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1. BACKGROUND INFORMATION

1.1. Partner country

Republic of North Macedonia

1.2. Contracting authority

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

1.3. Country background

The Republic of North Macedonia is a veritable treasure of cultural heritage with the tradition and customs of its people. There are large number of cultural monuments and cultural heritage which should be improved and used in function of sustainable development.

Republic of North Macedonia is multicultural, but is not inclusive enough. One of key marks of culture in North Macedonia is its ethnic, ideological and art heterogeneity.

Based on all above, new cultural policy in country encourages open concepts and practices, which the culture will transform in laboratory for Reconsideration of existing and production of new meanings and values.

Culture and creativity is connected and contributes toward tourism development. Cultural heritage and values are strong base for creation different cultural tourism products, which could be offered on domestic and foreign markets. Utilization of culture, tradition and creativity could be added value of touristic products. Using culture in tourism development means its protection in the same time.

Culture and heritage tourism has the potential to create significant employment opportunities and stimulate economic transformation.

Municipality of Resen is situated in south western part of the Republic of North Macedonia in Prespa Valley, divided between three countries: North Macedonia, Albania and Greece. On its territory there are rich natural and cultural heritage, which can be used in sustainable development of the area. Resen and Prespa Region abound with a number of attractions and localities that are interesting for tourists and which are worth visiting.

1.4. Current situation in the sector

The main mission of National Strategy for development of the culture 2018-2022 is to coordinate development of efficient cultural policies for free creativity and cultural heritage protection establishing sustainable legal, organizational, material and financial conditions, including transparency and participation in decision making and in critical evaluation of art and cultural practices. Main goals of the strategy is to enable equal cultural rights for all, to create circumstances for nurturing of freedom and diversity of creativity and cultural identities.

Having in mind the competences of the local self- government as well as the municipal role, given with the Law for local self- government, there are wide possibilities and challenges for investments and development of local economy through tourism development and culture utilization. Tourism development is defined as one of the main pillars in economic development of Resen Municipality, which is elaborated in Strategy for Local Economic Development of Resen municipality 2023-2027 year as well as Local Strategy for tourism development in Resen 2019-2024 year.

Strategy for tourism development will contribute to creation of the region as attractive and desired tourism destination, which will contribute towards increased number of tourism capacities, tourism offer and economic development in Resen and Prespa Region. We expect, in near future, Resen to be attractive tourism destination on the level of direct competitors in the region.

In 2014, the Center for the Development of Pelagonia Planning Region prepared a program for the Development of the Pelagonia Planning Region with touristic destinations included in the region. In 2021 year, National Institution „Institute and Museum“ – Bitola, prepared Study for identification, protection, inventory and database of cultural heritage (tangible and intangible) in Prespa Region, in frame of HOLY WATER project. The main scope of the study is utilization of cultural heritage in tourism offer and encouragement of tourism development in the Region. The study elaborates recommendations for inclusion of historical and cultural heritage in the overall tourism product of the Prespa Region: continuous research for identification of material and immaterial cultural-historical heritage in Prespa and creation of data e-evidence, assessment of the state of the heritage and identification of ways to use that heritage in overall tourism product, defining conditions under which the cultural-historical heritage will be available for the general public and to determine access to the cultural-historical finding for general public, but also the professional public and other recommendations.

Prespa Region as a whole is a pearl of Macedonian cultural and administrative history. Since ancient times, Prespa has been an important crossroads of the Roman Road Via Egnatia.

In Prespa area 130 archeological sites have been registered from different periods of material culture development, then 1000 archeological exhibits, 500 coins as well as 450 exhibits of ethnological heritage. In Prespa there are 95 churches and monastery complexes, as well as 1.024 icons. The sacral buildings from the 11th to 17th century still exist today. The villages of Brajchino and Ljubojno are recognizable by their traditional village architecture and Dolno Dupeni village with houses built of stone that still reflect the spirit of the past time. Building Saraj (Monument of the culture) is great representative of city architecture. It was built at the beginning of 20th century, during the period of Young Turks Revolution, in the style of neoclassicism following the example of French architecture. Resen Ceramic colony, located in Dragi Tozija House of Culture is a member of The International Academy of Ceramics at UNESCO. The richest ethnological collections in Macedonia is located in v. Podmochani, in a privately owned Ethnological Museum.

