The award criteria will be examined in accordance with the requirements indicated in the terms of reference.

The evaluation of the technical offers will follow the procedures set out in Section 3.4.10.3 of the practical guide (available on the internet at: <http://ec.europa.eu/europeaid/prag/document.do>).

12.1.1. Interviews

The evaluation committee may interview the expert proposed in the technically compliant tenders, after having written provisional conclusions but before concluding the technical evaluation.

The interview shall be conducted by telephone and the date and time of these interviews will be confirmed or notified to the tenderer at least ten days in advance. If a tenderer is unable to participate in an interview by force majeure, a mutually convenient alternative date and time is arranged with the tenderer. If the tenderer is unable to participate in this second scheduled time, its tender will be eliminated from the evaluation process.

12.2. Evaluation of financial offers

Upon completion of the technical evaluation, the envelopes containing the financial offers for tenders that were not eliminated during the technical evaluation will be opened (i.e. those with an average score of 75 points or more). Tenders exceeding the maximum budget available for the contract are unacceptable and will be eliminated.

Any arithmetical errors are corrected without penalty to the tenderer such that, if there is a discrepancy between a fee rate and the total amount derived from multiplying the fee rate by the corresponding number of working days, the fee rate as quoted must prevail, unless the opinion of the evaluation committee contains an obvious error in the fee rate, in which event the total amount as quoted must prevail and the fee rate must be corrected.

12.3. Choice of selected tenderer

The best price-quality ratio is established by weighing technical quality against price on an 80/20 basis.

12.4. Confidentiality

The entire evaluation procedure is confidential, subject to the contracting authority's legislation on access to documents. The evaluation committee's decisions are collective and its deliberations are held in closed session. The members of the evaluation committee are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the tenderers nor to any party other than the contracting authority, the European Commission, the European Anti-Fraud Office and the European Court of Auditors.

13. Ethics clauses and code of conduct

a) Absence of conflict of interest

The tenderer must not be affected by any conflict of interest and must have no equivalent relation in that respect with other tenderers or parties involved in the project. Any attempt by a tenderer to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or the contracting authority during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its tender and may result in administrative penalties according to the Financial Regulation in force.

b) Respect for human rights as well as environmental legislation and core labour standards

The tenderer and its staff must comply with human rights and applicable data protection rules. In particular and in accordance with the applicable basic act, tenderers and applicants who have been awarded contracts must comply with the environmental legislation including multilateral environmental agreements, and with the core labour standards as applicable and as defined in the relevant International Labour Organisation conventions (such as the conventions on freedom of association and collective bargaining; elimination of forced and compulsory labour; abolition of child labour).

Zero tolerance for sexual exploitation, abuse and harassment:

The European Commission applies a policy of 'zero tolerance' in relation to all wrongful conduct which has an impact on the professional credibility of the tenderer.

Physical abuse or punishment, or threats of physical abuse, sexual abuse or exploitation, harassment and verbal abuse, as well as other forms of intimidation shall be prohibited.

c) Anti-corruption and anti-bribery

The tenderer shall comply with all applicable laws and regulations and codes relating to anti-bribery and anti-corruption. The European Commission reserves the right to suspend or cancel project financing if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract and if the contracting authority fails to take all appropriate measures to remedy the situation. For the purposes of this provision, 'corrupt practices' are the offer of a bribe, gift, gratuity or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or execution of a contract already concluded with the contracting authority.

d) Unusual commercial expenses

Tenders will be rejected or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company which has every appearance of being a front company.

Contractors found to have paid unusual commercial expenses on projects funded by the European Union are liable, depending on the seriousness of the facts observed, to have their contracts terminated or to be permanently excluded from receiving EU funds

e) Breach of obligations, irregularities or fraud

The contracting authority reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to breach of obligations, irregularities or fraud. If breach of obligations, irregularities or fraud are discovered after the award of the contract, the contracting authority may refrain from concluding the contract.

14. Signature of contract(s)

14.1. Notification of award

The successful tenderer will be informed that its tender has been accepted.

The successful tenderer shall then confirm availability or unavailability of their expert within 1 day from the date of the notification of award.

