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1. BACKGROUND INFORMATION

1.1. Partner country

The Republic of North Macedonia.

1.2. Contracting authority

Municipality of Bitola

Address: Boulevard 1-st of May 61, 7000 Bitola

1.3. Country background

European Territorial Cooperation (ETC) known as INTERREG is one of the two goals of EU cohesion policy and provides a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States. The Programme supports regional cooperation between Greece and the Republic of North Macedonia.

The INTERREG IPA II Cross border cooperation (CBC) Programme Greece – Republic of North Macedonia 2014-2020 overall strategy is to ‘to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using natural resources for tourism’. The Programme have been approved by the European Commission Decision C(2015)5655/06.08.2015

According to the Finance Agreement with European Commission (the EU) as an integral part of, the Bilateral Agreement is signed between Greece and Republic of North Macedonia with regard to particular rules, governing the respective relationship between the Managing Authority (MA) including the Joint Secretariat (JS), the Certifying Authority (CA) and the Audit Authority (AA) of the Programme and respective National Authority (the Ministry of Local Self Government - IPA II beneficiary) concerning the implementation, management and control of the Programme.

The Programme is jointly implemented under the ‘share management’ mode with responsibility of the Joint Management Body of the Programme – Managing Authority (MA). <https://interreg.gr/en/managing-authority/>

In terms of information and publicity and of the Interreg Programme’s brand identity, the correct name of the Programme is essential in all official documents, project outputs and advertising materials.

The Programme is financed from the European Budget under the Regulation (EU) No.231/2014 of the European Parliament and of the Council of 11 March, 2014 establishing an Instrument for Pre-accession assistance. (IPA II).

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The area of the activities is located in the eligible territory for the CBC Programme Greece - Republic of North Macedonia 2014 – 2020, The Pelagonia Region which is among eligible Programme regions, where the Contracting Authority, Municipality of Bitola is located and carries out the regular activities. By combining the thematic priorities the overall strategy statement of the Interreg IPA CBC Programme ‘Greece - Republic of North Macedonia 2014-2020’ is: "to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for tourism".

In the PA 1: Development and Support of Local Economy, the Specific Objective related to Priority d is: Encouraging tourism and cultural and natural heritage" - 1.3 Improve the attractiveness and promote tourism in the crossborder area to enhance employment in tourism. (http://www.ipa-cbc-programme.eu/gallery/Files/Library/CP_2014-20.pdf).

Lead Partner of „Cineculture“ project is Municipality of Edessa. The other project partners are **Municipality of Bitola, Association for the development of ecology, tourism and cultural cooperation GRIN-LIST Bitola and Municipal Enterprise of Edessa.**

Edessa and Bitola are 2 cities of the cross-border area with common characteristics, being urban areas for centuries and presenting particular cultural heritage features as a result of their urban character. As 2 of the few cities in the cross-border area with urban culture that have tourism development possibilities, they have developed communication and cooperation channels for many years now.

Within this cooperation and the common need for improving the touristic services which are mainly based on cultural issues and on the valorisation of natural environment, the areas of Edessa and Bitola proceed to joint touristic development.

Republic of North Macedonia has good tourism potential but it still lacks proper promotion, widening the range of opportunities through use of modern technology, as well as obtaining sufficient data about the attractions that could draw and sustain potential tourist in certain areas, mainly in Bitola and the cross-border region.

The variety and richness of cultural and historical monuments make Republic of North Macedonia a very interesting and attractive tourist destination. Rich with a lot of cultural and historical heritage, The Republic of North Macedonia has fascinating past and very attractive places, which still represents an insufficiently explored destination in tourism terms. Visiting new and unknown tourist destinations in recent years is becoming a major motivational characteristic of the tourists’ decision to engage in the tourist routes. It can be conclude that the cultural tourism industry is on a low developed level, especially in the CB area.

Immediate result of the project “CINECULTURE” will be the improvement of the touristic product of the cross-border area, whereas its contribution to its valorisation in the wider cross-border area and in the two countries will be of equal importance. It is estimated that the project will have multiple results, because it complements existing infrastructure by making them fully operational.

