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| Name and address of the contracting authority: WWF Mediterranean North Africa Contact person: na.contact@wwfna.orgTitle of the tender: **Expert on ENICBC MED programme and projects; socio economic development, sustainable tourism & networking**Reference number: WP3.HR.PP5.695  |

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| **PART A: INFORMATION FOR THE TENDERER** |

1. **INFORMATION ON SUBMISSION OF TENDERS**

Subject of the contract:

The subject of this tender is:

* Provision of **services**, as indicated in the technical information in Point 2 of this section

Deadline for submission of the tenders:

The deadline for submission of tenders is on the 24th of January 2022. Any tender received after this deadline will be automatically rejected.

Address and means of submission of the tenders:

The tenderers will submit their tenders using the **standard submission form available in Part B of this tender dossier**. The tender will be submitted in 1 (one) original. In case of e-mail submission, the tenderer may provide a scanned original. Any tenders not using the prescribed form shall be rejected by the contracting authority.

**If delivery by post or courier**, the tenders will be submitted in two separate envelopes:

* **Envelope one** for the tenderer’s information, the tenderer’s statement and the technical offer and
* **Envelop two** for the financial information.

An envelope including both envelopes will contain the following information at the external part:

Name and address of the contracting authority

Contact person

Title of the tender

Reference number

Name and address of the tenderer

**If delivery by e-mail**, the message will clearly indicate:

Title of the tender

Reference number

Name and address of the tenderer

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

1. **TECHNICAL INFORMATION – Terms of Reference**

The tenderers are required to provide services as indicated below. In the technical offer, the tenderers will indicate more details on the deliveries, referring back to the below terms of reference:

**II.1 The RESTART MED! PROJECT**

**II.1.1 BACKGROUND INFORMATION**

RESTART MED! is a project aligned with ENICBCMED's response strategy to COVID-19: strengthening resilience in the Mediterranean to bounce back from the global pandemic. The project generally aims to revitalize the tourism economy after the COVID-19 pandemic, building on and learning from previous ecotourism experiences and practices, using this moment for a restart and boosting the sustainability of actions at the same time. time for economic recovery in the Mediterranean countries. RESTART MED will support tourism service providers to work alongside public actors and civil society to not only recover, but also recover better and more resilient, by creating more sustainable policies and products, and increasing tourist access to these products. The project proposes to do so by promoting a participatory (public, private, civil society) and global (through tourist niches and pillars of sustainability: environmental, socio-economic, cultural) approach. The project also aims to create a positive change through a reset of the basic principles of alternative and sustainable tourism, at the level of suppliers, decision-makers and consumers, in revitalized local economies in tourist destinations, where the diversified supply and sustainability and a common (re) brand image will attract tourists.

Expected outputs include:

* exploitation and dissemination of best practices/results of at least 8 Sustainable Tourism projects, cross-fertilizing across tourism niches and destination types.
* reinforced & extended stakeholder networks of at least 5 capitalizable projects thanks to a common brand and platform.
* raised awareness at public authorities & policy makers of sustainable tourism good practices and support for mainstreaming into policies

**II.1.2 RESTART MED! Summary Information**

RESTART MED project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED). It started on 1st September 2021 and has duration of 24 months (until 31st August 2023). It counts on an overall budget of 1.111.108,55 €, which is co-financed at a 90% rate by the ENI CBC Med program.

Thematic Objective A.1 - Business and SMEs development (Promote economic and social development)

Priority A.1.3 - Encourage sustainable tourism initiatives and actions

Project partners:

* Comitato Internazionale per lo Sviluppo dei Popoli (CISP) in Italy – Lead Beneficiary
* Barcelona Chamber of Commerce (BCC) in Spain
* Catalan Tourism Board (CTB) in Spain
* American University of Beirut (UAB) in Lebanon
* Jordan University of Science and Technology (JUST) in Jordan
* WWF Mediterranean North Africa in Tunisia

**Associated partners:**

* Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
* Barcelona Provincial Council - Diputacio de Barcelona (DIBA)
* International Social Tourism Organisation (ISTO)
* Ministry of Culture - Italy
* Ministry of Tourism - Lebanon
* Tunisian National Tourism Office – ONTT - Tunisia
* Ministry of Tourism & Antiquities of the Hashemite Kingdom of Jordan - Jordan

Geographic coverage Italy, Spain, Lebanon, Jordan, Tunisia

**II.1.3 RESTART MED! OBJECTIVES, EXPECTED RESULTS, OUTPUTS AND WORK PACKAGES**

**GENERAL OBJECTIVE**

Contributing to economic & social development in the Mediterranean, strengthening, disseminating and scaling up successful sustainable tourism practices & resources, in post-COVID-19 era.