Project Cultural spaces for all will contribute to solving the recorded problem of insufficient planning, arranging, adapting, equipping and devising functions of open spaces in function of the development of culture and tourism in the Municipality of Resen and Pustec. The issues are insufficient municipal capacities and focus on selecting and putting such spaces into operation, insufficient cross-border cooperation and use of world experiences for this type of activities, insufficient financial resources, negligible use of local resources, lack of coordination and insufficient cooperation of public, private and civil entities in the field of culture, tourism and related activities, insufficient support for the development of creative industries at the local level, the stagnation of the development of the region in the last 20 years, which has the consequence of low public consumption of culture. These findings are confirmed by statistical data from both countries and the Reports on the number of tourists and overnight stays and the surveys with tourists made in 2022. In the Municipality of Pustec and Resen, the number of tourists and tourist visits decreased by 30% compared to 2015, and cultural tourism visits lag behind lake, eco, agro and active tourism and amount to only about 10%.

1.5. Related programmes and other donor activities

The project refers to the area of Prespa Park, the first protected cross-border (CB) area in the Balkans. Prespa Park was founded in 2000 in a Joint Statement by the Prime Ministers of Greece, Albania and FYROM. Following the foundation of the Park, the Prime Ministers of the 3 states met in Prespa and agreed to sign an International Agreement on the Protection and Sustainable Development of the Prespa

Park Area. In February 2010 the International Agreement was signed by the 3 states and the Union. Meanwhile, at local level, in 2007 a Protocol of Cooperation was signed by the Municipalities of Presres (Greece), Resen (FYROM) and Liqenas (Albania) to set common goals related to the protection and the promotion of natural environment and the cultural heritage, to the human resource development and to the undertaking of actions for the touristic and economic unity of the CB area of Prespa.

In frame of IPA II CBC Greece- North Macedonia 2014-2020, Project „Enhancing the cultural touristic product of the cross-border area of Prespes through the promotion of the natural and cultural heritage (HOLY WATER)“ was implemented with funds of European Union and by National funds of the countries participating in the IPA CBC Program. One of the tourist products which is created with the project is walking trail Holy Water, which connects rural settlements and monasteries in the slopes of Baba Planina and NP Pelister. Other deliverables include promotional materials, restoration of the church St. Elijah in v. Grnchari, map creation. Study for identification, protection, inventory and database on the cultural heritage (tangible and intangible) in Prespa region was produced.

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

The overall objective (Impact) to which this action contributes is:

Development of the cross-border region Prespa through the cultural heritage shared by the municipalities in the Macedonia, Albanian and Greek part of the Region.

Utilization of intangible cultural heritage of the cross-border region of Prespa to create the overall development of the region through the creation of the quality cultural –touristic product. United local authorities from the three parts of Prespa, cultural, tourist entities, civil, private sector in the creation of a concrete cultural-tourist product by consulting and involving representative representatives of 18,000 inhabitants of the three parts of Prespa.

Cultural - the tourist product utilizes and integrates the values of open spaces with environmental, cultural-historical and natural values and the intangible cultural heritage of Prespa

2.2. Specific objective(s)

The specific objective (Outcome) of this project is as follows:

Utilization of culture, tradition and creativity to improve the planning, arranging, equipping and designing multifunctionality of two open spaces in the Municipality of Resen and Pustec that will contribute to the improvement of the tourist offer, socio-economic and cultural development of the cross-border region of Prespa.

The specific objective (Outcome) of this contract is as follows:

To support implementation of project activities on time that will fulfil expected project results.

Short description of the project

The project is in the first priority area of the Project Cultural Spaces for All, IMPROVED LOCAL CULTURAL SPACES THROUGH IMPROVED PUBLIC-PRIVATE PARTNERSHIPS.

The project, two spaces should be arranged, adapted, equipped and multifunctional: the Old Resen bazaar in Resen and the coastal area in Pustec, which are a combination of modern buildings, historical stories, tradition, representative representatives of traditional city architecture, craft shops and natural values. For the realization of such an extensive undertaking, the expertise for application of visual arts and design in the interventions of the space and objects and for the conception of cultural-tourist and other activities in both spaces. Based on that participatory, by consulting the target groups, appropriate plans should be prepared. In an innovative way, we should encourage the creativity of the local population and stimulate greater creative activity of all age and socio-professional categories of citizens. By applying a chain of animation action, the project should organize and realize two central and 10 additional cultural events in Resen and Pustec. All categories of citizens from Prespa, grouped according to their interests, cultural and creative needs and opportunities, should participate in the cultural events. Each group should participate independently and freely in the creation of one segment of the program.

The innovation of the project is in the way of devising the cultural program to contribute to overcoming division on any basis. We use culture as a tool with which, in a creative way, we give citizens, especially young people, the opportunity through creative artistic, craft and other types of work and research to "express their different opinions" through a cultural program. We emphasize the common tradition (ie the cultural past), but also the importance of that cultural past for engaging the emotions of the people who are affected by it in the production of inclusive cultural policies in the present. Therefore, we will build the inventive and creative capacities of the local population in their present, i.e. we will give them the opportunity to have access, i.e. to participate in the creation of new cultural forms.