1.4. Current situation in the sector

Municipality of Bitola rightfully wears the epithet "City of Culture," primarily because of the rich cultural and historical background, cultural heritage and monuments, the spirit of inter-

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culture and Europeanism which has left a deep mark here since the early 20th century. Bitola is also a member of UNESCO creative cities network in the field of film, since 2015. Bitola's history with film dates back to the Manaki brothers who, as film and photography pioneers, brought to Bitola – formerly named Manastir – the Bioscope 300 film camera. The brothers famously filmed the very first motion pictures shot in the Balkans. Bitola is an urban and modern city offering numerous monuments of history, nurturing tradition, and allowing tourists to discover the town.

The approach of visitors and generally of the touristic development is made on the basis of exploiting the new technologies, which help in the valorisation of significant cultural elements and give to the visitor a more complete picture of the cross-border area. It is typical that the average visitor is aware of little evidence from the cross-border area, such as the waterfalls in Edessa and the Christian monuments in Bitola, while there are a number of important monuments and unique elements of the natural environment, which the visitor ignores.

Indeed, some important elements, such as the local architectural heritage with its unique characteristics, a number of important monuments, important archaeological sites, unique points of environmental interest and important biotopes are completely unknown to the majority of visitors. All of these elements will be provided with the assistance of new technologies to the visitors, both in organised information and communication facilities, and individually via PC, tablet or smart phones.

Another common feature of the cross-border area is the activity of Manaki Brothers, who, as the first filmmakers in the Balkans, worked along the cross-border area. Through the promotion of their work and of the cinema history of the wider area, the development of new services to the visitors and the improvement of the touristic product of the area are attempted.

The biggest problem in the areas of Edessa and Bitola is that the visitors are in transit, as infrastructure for the reception of visitors and for the promotion of cultural and environmental characteristics has not been adequately developed.

The project attempts to succeed the prolongation of the stay of visitors in the 2 cities with the creation of tools for their information and their better guide to all the cultural monuments and the points of environmental interest. Moreover, through activities for the valorisation of the interaction of natural environment with cultural heritage, important aspects of the local history, architecture and everyday life of the cross-border population are highlighted.

On the flip side, the cross-border area is loaded with characteristic architecture, natural wealth, significant archeologic elements, which can easily become a real tourist attraction through proper promotion. But there is not enough data considering some of these, to valorise their cultural and historical values and as such to promote worldwide. Setting religion on top of this, with the cultural and historical wealth and the cross-border region, especially the Bitola-Edessa route, a high potential for a real tourist attraction evolves. In context, expressing the significance of the Manaki Brothers, through acknowledging their specific work for that period, will elevate the will and interest in further research of their film and camera activities, and with this the touristic attractivity of this cross-border region will rise to another level. The old Bitola theatre represents another attraction of which only the memories of elder citizens are preserved, to testify its construction in the early 20th century. A virtual tour through this facility, given by this project will testify its unique, distinctive and specific characteristics, and will bring interest about it to any visitor. Objects of less specific origin, connected to the Old Bazaar, the Ottoman period, religion etc, undoubtedly present a need of valorising the cultural and historical heritage

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of this region, leading to many different materials that, properly arranged, will be able to promote the city justly, as well as to create a connection with the significance of cultural and historical heritage of Edessa. This way, a cultural and historical route will emerge, which will allow higher numbers of tourist visits and economic benefits for the region.

With these activities, Cineculture Project will have serious impact in reducing the current lack of usage of the cultural and historical wealth of this area in order to provide tourist promotion.

1.5. Related programmes and other donor activities

N/A

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

- Protection and usage of cultural and natural heritage; with the valorisation of the traditional architecture and buildings in Varosi of Edessa and the Old Theater of Bitola, as well as of the cultural heritage of the 2 cities.
- Upgrade of touristic products and services; with the creation of useful ICT tools that operate supportively and valorise the touristic product. Through the use of new technologies, the touristic resources of the CB area are promoted and highlighted.
- Horizontal and vertical networking among sectors that upgrade the touristic product
- Involve stakeholders and population to the development of the touristic sector to create employment opportunities
- Create a joint touristic brand for the CBC area, with the valorisation of the cultural heritage of the first filmmakers, Manaki Brothers and the creation - promotion of a new touristic product, which is based on cultural heritage and contemporary cultural creation.