**SPECIFIC OBJECTIVES**

* SUPPORTING ECONOMIC RECOVERY: use results & successful practices of sustainable tourism projects for transfer and further exploitation in a “from pandemic shock to recovery” perspective, supporting resilience and local jobs in the tourism sector with cross-border knowledge and instruments.
* BUILDING A COMMUNITY: build on existing platforms & communities to spread knowledge, skills, benefits of tourism projects to a wider community, adding value through a cross-border, collaborative MED destination approach, under a common brand, which combines sustainability and economic opportunities.
* SUPPORTING SUSTAINABILITY: increase awareness and capacity at public authorities & policy makers for mainstreaming of environmental, socioeconomic, cultural sustainable good practices and results into policies for local tourism/economic development

**OUTPUTS**

**WP 2**

* Communication and Dissemination Plan (CDP)
* Project start-up announcement, information & dissemination
* Project communications: visual identity and content
* Publication and Video on Sustainable Tourism Best Practices products in Mediterranean
* Brand communication

**WP 3**

* Training of tourism service providers on Sustainability and Promotion
* Product competition (subgrants for visibility initiatives)

**WP 4**

* Network strategy for sustainable tourism community
* Online sustainable tourism community platform
* Community-building initiatives for reinforcing/enlarging sustainable tourism stakeholder networks

**WP 5**

* Awareness increase of policy makers/ public authorities on sustainable tourism challenges
* Policy reviews for the mainstreaming of sustainability in tourism

**II.2. DESCRIPTION OF THE ASSIGNMENT**

**II.2. 1OVERALL OBJECTIVE**

The OVERALL objective of this assignment is: to capitalize on the existing connections between public and private stakeholders within and between RESTART MED countries, in order to strengthen the integration of commercial and public policy interests to support the development of sustainable tourism

**II.2. 2 SPECIFIC OBJECTIVE**

**The specific objective is to elaborate a “RESTART MED! network strategy to reinforce the sustainable tourism community”** aiming at defining how existing networks can effectively cooperate, either merging, connecting, or supporting each other and at identifying best methodological approaches for a sustainable, productive and inclusive networking across the entire “sustainability” spectrum (environmental, socio-economic, cultural) and across a broad range of tourism niches (related to different landscapes, cultural and natural settings, different holiday activities and experiences).

Many networks exist, and the RESTART MED! strategy is intended as the starting point to capitalise on existing networks. Preliminary analysis of capitalizable projects has shown that the networks tend to work within certain stakeholder groups, certain niche markets, certain timeframe and projects and geographical areas.

To define the networking strategy of the paretic’s vouchers for sustainable tourism, the expert will start by analyzing the networking needs by target group in order to raise awareness and facilitate their accessibility to sustainable tourism products and practices, which do not is not the case in current networks.

The expert will also analyze the content and functionality of the existing platforms than what they provide to their members / participants, identify the mutually beneficial forms of cooperation agreed with the platform owners and the strategy for a better-defined integration between the networks. and existing platforms.

 Based on the analysis of specific needs by target group and the review and analysis of existing platforms, the expert will have to propose recommendations for three areas of interest: destination management, product promotion, and the challenges and awareness of sustainable development in relation to tourism in general. This will determine the feasibility and cost of the innovative functions required for a potential RESTART MED! online platform to provide added value.

The expert should provide a cost-benefit analysis for such a potential “platform of platforms”. Finally, the expert will submit a proposal defining the governance structure of the platform, the mission statement and the business model.The main activities should include:

1. Reviewing existing networks, platforms and communities, developed within a list of capitalizable projects (annex ..),

b) Assessing and systematize networking typologies and objectives (online networks, operational partnerships etc..)

1. Assessing strengths, weaknesses, opportunities and threats (SWOT) of the existing networks, platforms and communities
2. Identifying main needs of private & public stakeholders already part of existing networks in terms of skills enhancement, and transfer of technical know-how which are not yet being addressed by the existing network or platform (gaps).
3. Cost-benefit analysis of a potential ‘platform of platforms’
4. Recommending strategic actions to upgrade and capitalise the existing networks toward a more sustainable common objective such as commercial & marketing, certification process.
* If suggesting a new platform, detailing the technical requirements of the platform structure, and desired functionality. Defining platform governance structure, mission statement and the business model.