The CULTURAL PROGRAM foreseen in the project is a TOOL FOR SOCIAL COHESION

With specially designed activities, we will practice the Inclusive Cultural Policy of the cities of Resen and Pustec - dialogue on an inter-ethnic level, involvement of minority ethnic groups in the cultural life of Prespa, dialogue between different classes, genders, age groups, and for dialogue between members and supporters of the various political parties to overcome social divisions. The nature of activities and our specific solutions for them enable almost 50% participation of the female gender. Resen is a multi-ethnic environment and a developed fruit-growing region. The old bazaar is a place where members of the Roma, Turkish, Vlach, and Albanian minorities meet. They are equally involved in the implementation of the project.

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

- **Provided technical, organizational and administrative support to the project activities implementation and achievement of project results and outputs**

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

Quality experts, quality on-the-job training, experience of local cultural and tourism workers, inclusion of different focus groups from the local population, application of good local, regional, world practices, quality strategic documents and professional literature for this type of project, the overall values of Prespa for this type of project (cultural-historical values, environmental, natural values)

-interest in regional cooperation and joint creation among cultural workers in the region is great,

A cultural-tourist product made and offered in the cross-border area of Prespa and is very closely related to the culture, tradition, history and image of Prespa;

Expertise in the practice of Culture Industries that have a decisive influence on the formation of taste, aesthetics in the Prespa region and lifestyle patterns.

3.2. Risks

Risk of insufficient information and involvement of the community, visitors, tourists.

Risk of the possibility of building an elitist culture by marginalizing women, youth, persons with disabilities, socially endangered persons. Quality additional activities involving these categories of citizens and their further training

Legal risk: The potential for legal risks is low. The involvement of the local authorities in charge of the organization and development of culture and tourism from both municipalities, the academic community and experts, the diverse structure of partners and precise contracts are a promising way to reduce legal risks in the implementation of this project. Management risk: There is low risk associated with the management side of the project. There will be a clear division of tasks and responsibilities

The overall, economic, military, health and other type of crisis in the region and beyond further contribute to the fact that the public consumption of culture is very low and exposed to further reductions. Measures to overcome this risk: Taking advantage of the fact that creating a project that is conceived as a concrete support mechanism that allows overcoming the barriers to cultural cooperation in the Prespa region. Through the project, we offer a high-quality and extensive offer of cultural products and services, with specific promotion of inclusive, participatory and integrated approaches to cultural heritage management. Innovative and practical on-the-job training; Placing an emphasis on specific promotion of the cultural and creative sector in Prespa and its increased socio-economic impact; Designed partnership of the public, civil, private sector and the academic community;

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

Municipality of Resen in the frame of the project intended to hire Project Assistant Manager to support municipal staff in the implementation of the project Cultural Spaces for All. The assignment of the present contract is to provide support to municipal employees in coordination and day-to-day management of project activities.

4.1.2. Geographical area to be covered

Municipality of Resen , Republic of North Macedonia

Municipality of Pustec , Republic of Albania

4.1.3. Target groups

Two project teams consisting of three members each in Resen and Pustec. The project teams are composed of one coordinator, assistant coordinator and program manager of the project from each municipality. A financial manager from the Municipality of Resen

Municipalities make available their human, spatial resources, resources of cultural institutions

External companies, institutions, private donors, foundations will be offered and involved in finance, technical support, expertise and will provide additional networking. and other types of project support.

External and local expertise will be engaged for specific types of training for young people, local population, marginalized persons, creation of Plans provided for in the project, specific operations for equipping, arranging and adapting the space, preparation of cultural programs... .

20 relevant representatives of the cultural and tourism sector from the municipalities: Resen - RSM; Pustec – AL and DIMOS PRESPON – RG. will be involved in the activities together with external experts.

4.2. Specific work

During the implementation of the project, the contractor will support all the activities related to the project in accordance with project management team.

- Provides day-to-day support to project and thematic activities implementation with the aim to enable conformity to expected results, outputs, objectives and work-plans
- Maintains working-level contacts with partners and stakeholders.
- Manages the organization of events, workshops, roundtables, including the preparation and dissemination of information, and their follow-up communications.
- Follows up of travel arrangements for participants of events organized.
- Assists in the organization of field visits and staff missions as required by the project and thematic activities.
- Prepares all related background materials for discussions, correspondence and briefing sessions.
- Takes minutes of meetings

Project Activity 1.1. Management, coordination, way of communication and visibility of the project

1.1.1. Project coordination meeting will be held in North Macedonia - Municipality of Resen.

1.2. Researching the possibilities for affirmation, development and better use of the Visual Arts

1.3. Three-day workshop for the preparation and adoption of the Plan for arranging, equipping and devising activities in two open spaces in the Municipality of Resen and Pustec

Visibility Activity 1...Creation of a logo, lettering, slogan, website and Facebook profile of the company and training of a selected group of young people for the implementation of the Plan for visibility and marketing activities

Project Activity 2.1. A campaign to better inform the target groups and the general public about the project.