In case of unavailability the tenderer will be allowed to propose replacement expert. The successful tenderer shall give due justification for the exchange of the expert but the acceptance will not be limited to specific cases. Several replacement experts may be proposed but only one time-period of 2 days from the date of the notification of award will be offered. The replacement expert cannot be an expert proposed by another tenderer in the same call for tender.

The replacement expert's total score must be at least as high as the scores of the expert proposed in the tender. It must be emphasised that the minimum requirements for each evaluation criteria must be met by the replacement expert.

If replacement experts are not proposed within 2 days or if the replacement expert is not sufficiently qualified, or if the proposal of the replacement expert amends the award conditions applicable to this call for tenders, the contracting authority may decide to award the contract to the second best technically compliant tenderer (also giving them a chance to replace an expert should he/she not be available).

Should the contracting authority learn that a tenderer has confirmed the availability of a key expert and signed the contract although the tenderer has deliberately concealed the fact that the key-expert is unavailable from the date specified in the tender dossier for the start of the assignment, the contracting authority may decide to terminate the contract on the basis of article 36.2 (m) of the general conditions.

It is reminded that the tenderer/contractor may also be subject to administrative and financial penalties foreseen in the article 10.2 of the general conditions of service contracts. Furthermore it may lead to a tenderer's /contractor's exclusion from other contracts funded by the European Union.

14.2. Signature of the contract(s)

Within 2 days of receipt of the contract already signed by the contracting authority, the selected tenderer shall sign and date the contract and return it to the contracting authority.

Failure of the selected tenderer to comply with this requirement may constitute grounds for annulling the decision to award the contract. In this event, the contracting authority may award the tender to another tenderer or cancel the tender procedure.

The other tenderers will, at the same time as the notification of award is submitted, be informed that their tenders were not retained, by electronic means or standard letter, including an indication of the relative weaknesses of their tender by way of a comparative table of the scores for the winning tender and the unsuccessful tender. The second best tenderer is informed of the notification of award to the successful tenderer with the reservation of the possibility to receive a notification of award in case of inability to sign the contract with the first ranked tenderer. The validity of the offer of the second best tenderer will be kept. The second tenderer may refuse the award of the contract if, when receiving a notification of award, the 5 days of validity of their tender has expired.

The contracting authority will furthermore, at the same time, also inform the remaining unsuccessful tenderers of the outcome of the procurement procedure and, as a consequence of these letters, the validity of their offers shall not be retained.

15. Cancellation of the tender procedure

In the event of cancellation of the tender procedure, the contracting authority will notify tenderers of the cancellation. If the tender procedure is cancelled before the outer envelope of any tender has been opened, the unopened and sealed envelopes will be returned to the tenderers.

Cancellation may occur, for example, where:

- the tender procedure has been unsuccessful, i.e. no suitable, qualitatively or financially acceptable tender has been received or there is no valid response at all;
- there are fundamental changes to the economic or technical data of the project;
- exceptional circumstances or force majeure render normal performance of the contract impossible;
- all technically acceptable tenders exceed the financial resources available;
- there have been breach of obligations, irregularities or frauds in the procedure, in particular if they have prevented fair competition;
- the award is not in compliance with sound financial management, i.e. does not respect the principles of economy, efficiency and effectiveness (e.g. the price proposed by the tenderer to whom the contract is to be awarded is objectively disproportionate with regard to the price of the market).

In no event shall the contracting authority be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a tender procedure, even if the contracting authority has been advised of the possibility of damages. The publication of a contract notice does not commit the contracting authority to implement the programme or project announced.

16. Appeals

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. See Section 2.12. of the practical guide.

17. Data Protection

Processing of personal data related to this tender procedure by the contracting authority takes place in accordance with the national legislation of the state of the contracting authority and with the provisions of the respective financing agreement.

The tender procedure and the contract relate to an external action funded by the EU, represented by the European Commission. If processing your reply to the invitation to tender involves transfer of personal data (such as names, contact details and CVs) to the European Commission, they will be processed solely for the purposes of the monitoring of the procurement procedure and of the implementation of the contract by the Commission, for the latter to comply with its obligations under the applicable legislative framework and under the financing agreement concluded between the EU and the Partner Country without prejudice to possible transmission to the bodies in charge of monitoring or inspection tasks in application of EU law. For the part of the data transferred by the contracting authority to the European Commission, the controller for the processing of personal data carried out within the Commission is the head of legal affairs unit of DG International Partnerships.]

Details concerning processing of your personal data by the Commission are available on the privacy statement at:

<http://ec.europa.eu/europeaid/frag/annexes.do?chapterTitleCode=A>

In cases where you are processing personal data in the context of participation to a tender (e.g. CVs of both key and technical experts) and/or implementation of a contract (e.g. replacement of experts) you shall accordingly inform the data subjects of the possible transmission of their data to EU institutions and bodies and communicate the above mentioned privacy statement to them.

18. Early detection and exclusion system

The tenderers and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations of early detection or exclusion, their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the early detection and exclusion system, and communicated to the persons and entities concerned in relation to the award or the execution of a procurement contract.

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1. BACKGROUND INFORMATION

1.1. Partner country

Albania

1.2. Contracting authority

Institute of Public and Private Policies IP3

1.3. Country background

Recently in Albania, cultural heritage has been placed at the centre of investments in order to create a tourist destination, as an untapped resource for sustainable socio-economic development. The Ministry of Culture of the Republic of Albania has drafted the National Strategy of Culture which highlights arts and cultural heritage as a driving force for the sustainable economic and social development of the country. This strategy aims to provide an overview of cultural policies in the country, development trends of the cultural and creative sector, as well as to present the action plan towards the creation of a favourable environment for increasing the role of culture in the national sustainable development. One of the recent programs which specifically supported the development of cultural heritage is "Heritage - Development Motor". Through this program, and in cooperation with important partners, historic centres and urban ensembles have been restored and reconstructed in Korca, Tirana, Gjirokastra, while work continues in Vlora, Voskopoja, Vuno and Dhërmi.

On the other hand, the Albanian Ministry of Tourism and Environment has recently drafted the development strategy for the tourism sector 2019-2023. According to this strategy, the development of tourism in Albania, compared to other countries in the Mediterranean basin, is still far from the potential represented by the natural, historical and cultural resources of the country. Europe is the main source of tourists visiting Albania, occupying a volume of about 92.4% of all tourists, which reflects that access longer than 3 hours from one destination to another is still an important factor for the travellers flow for tourism purposes. Recently, however, tourists from the United States, or Asia, and especially China, have shown a significant growing interest, thus indirectly encouraging the development of other tourism subsectors, especially historical and cultural tourism. Based on this strategy, tourism products are divided into three main categories, in terms of their contribution to tourism revenues. These categories consist of those forms of tourism development which occupy a significant share in the contribution of the sector to the total economy. One of the main products highlighted in this strategy is Thematic tourism, where in addition to specific forms of tourism such as agro tourism, event and business tourism, gastronomic and health tourism, cultural tourism (heritage, history, faith, etc.) is also included.

Archaeology, heritage and culture, although not the main purpose of the visit to Albania, are identified as Albania's strengths in various studies conducted with visitors and the travel industry from foreign markets.

1.4. **Current situation in the sector**

The cultural and historical tourism is known for its stretching effects that may reduce the seasonality, but little has been done by the countries and cross-border area in particular to maximize this potential. In both regions of Epirus (GR) & Vlora (AL) there are many Points of Interest (POIs), archaeological & rare natural monuments, natural sites and attractions. There is a lack of an integrated marketing strategy to increase regional competitiveness as a common tourism product to target large markets mainly China, that are looking actively for new travel destinations. Promotion remains outdated and there is an urgent need for common action to develop new touristic products at CBC level, in strong collaboration with the local travel industry and the local communities that can offer experience to traveller.

However, the main target group of this project are travel agents that can create new touristic flows in the area. The stakeholders will benefit by identifying their needs and overcoming current constraints, invited in events and stakeholder meetings and their suggestions and feedback will be integrated in Project Results.