**Expected results:**

**Networking strategy document including:**

* The needs of sustainable tourism networks’ private and public members
* Assessment of existing online platforms (SWOT)
* Cost-benefit analysis for a new ‘platform of platforms’
* Structure of the online platform, its functionalities detailed, its mode of governance, and business model
* Other initiatives/actions of the network

**II.2. 3 METHODS and APPROACH**

The **expected methodology** will include a transparent and participatory process involving partners, associated partners and the relevant stakeholders at regional and country levels, and will take into account the specific size and characteristics of the RESTART MED! project and the overall framework of ENICBC MED Programme.

The consultant will specify which approaches and tools will be used for the elaboration of the strategy and for the collection of data and their analysis, giving reasons for the choice and clarifying the methods of application of the same. In any case, the methodology, approach, and research strategy adopted must be in accordance with the assignment’s objectives, and expected results set out in these Terms of References.

The assignment shall be implemented in clear **phases** that **can include** the following:

a) Document review / Desk research -

c) Meetings and interviews in person and/or remotely

d) Development of conclusions and reports with recommendations and highlights.

e) a final restitution workshop to assure feedback to project partners. The general organizational modalities of the seminar must be illustrated in the technical offer and agreed in detail with WWF

**Description of the assignment:**

**Reporting requirement**

The contractor will submit the following reports in English in electronic format:

* **Preliminary report** of maximum 10 pages to be produced within **one week** after the contact signed. In the report, the contractor shall describe the updated **organisation and methodology** proposed. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
* **Draft Final Report** This report is submitted at the latest **three weeks** after the validation of the preliminary report.
* **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is **two weeks** after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of analyses underpinning the recommendations will be presented. The final report must be provided along with the corresponding invoice.
1. **ADDITIONAL INFORMATION**

The selection criteria are:

* Experience in knowledge management, network and community building or similar activities
* At least 5 years of professional experience in sustainable tourism development;
* Degree in Tourism and Hospitality, Economics or similar;
* Excellent reporting skills in English.

The award criterion is:

* Best value for money, weighting **80% technical quality** and **20% price** (select in case of services)

The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is 4 working days from the deadline for submission of the tenders.

1. **COPYRIGHT**

All rights of copyright concerning the material produced by consultant will remain the property of RESTART MED Partners (CISP, CCB, CTB, AUB, WWF and JUST)

1. **FORMAT OF CONTRACT**

**CONTRACT TITLE**: Expert on network strategy for a sustainable tourism community

**REFERENCE**: WP3.HR.PP5.695

Concluded between:

WWF Mediterranean North Africa

Tour C-D, Building Saadi, Avenue Habib Bourguiba, 1082

Represented by: ………………………………………….

AND

<Name of the contractor>

<Address of the contractor>

 Represented by: <name of legal representative><position>

**Article 1: Subject of the contract**

The subject of the contract are the services as indicated in the contractor’s offer.

**Article 2: Contract value**

The total contract value for implementation of services indicated in the Article 1 is: <XXX EUR >

**Article 3: Contracting documents**

The documents which form the part of this contract are (by the order of precedence):

* + Contract agreement
	+ Contractor’s offer as provided in the tendering phase
	+ Any other supporting documentation if applicable (in case of request for registration of company, compliance with tax obligations or other documentation)

**Article 4: Deliveries and payments**

The contractor will deliver without reservation the services indicated in the contractor’s offer. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor the services in the amount indicated in the Article 2 of this contract document. The payments will be issued by the following time schedule.

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| --- | --- | --- |
| Duration  |  | % of the contract value /Euro |
| 4 weeks | Initial pre-financing paymentTo the approval of the Draft Final Report | 50 % of the contract value |
| 2 weeks | Balance payment subject to the approval of the Final Report  | 50 % of the contract value |
| **Total** | <Total Contract value > |

The contractor will provide contracting authority with the reports on execution of the services.

**Article 5: Duration of the contract**

The duration of the contract is 2 months.

**Article 6: Cancellation of the contract**

The contract can be suspended by the Contractor if the contracting authority does not fulfil payment and other obligations.

The contract can be terminated by the contracting authority due to one of the following reasons:

* + The Contractor is in serious breach of the contract, failing to meet contractual obligations
	+ The Contractor is bankrupted or being wound up, is having its affairs administrated by courts, has entered into arrangements with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situations arising from a similar situation provided for in national legislation or regulations.

**Article 7: Resolving of disputes**

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of This Agreement shall be governed and construed in accordance with Tunisian law (by the court of first instance of Tunis where applicable).

For the Contractor For the contracting authority

Name: Name:

Position: Position:

Signature: Signature:

Date: