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# BACKGROUND INFORMATION

## Partner country

Republic of North Macedonia

## Contracting authority

Municipality of Resen

Square Car Samoil no.20

7310 Resen

## Country background

The cross-border cooperation programme Greece – North Macedonia supports regional cooperation between Greece and North Macedonia. The Programme's overall objective is to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for the upgrading of the tourism products.

The project „Integration of Green Transport in Cities - Green Inter-e-Mobility “ is supported by the cross-border programme “Interreg IPA Cross-border Cooperation Programme Greece- Republic of North Macedonia 2014-2020".

EE is a key priority within the EU Strategy, and this translates into common EU policies for the Member States, including those addressing energy-efficiency. To accelerate the achievement of strategic targets, an integrated approach is needed with coordination between EU/national/regional/local energy policies.

Replacing the current transport modes with more energy-efficient ones, within a regional intelligent transportation system, will support the efficient realization of both the tourist promotion of the area, the sportsmen and student’s daily transportation. The new system will also promote the environmental conservation of the area and the protection of its natural beauty. Moreover, due to the heavy winter periods, residents in this region, and especially elderly, disabled, distant-residents, face great difficulties in their daily transport. This project faces this challenge and facilitates residents in these Municipalities (MUNIs) with the on-demand use of utility electric vehicles (e-vehicles). Furthermore, the solar availability in the region, which is indicated for high performance of energy supply through photovoltaic (PV) panels, could be exploited for replacing the conventional energy used by current transport, with renewable energy. The project is compatible with the broad EU energy policy context such as Climate-Energy packages, Energy Union and decarbonisation of transport, since it creates synergies between Renewable Energy Sources and transport users.

## Current situation in the sector

The overall project’s objective is to design and apply an energy-efficient, regional intelligent transportation system with innovative solar-energy charging-stations for e-vehicles in all four Municipalities.

The main project outputs include the promotion of the environmental conservation of the area (through an integrated solution for reducing the carbon footprint of road facilities and transport) and the protection of its natural beauty, the enhancement of the tourist stream towards the cross-border area and of the cross-border cultural and sports relations, through the establishment of the transnational Bitola-Florina tourist route, and the facilitation of sportsmen and students in their daily transport and residents (elderly, disabled, distant-residents) in their daily on-demand transport in all four Municipalities, while the optimal route scheduling and realization of their transport by e-vehicles will greatly decrease their transportation expenses through a 20-year horizon.

Through the Cross-Border approach, including the partner’s cooperation during the development and operation phases, the Municipalities will benefit by the mutual exchange of know-how and experiences among the cross-border actors and end-users of the e-vehicles. Moreover, the public, through the partners’ joint awareness initiatives for green mobility, and by making use of this new innovative technology, will come closer to environmental actions and ideas. Also, the establishment of the cross-border electric minibus route between Florina and Bitola will be combined with other sport and tourist activities and strengthen the relations between the two countries’ population.

The project’s added value is the environmental conservation of the cross-border area, the region’s touristic promotion through transnational actions, the enhancement of the cross-border relations and the facilitation of the area’s residents in their daily transport, through the use of innovative technologies towards green transportation.

With this project Municipality of Resen will influence in development of the infrastructure for using solar energy for charging e- vehicles, also with promotional activities and the pilot installations there will be development of the market for e vehicles and solar charging stations

Policy uptake and community engagement. The direct involvement of partners in the project who have a multiplier role will ensure wide dissemination-awareness raising of the relevant target groups.

## Related programmes and other donor activities

There is a strong background in the cooperation between all the partners, since they have all signed Memorandum of Understanding during previous projects. Therefore, the Green Inter-e-mobility project is the implementation of their commitment to cooperate and apply synergetic actions.. Also there is existing experience of successful cooperation between all the partners in the energy efficiency and transportation fields. The region offer a great number of touristic attractions and therefore, an intelligent network of electric mini-buses will bring added-value to these attractions. Additionally, the cross-border interconnection of these touristic sites will be enhanced by a regular cross-border route of a “touristic electric mini-bus”. Such an electric mini-bus interconnection can facilitate tourists sportsmen and the local population to identify many common characteristics between the two regions.

The Green Inter-e-mobility project directly addresses the topics of the Work programme “10. Secure, Clean and Efficient Energy”. More specifically, the project is compatible with the broad EU and national energy policy context such as Climate-Energy packages and it contributes to the following expected impacts:

• The EU power network will be capable of integrating large share of renewable exceeding 50% by 2030, in particular variable energy sources.

• Creation of synergies with transport users (e.g. services to the grid with smart charging) / support the decarbonisation of transport.