GET is in accordance with the reform measures of the “Albania Economic reform Programme” regarding the primary sector & the standardization of the tourism sector in order to enhance sectorial competitiveness. Moreover, given that Albanian Municipalities are de-centralized institutions, they have a great influence on local initiatives & decide about the local development of the area & hold a seat also in the regional council with voting rights about the regional initiatives, and at national level, despite the fact that the Ministry of Interior & other ministries hold the direct role on the policies, every local unit can influence indirectly the policies that affect their area of influence. In general, GET will contribute to scaling up synergies with other projects implemented by the partners & will add value to the EU effort for a European Map of the natural & cultural heritage. There are about 2000 cultural monuments in Albania, ranking it in second place in the Mediterranean basin in terms of density of cultural monuments. Meanwhile, the historical centres of Butrint is part of the world heritage and are protected by UNESCO.

However, the number of visitors to these cultural attractions is quite low. Even if we consider that these attractions are visited only by foreign tourists, still only 10% of them visit cultural attractions and again there is plenty of room for reservations as a significant number of visitors are Albanian citizens.

1.5. **Related programmes and other donor activities**

There is significant support by Donors to boost the local economy of the cross border region, through encouraging tourism and cultural heritage.

The Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” was approved by the European Commission on 30/07/2015 by decision C (2015) 5482. The overall strategy of the Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” is to find the balance between sustainable regional development and enhancement of cross-border cooperation among local population and regional institutions, in accordance with EU and national policies, in order to address common challenges through joint interventions. One of the

main thematic priorities of the programme is the boosting of the local economy by encouraging tourism and cultural and natural heritage. 28 projects have been approved under Specific Objective 2.1 (Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area) and the budget equals 19.046.719,70€.

Interreg IPA CBC Programme “Greece – Albania 2007-2013” aims to increase the standard of living of the population by promoting sustainable local development in the cross-border area. It mainly addresses sustainability in its economic, social and environmental components. One of the main priorities was to promote common actions for protecting the environment, improving the natural and cultural heritage and facilitating sustainable development, all the while safeguarding the natural and cultural heritage from the impacts of economic development.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been active in Albania on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) since 2008. Among other priority areas of GIZ’s work in Albania is Agricultural and Rural Development aiming to increase productivity in agriculture, employment in rural areas and strengthening tourism in rural areas.

USAID and the Embassy of Sweden in Tirana partnered to launch the “Tourism as a Leading Edge” program to promote sustainable tourism, improve the business enabling environment and workforce capacities, and to spur job creation and economic growth. Over a five-year period, USAID and the Swedish International Development Cooperation Agency (Sida) invested \$6 million, to be matched with \$3 million of funds from private sector and civil society, as well the Government of Albania and local municipalities.

ADRION covers eight Partner States, of which four are EU Member States (Croatia, Greece, Italy and Slovenia), three are candidate countries (Albania, Montenegro, Serbia) and one is a potential candidate country (Bosnia and Herzegovina). The geographical area of each Partner State covers its national territory except for Italy, where programme area covers 12 regions and 2 provinces. As a transnational cooperation programme, ADRION main contribution will be to exchange and transfer experiences between regions, support transnational interventions and capacity building, as well as to answer to current needs and challenges within the region.

The Creative Europe programme aims to support the European audiovisual, cultural and creative sector. The different funding schemes encourage the audiovisual, cultural and creative players to operate across Europe, to reach new audiences and to develop the skills needed in the digital age. By helping European cultural and audiovisual works to reach audiences in other countries, the programme will also contribute to safeguarding cultural and linguistic diversity.

The Culture sub-programme helps cultural and creative organisations to operate transnationally and promotes the cross-border circulation of works of culture and the mobility of cultural players. It provides financial support to projects with a European dimension aiming to share cultural content across borders. Funding opportunities cover a diverse range of schemes: Cooperation projects, Literary Translation, Networks or Platforms. The supported activities aim to enable cultural and creative players to work internationally.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project is: “Promoting the Region as a unique destination for cultural & historical tourism”.