The CINECULTURE project aims at the valorisation of the cultural heritage for the development of tourism in the cross-border area, while the focal point is on both the local cultural heritage with architecture and monuments and on the cinema history of the cross-border area, with distinctive reference to Manaki Brothers.

2.2. Purpose

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The purposes of this contract are as follows:

- To valorise and identify parts of the cultural and historical heritage in the cross-border region that lack available and useful data.
- To gain additional data in order to bring the cultural and historical heritage closer to the local population, as well as raise their public awareness, thus stimulate it's promotion.
- To create foundations for additional creation of a Virtual Tour of the Old Theatre and certain objects of the Old Bazaar and cultural, natural and historical heritage of Varosi.
- To activate stakeholders and provide multiple day entertainment of tourist, instead of their current habit of a short walk in transit.

2.3. Results to be achieved by the contractor

- To provide study of touristic valorisation about cultural and national heritage in cross border area, in order to upgrade the touristic product in the cross-border and to make conditions for the development of common touristic packages in the cross-border area.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Constant and timely support from the Project team;
- Good co-operation between Contracting Authority and selected Contractor;
- Study of touristic valorisation about cultural and national heritage in cross border area produced within this contract should be in accordance to the Information and Visibility Guide (http://www.ipa-cbc-programme.eu/gallery/Files/news/programme/12.09.2018/Information-%26-Publicity-Guide_September2018.pdf)

3.2. Risks

- Lack of relevant data sources for certain sites /objects
- Delay of the contract execution due to the unexpected obstacles related to availability of data.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

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The contractor has to prepare a study of touristic valorisation of the cultural heritage in the CBC region of the Municipality of Bitola together with the short overview of the main touristic attractions and cultural heritage elements in the Municipality of Edessa.

4.1.2. Geographical area to be covered

The geographical area that will be covered within the study will include mainly the Municipality of Bitola and its CBC area, as well as main attraction and cultural elements of interest in the Municipality of Edessa.

4.1.3. Target groups

Immediate result of the project will be the improvement of the touristic product of the cross-border area, whereas its contribution to its valorisation in the wider cross-border area and in the two countries will be of equal importance. This is an effort to organise the touristic product of the cross-border area on a different basis, which shall drift the local enterprises and mainly those activating in accommodation, food and selling of local products and souvenirs.

In the Municipality of Edessa there are 114 hotels and traditional hostels, over 90 restaurants and cafe-bars, and more than 40 companies producing and selling local products.

Respectively, in the Municipality of Bitola there are more than 100 hotels and traditional hostels, around 100 restaurants, and around 15 small units for the standardisation and selling of local products, while sellers of non-packaged products are famous.

All together, more than 450 companies are directly affected by tourism and will improve their functioning through this project.

The citizens of both main cross-border area cities are the targeted groups, since this way the cultural and historical heritage will be brought closer to them, which increases the possibilities for its affirmation and promotion.

4.2. Specific work

The specific tasks for the preparation of this study must include 3-5 objects in one of the most famous and specific cultural cores in Bitola and wider – the Old Bazar, adjoined with the specific information, pictures and blueprints if possible. The elaboration should cover their cultural importance and other information that will contribute to their touristic valorisation and recognisability.

The Old Theatre building is the other cultural element that must be included in the study together with all the additional available information such as cultural, historical, constructional, photo-documentation, etc. The importance of this object is specifically noted because of the cultural and historical significance and its function as a cinema in certain historical period.

Because of the main project idea and its' connection to the Manaki Brothers work and cinematography, the further elaboration of their work, cultural importance and values should be also included in the study and they can be considered as a special asset and give one more aspect of their work not only in local but in the wider Balkan, European and even world frameworks.

The study must also include a map with at least 10-15 cultural elements in Bitola – buildings, places/locations etc. that possess cultural and touristic values. They should pose touristic potential for the city that can bring more tourist and become a specific cultural feature of Bitola.

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For each of this object / places the study must include a short overview of their architectural and/or cultural values. Such documents should be supported by approved research materials from relevant sources such as the historical archives.

In the second part the study must shortly outline the main cultural features of the Municipality of Edessa that can be considered as connecting point such as Varosi and other cultural elements.