Additionally, the project contributes to the regional and local strategy on efficient transport of students, public servants and disabled people.

A number of donors have supported environmental and energy sector in relation to improvement of the Energy Efficiency and reduction of GHG emissions by the donors, including the EU, World Bank Group, the Swiss Agency for Development and Cooperation and the UNDP.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

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

The main project's objective is to design and apply an energy-efficient, regional intelligent transportation system-ITS which will support the efficient realization of both the tourist promotion of the cross-border area, the student’s daily transport and the facilitation of residents in their daily transport. Specific objectives are:

(a)The added value of the area's touristic sites through the e-minibuses routes.

(b)The enhancement of the cross-border cultural relations through the route connecting Bitola-Florina.

(c)An optimal route scheduling in coordination with the design & implementation of PV charging stations for minibuses.-Programme’s object. : Improving cross-border road access & mobility with targeted interventions of small scale infrastructure

(d)The realization of the ITS that will facilitate both tourists, residents’ (elderly, disabled, distant-residents) and students’ daily transportation. Especially for accessibility of disabled people, a utility e-vehicle and a relative smart phone application is predicted.-Progr.obj. : ICT systems & equipment to improve check point services & facilities

(e)The decarbonisation of transport and the support to the electricity grid.-Progr.obj.: Integrated solutions for reducing the carbon footprint of road facilities & transport in cross-border area

(f)Cooperation between partners during the optimal route studies, development & operation phases.

(g)Public awareness about the integration of e-vehicles fuelled by the sun in cities, and communication & dissemination of the project results to national, regional & local authorities to promote green transport.-Progr.obj.: Small scale investments in energy efficiency, in check point facilities & public buildings of cross-border area, including joint awareness initiatives for energy efficiency

## Purpose

The purpose of this contract is as follows:

Municipality of Resen as a contracting authority has to conclude an Contract for services with selected contractor for creation multilingual project communication package that will help to implement communication strategy described in Info and Publicity Plan of Green Inter-e-Mobility. <https://green-inter-e-mobility.eu/wp-content/uploads/2020/05/green-inter-e-mobility_info-and-publicity-_plan_official-final.pdf>.

For this purpose following **Promotion Materials** (Preparation, design, and colour printing of materials) should be developed:

* Folders A4 , expanding with min 10 barriers (PVC, printed on project logo on the cover) x 100 pcs,
* Pens (metal pen in a box-tube, marble black , dimensions- 10 x 137 mm blue, printed logo and text) x 100 pcs
* A3 Folded leaflets, text and color printing x 200 pcs,
* Roll Banners including material 100\*200sm (design and color printing) x 2 pcs.
* Eco Natural A5 Notebook with natural elastic closure, page ribbon and pen holder, 50pages printed project logo on the cover x 50 pcs.
* Posters A3 size according to the website <http://poster.interreg.gr/> \* 200 pcs
* Backpack up to 16" , material polyester , side pockets , front pocket, internal additional storage space, dimensions 43\*30\*15sm

## Results to be achieved by the contractor

The contractor should achieve following results:

Contract implementation will support the achievement of the planned outputs, for project promotion consisted of printed materials and promotional campaign strategy that will helps to coordinate partnership and support the achievement of planned outputs

The dissemination output will promote to the local and regional population the benefits of electric mobility, which include saving transport and maintenance cost and environmental benefits.

The general communication strategy will be implemented through both internal and external communication pathways.

The external communication aims at reaching the relevant target groups in order to fulfil the defined communication strategy.

This Contract should contribute towards implementation of Multilingual Project Communication Package- Promotional Materials.

1. Development, design and printing of the multilingual promotional materials:

* Folders A4 , expanding with min 10 barriers (PVC, printed on project logo on the cover) x 100 pcs,
* Pens (metal pen in a box-tube, marble black , dimensions- 10 x 137 mm blue, printed logo and text) x 100 pcs
* A3 Folded leaflets, text on two languages and color printing x 200 pcs,
* Roll Banners including material 100\*200sm (design and color printing) x 2 pcs.
* Eco Natural A5 Notebook with natural elastic closure, page ribbon and pen holder, 50pages printed project logo on the cover x 50 pcs.
* Posters A3 size according to the website [http://poster.interreg.gr](http://poster.interreg.gr/) \* 200 pcs
* Backpack up to 16" , material polyester , side pockets , front pocket, internal additional storage space, dimensions 43\*30\*15sm , project logo printing on front \* 6 pcs

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

• Good cooperation between all parties involved in the project

• Constant and timely support from the Project team;

## Risks

• Low level of communication among the project stakeholders

• Failure to comply with the respective deadlines for completion and launching of the tender procedures;

# SCOPE OF THE WORK

## General

### Description of the assignment

Municipality of Resen in the frame of the project intends to hire contractor for project promotion consisted of printed materials that will helps to coordinate partnership and support the achievement of planned outputs.

The contractor should be obligated to develop, design and print the following multilingual promotional materials:

* Folders A4 , expanding with min 10 barriers (PVC, printed on project logo on the cover) x 100 pcs,
* Pens (metal pen in a box-tube, marble black , dimensions- 10 x 137 mm blue, printed logo and text) x 100 pcs
* A3 Folded leaflets, text on two languages and color printing x 200 pcs,
* Roll Banners including material 100\*200sm (design and color printing) x 2 pcs.
* Eco Natural A5 Notebook with natural elastic closure, page ribbon and pen holder, 50pages printed project logo on the cover x 50 pcs.
* Posters A3 size according to the website [http://poster.interreg.gr](http://poster.interreg.gr/) \* 200 pcs
* Backpack up to 16" , material polyester , side pockets , front pocket, internal additional storage space, dimensions 43\*30\*15sm , project logo printing on front \* 6 pcs

Contractor should deliver final promotional materials to:

Municipality of Resen, Square Car Samoil no. 20, 7310 Resen

### Geographical area to be covered

Republic of North Macedonia, Municipality of Resen

### Target groups

Local population, small tourism businesses, local authorities, domestic and foreign tourists, visitors and guests.

## Specific work

Under the direct supervision of the project coordinator and in cooperation with the Municipality of Resen staff (Sector for urbanism, communal affairs, local economic development and cross border cooperation and other project experts) the contractor will be responsible to carry out the following activities:

* **Design promotional materials for the Project Green Inter – e-Mobility**

The Contractor should implement this task in close relations with the Municipality of Resen. All promotional must include printed logo of the project and other obligatory text according to the manual. The activities by the contractor must comply with the rules lay down in the Communication and Visibility Manual for EU External Actions published by the European Commission. <https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en>. Municipality of Resen will secure text and other needed data for quality of the design.

* **Approval on promotional materials design**

Contractor should send to contracting authority, prepared and designed materials for approval. The contracting authority should secure approval on designed materials by the Managing bodies of the Project „Integration of Green Transport in Cities - Green Inter-e-Mobility “ and The cross-border programme “Interreg IPA Cross-border Cooperation Programme Greece- Republic of North Macedonia 2014-2020".

* **Printing and delivery of promotional materials**

After received approval by the Management bodies of the Project and IPA II Programme, contractor should proceed with printing of promotional materials. Printed materials should be delivered to contracting authority.

## Project management

### Responsible body

The Contracting Authority for the contract is Municipality of Resen

### Management structure

The Contracting Authority is unit of local self-government. Its competences are implemented in line with Local self-government law as well as other legislation. The Contracting Authority is consisting of decision makers and administration. There are two bodies of decision maker: Mayor and Council of Resen Municipality. Two bodies are elected, by the population, on local municipal elections, which are organized every four years. The Council of municipality is consisting of 15 members. One member is appointed as President of the municipal Council. The project ″Integration of Green Transport in Cities (Green Inter e- mobility) ″ is a partner project implemented by 6 (six) partners in Republic of Greece and Republic of North Macedonia, financed by INTERREG IPA Cross Border Programe Greece - R of North Macedonia 2014-2020. The Mayor of Resen municipality with Decision appointed project team which is obligated to implement all project activities. The Project team has 8(eight) members (one project manager and one financial manager). During the project implementation, all needed decisions shall be signed by the Mayor as authorized person for project implementation.

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

The Contracting Authority will provide all available information and will fully co-operate with the contractor in order to achieve the best results. Technical information and access to the existing records, any useful information and/or documentation which may be relevant to the performance of the Contract will be provided upon request.

# LOGISTICS AND TIMING

## Location

Municipality of Resen , Republic of North Macedonia

## Start date & period of implementation of tasks

The intended start date is 24.08.2021 and the period of implementation of the contract will be 2(two) 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.

# REQUIREMENTS

## 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.

### Key experts

N/A

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. 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.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

N/A

## 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.

# REPORTS

## Reporting requirements

The contractor will submit the Final report in English in 1(one) original.

The final report must be provided along with the corresponding invoice.

## 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.

# MONITORING AND EVALUATION

## Definition of indicators

All activities for monitoring and evaluation, which will be a part of this Contract will be realized according to the planned time and measures of progress towards expected results.

## Special requirements

The activities by the contractor must comply with the rules lay down in the Communication and Visibility Manual for EU External Actions published by the European Commission. <https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en>