2.2. Purpose

Cultural heritage & historical tourism development implies the use of traditional sources generating income, diversify local products, target broader tourism markets, increase visibility of CBC region & extend season.

To reach this purpose, specific objectives of the project will be:

- To improve the connectivity of cultural and historical heritage sites
- To enhance the skills of local travel stakeholders
- To improve the potential of tourism offer & product diversification
- To reach out & attract potential tourism markets mainly China
- To create new branded touristic products
- To understand Local CBC Tourism Market dynamics
- To link CBC Travel Agents with mainly Chinese Travel agents
- To promote synergies & dialogue with other CBC Projects

2.3. Expected results

The project results are identified as follows:

1. Well-defined potential stakeholders in the fields of Tourism;
2. Preserve and develop regional assets with historical and cultural relevance;
3. Cultural and historical sites, local communities and destinations connected in touristic routes;
4. Facilitated touristic information tools, including the opening of Info Kiosks and well-informed tour operators, guides and accommodation businesses;
5. Tourism Market Demand Conducted;
6. Increased visibility and accessibility of the cross border area as integrated and unique;
7. Facilitated market cooperation mainly for China.
8. Marketable content & the Brand Identity for each touristic path established

R1 defines the potential stakeholders of tourism field like hotel owners, regional development agencies, travel suppliers in CBC area as main contributors in tourism promotion & tourism development. R2 is crucial for attracting our target markets in the region, and is linked to: “Rehabilitation/protection/promotion of cultural assets of cross-border significance”. R3 will result in an attractive regional tourism product for different types of tourists. R4 will ensure the correct implementation of the project, displaying information and guidance for tourists. Through R5, the project will get an idea on existing

and new tourism markets in order to assess tourists demand and needs. R6 -R7 will serve to offer target markets incentives to visit the region and B2B cooperation. R8 will serve to promote and identify the specific tourism routes by attracting new tourism markets.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

Lack of resources needed to fulfil the contract. Team members may not be present or the suppliers will not deliver consumables on time.

3.2. Risks

The contractor may encounter difficulties during travels due to pandemic situation.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

Cultural heritage & historical tourism development allows the use of traditional sources to generate income, diversify local products, target broader tourism market, increase visibility of the region & interest for visiting it throughout the year. The project responds to a common challenge of the area, namely the cultural and historical heritage of the cross-border region that covers Region of Vlora in Albania, and Regional Unit of Thesprotia in Greece. The cross-border area region is focused on the development of maritime tourism by neglecting the development of alternative tourism such as the cultural and historical tourism. Moreover, seasonality is a major problem in the tourism industry in both parts of the cross border region, causing low returns on investment, overuse and underuse of facilities in high and low season respectively, as well as seasonal employment of staff.

The overall objective of the project is: “Promoting the Region as a unique destination for cultural & historical tourism”. Cultural heritage & historical tourism development allows the use of traditional sources to generate income, diversify local products, target broader tourism market, increase visibility of the region & interest for visiting it throughout the year. The project responds to a common challenge of the area, namely the cultural and historical heritage of the cross-border region that covers Region of Vlora in Albania, and Regional Unit of Thesprotia in Greece. The cross-border area region is focused on the development of maritime tourism by neglecting the development of alternative tourism such as the cultural and historical tourism. Moreover, seasonality is a major problem in the tourism industry in both parts of the cross border region, causing low returns on investment, overuse and underuse of facilities in high and low season respectively, as well as seasonal employment of staff.

There is also a lack of an integrated marketing strategy to increase cross border regional competitiveness as a common tourism product. Promotion remains outdated and there is an urgent need for common action to upgrade online marketing.

The main output will be the identification of a common cross-border cultural & historical route, focusing on three historical periods (Ancient, Middle Ages and Modern). Other outputs include distribution of this product to new markets such as China, the

establishment of six touristic Info Kiosks, the public promotion of developed products (brochures, website and promotional video), etc. The project motto is GRALB Experience Tourism - GET.

4.1.2. Geographical area to be covered

Region of Vlora, Municipalities of Vlora, Himara, Saranda, Selenice, Finiq and Konispol.