All the other proposed and elaborated cultural elements can be considered as an asset to the study and give additional quality to it.

Presented data within the study may/will be used for the additional project actions and productions of printed and/or other project materials.

In order to fulfil the requirements of the Contracting authority i.e. Municipality of Bitola, the study must be written and translated in Macedonian and English language, and it must also include appropriate foto – documentation in order to better depict the cultural heritage elements elaborated in the study.

It should be handed in two copies to the Contracting authority i.e. Municipality of Bitola.

The contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en. >

4.3. Project management

4.3.1. Responsible body

The Contracting Authority for the contract is Municipality of Bitola, Republic of North Macedonia.

4.3.2. Management structure

Project management structure is consist of project manager, financial manager and administrative officer. For the study there will be committee that will have to check and confirm the delivered study in order are they according TOR.

4.3.3. Facilities to be provided by the contracting authority and/or other parties

The contracting authority has no obligations to provide any facilities.

5. LOGISTICS AND TIMING

5.1. Location

The operational base for the project will be set up in the town of Bitola, Republic of North Macedonia.

5.2. Start date & period of implementation of tasks

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The intended start date is the date when the contract is signed and the period of implementation of the contract will be 3 months from this date. 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

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.

6.1.1. Key experts

Key experts have a crucial role in implementing the contract. These terms of reference contain the required key experts' profiles. The tenderer shall submit CVs and statements of exclusivity and availability for the following key experts:

Key expert 1: cultural heritage expert

Qualifications and skills

- To have a university degree in the fields concerned i.e. connected to cultural heritage or proven experience and expertise in the field

General professional experience

- At least 3 years working experience in the fields connected to the main task of the Contract (cultural sector);
- Research experience with usage of materials relevant to the field of cultural and historical heritage, supported by valid publications.

Specific professional experience

- Experience in cultural heritage research, elaboration and valorisation.
- Published written work, complete or partial – segments of finished publications in strategies, studies etc. regarding cultural and historical heritage in domestic or international professional publications.

Key expert 2: Expert in photography and/or visual arts

Qualifications and skills

- To have a university degree in the fields concerned i.e. photography or proven experience and expertise in the field

General professional experience

- At least 3 years working experience in the fields connected: photography and/or visual arts

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Specific professional experience

- Experience in cultural heritage research, elaboration and valorisation.
- Involvement in domestic and international expositions and presentations of photographic and video materials, presenting the cultural and historical heritage, thus providing a chance for international promotion.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

6.1.2. Other experts, support staff & backstopping

- 1 person – contact person for the contract

CVs for the above mentioned support staff should not be submitted in the tender. The Contractor shall select and hire other experts as required according to the needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

6.2. Office accommodation

The Contractor will provide the office accommodation for its staff working on the contract.

6.3. Facilities to be provided by the contractor

The Contractor shall ensure that its staff is adequately supported and equipped. In particular it shall ensure that there is sufficient administrative, secretarial and interpreting provision to enable successful implementation of this contract.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in English in one original:

- **Inception Report** of maximum 10 pages to be produced after 2 weeks from the start of implementation. In the report the contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
- **Draft final report** of maximum 15 pages. This report shall be submitted no later than one month before the end of the period of implementation of tasks.

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- **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 10 days after receipt of comments on the draft final report. The final report must be provided along with the corresponding invoice.

Payments shall be made after approving of the reports (Inception and Final).

7.2. Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

Final Acceptance Certificate certifying the execution of the contract, i.e. delivery of the study of touristic valorization of cultural and national heritage in cross border area.

8.2. Special requirements

Application requirement

- Interested tenderer are kindly requested formalize their interest by sending an offer including price without VAT according to all above required conditions.
- Personal statement in which you express your consent with the treatment of your personal (company's) data by the Municipality of Bitola.

Additional information

- All offers and the supporting documents required as above will be treated confidentially and by respecting the privacy of the candidates/companies.
- Offers that do not meet the deadline will be excluded.
- The selection procedure might or might not involve an interview meeting with the selection committee which is made up of Municipality of Bitola board members.
- The outcome of the selection process is incontestable.

Municipality of Bitola takes in to account the general principles of equal opportunities to men and women.

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