4.1.3. Target groups

- Chinese Tourists
- International Tourists

4.2. Specific work of the Contractor

Throughout the entire process, the photographer has to be in constant communication with the project team, IP3. He/she will head up all of the logistics and management of the shoot days. The photographer will coordinate and provide directions to set, equipment needs, day-of schedule and locations. After shooting is complete, the photos should be professionally edited as requested by the project team.

4.3. Project management

4.3.1. Responsible body

The Institute of Public and Private Policies will be responsible for managing the contract.

5. LOGISTICS AND TIMING

5.1. Location

The Contracting Authority is based in Tirana and the projects covers the Region of Vlora.

5.2. Start date & period of implementation

The intended start date is 10.08.2021 and the period of implementation of the contract will be within September 2021. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

6. REQUIREMENTS

6.1. Staff

The contractor has a crucial role in implementing the contract. These terms of reference contain the required tenderers' profile. The tenderer shall submit CVs and statements of exclusivity and availability:

6.1.1. Photographer

Qualifications and skills

- A degree in arts or another relevant field.
- Experience working as a photographer.

- Proficiency in Adobe Photoshop, After Effects, and Premiere.
- Experience with basic filming equipment.
- Excellent written and verbal communication skills.

General professional experience

- At least 5 years' experience in related fields
- Excellent technical capacities to ensure smooth and high quality production
- Extensive experience in producing development work related documents for publication and documentaries for international organisations with the aim of reaching both local and international audiences

Specific professional experience

- Fierce attention to technical detail
- Patience enough to work through big-picture changes
- Be a good storyteller with a creative eye
- Know how to stick to hard and fast deadlines
- Strong communication skills

7. REPORTS

7.1. Reporting requirements

The photos will be delivered to contracting authority via a mutually agreeable delivery method.

7.2. Submission & approval of reports

Upon receipt of the Photos, the project team will have 24 hours to review and approve. If the team has not responded within 24 hours of delivery of the photos, such photos will be deemed approved and ready for delivery. If the photos are revised in case of comments and again delivered back, the same approval criteria listed above will apply to the redelivered video.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- The following specific performance measures provide valid, useful, practical and comparable measures of progress towards achieving expected results.
- Efficient communication channels with the stakeholders/contracting authority.
- Timely submission of required outputs.
- Usefulness and design of the required outputs (structured, informative, clear, comprehensive and reliable reports)
- Incorporation of the comments received and timely submission of the final version.

* * *

EVALUATION GRID

Expert	
Qualifications and skills	30
General professional experience	30
Specific professional experience	40
Overall total score	100

Strengths	
Weaknesses	

NB: Only tenders with average scores of at least 75 points qualify for the financial evaluation.

Notice for tender announcement

Institute of Public and Private Policies, within the project "GET – GRALB Experience Tourism", part of the program Interreg IPA CBC Programme "Greece – Albania 2014 – 2020, invites interested candidates to apply for the following job position:

PHOTO - service contract for the project " GET – GRALB Experience Tourism "

Application procedure:

Interested candidates must submit to the Institute of Public and Private Policies office, Tirana, Albania by August 4, 2021, at 17:00, Curriculum Vitae (CV) updated in the format europass, financial offer. Accompanying documentation is preferred to prove work experiences.

Only applications submitted within the deadline will be considered.

For any information regarding the announcement please contact the address:
info@institui3.com

DRAFT CONTRACT

SERVICE CONTRACT FOR EUROPEAN UNION EXTERNAL ACTIONS

N° <Contract number>

FINANCED FROM THE GENERAL BUDGET OF THE UNION

Institute of Public and Private Policies
Street “Donika Kastrioti”
Pall. 14, Apt. 6/b
Tirana, Albania

(‘the contracting authority’),

of the one part,

and

<Full official name of the contractor>
[<Legal status/title>]¹
[<Official registration number>]²
<Full official address>
[<VAT number>],³

(‘the contractor’)

of the other part,

have agreed as follows:

PROJECT “GRALB Experience Tourism – GET”

CONTRACT TITLE <PHOTO>

Identification number PHOTO/GET/2021

(1) Subject

- 1.1 The subject of this contract is “PHOTO” done in Vlora Region with identification number PHOTO/GET/2021 (‘the services’).
- 1.2 The contractor shall execute the tasks assigned to him in accordance with the terms of reference annexed to the contract.

(2) Contract value

This contract, established in Euro is a fee-based contract. Based on the maximum fees, set out in Annex V, the maximum contract value is Euro 2.000.

¹ Where the contracting party is an individual.

² Where applicable. For individuals, mention their ID card, passport or equivalent document number.

³ Except where the contracting party is not VAT registered.

(3) Order of precedence of contract documents

The following documents shall be deemed to form and be read and construed as part of this contract, in the following order of precedence:

- Instruction to tenderers;
- Special Conditions
- Terms of reference
- Budget breakdown;

The various documents making up the contract shall be deemed to be mutually explanatory; in cases of ambiguity or divergence, they shall prevail in the order in which they appear above. Addenda shall have the order of precedence of the document they are amending.

(4) Language of the contract

The language of the contract and of all written communications between the contractor and the contracting authority and/or the project manager shall be English.

(5) Other specific conditions applying to the contract

For the purpose of Article 42 of the general conditions, for the part of the data transferred by the contracting authority to the European Commission:

the controller for the processing of personal data carried out within the Commission is the head of legal affairs unit of DG International Cooperation and Development.

(b) the data protection notice is available at <http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=A>.

Done in English in three originals, one original for the contracting authority, one original for the European Commission, and one original for the contractor.

For the contractor

For the contracting authority

Name:

Name:

Title:

Title:

Signature:

Signature:

Date:

Date:

SPECIAL CONDITIONS

These conditions amplify and supplement the general conditions governing the contract. Unless the special conditions provide otherwise, the general conditions remain fully applicable. The numbering of the Articles of the special conditions is not consecutive but follows the numbering of the general conditions. Exceptionally, and with the approval of the competent European Commission departments, other clauses can be indicated to cover particular situations.

Article 2 Communications

- 2.1 Communication under the contract (e.g. information, requests, submissions, formal notifications, etc.) must be in writing (in electronic form), and bear the Contract's number; and be made through the electronic exchange system, or otherwise specified here, via e-mail to the project manager

Romina Sahiti
Project Manger
Institute of Public and Private Policies (IP3)
Street "Donika Kastrioti", Pall. 14, Apt. 6/b, Tirana, Albania
Tel: 00355 69 377 0253
E-mail: rsahiti@institutip3.com

- 2.2 An electronic system will be used by the contracting authority and the contractor for all stages of implementation including, inter alia, management of the contract (amendments and administrative orders), reporting (including reporting on results) and payments. With regard to interim and final reports, if they are required according to Article 26 or to the terms of reference, the contractor will be expected to use the forms in the electronic system for encoding and submitting the reports.

The electronic management of the contract through the aforementioned system may commence on the date on which implementation of the contract starts, as described in Article 19 below, or at a later date. In the latter case, the contracting authority will inform the contractor in writing that he will be required to use the electronic system for all communications within a maximum period of 3 months.

Article 7 General obligations

- 7.8 The documents and reports submitted must comply with the rules lay down in the Communication and Visibility Manual for EU External Actions published by the European Commission.

Article 19 Implementation of the tasks and delays

- 19.1 The start date for implementation shall be 10.08.2021.
The date on which implementation starts shall be within 1 day of the signature of this contract by both parties.
- 19.2 The period for implementing the tasks is August 2021 – September 2021.

Article 26 Interim and final reports

The contractor shall submit progress reports only if required by the Contracting Authority.

Article 29 Payment and interest on late payment

29.1 Payments shall be made in accordance with the following option:

Month		EUR
	Final Payment	100% of the contract value
	Total	maximum contract value

29.5 Payments shall be made in euro in accordance with Articles 20.6 and 29.4 of the general conditions into the bank account notified by the contractor to the contracting authority.

Article 40 Settlement of disputes

40.4 Any disputes arising out of or relating to this contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of First Level Court of Tirana in accordance with the national legislation of the state of the contracting authority.

* * *