- 2.2. Integrating cultural heritage in both areas in the curricula for preschool children, primary and secondary schools in the Prespa region.
- 2.3. Consulting, on-the-job training and involvement of the local population (especially young people), donors in adapting, equipping, arranging and designing multifunctionality of the two spaces.
- 2.4.1. Creation of an assembly multi-functional station using personnel, materials, products from the previous activities.
- 2.4.2. Conception, production, promotion and sale of Prespa souvenirs
- 2.4.3. Contribution to affirmation, nurturing, protection and development of crafts in Prespa.
- 2.4.4. Interventions in both spaces
- 2.5. Sustainable ongoing management and programming of the development of the two public spaces after the completion of the works and the holding of the events

Visibility Activity 2...Attachments, information in printed and electronic media, on the website and Facebook profile of the project and the website and mobile application Prespa2Go; branding activities in both spaces; marketing by phone-Tmarketing; portals, blogs; banners, flyers placed on decorative stands

Project Activity 3.1. Preparation of the cultural programs of the two spaces with the application of a chain of cultural animation

- 3.2. Strengthening of vulnerable groups through culture.
- 3.3. Support of youth initiatives
 - 3.3.1. Development of youth skills for employment in the cultural sector.
 - 3.3.2. Cooperation of the project team with youth organizations.;
 - 3.3.3. Preparation and organization of an event to present popular culture called Prespa Fest;
 - 3.3.4. Presentation of the rich spiritual music culture and tradition of Prespa and promotion of coexistence through a short music program in an open space"
- 3.4. Holding of both events accompanied by an additional event to improve international cultural exchange in the Prespa region

Visibility Activity 3 Continuation of the Internet campaign; press conferences, presentations during cultural events, presentations, contributions during tourist tours; billboards; reports; meetings with citizens of both areas

The contractor should perform duties on the site such as organizing, managing and setting up meetings and site visits. He/She will work with project team and stakeholders to meet project expectations.

The Contractor should deliver to Contracting authority progress reports and final report for its work under the Contract.

4.3. Project management

4.3.1. Responsible body

The Contracting Authority for this Contract is Municipality of Resen.

4.3.2. Management structure

The Contracting Authority is Municipality of Resen, the Republic of North Macedonia and in that capacity, it is responsible to launch the service tender procedure, sign the service contract, authorize payments to the contractor and handle the financial management and control during project implementation. Project management structure is consist of project manager, financial manager, 2 (two) Communication and visibility co-operators, 2 (two) co-operators for issues in field of urbanism and communal affairs, and 2 (two) project assistants from the Municipality of Resen. For the day-to-day management consultancy / assistants for the project, the project manager will check and confirm the

deliveries. For the elaboration of progress reports and 1 final report prepared by the Contractor, the project teams will check and confirm each of the delivered reports.

The leading partner of the project is the Municipality of Resen, and the partners are the Municipality of Pustec and the NGO KUD,,Tashe Miloshevski.

The Municipality of DIMOS PRESPON from the Greek part of Prespa is consulted and familiar with our project and in our project we will use its experience, expert support especially by presenting the experience of Lerin City Prefecture.

The members of KUD,, Tashe Miloshevski 150 people and 40 members of other non-governmental organizations will acquire new knowledge and skills and will be future co-organizers of cultural and tourist events, users of other resources from the project. Support has been provided by local authorities from the three municipalities in the cross-border region of Prespa in the sectors of culture, urban planning, and tourism.

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

The Contracting Authority and project partners will provide all available information and will fully cooperate 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.

The municipalities of Resen and Pustec will receive a rich cultural program and enriched spaces for cultural, tourist, entertainment and other types of activities, an enriched cultural and tourist offer and acquisition of additional financial resources and other benefits. Their personnel will be included in the project team with organizational, programmatic tasks, project management, creation of reports. Relevant organizations and individuals from the sectors of culture, tourism and related and/or related to them, entrepreneurs from the civil, private sector, artists, craftsmen, cultural workers are included in the project.

5. LOGISTICS AND TIMING

5.1. Location

Municipality of Resen, Pelagonia Planning Region, Republic of North Macedonia

Municipality of Pustec , Korcha District , Republic of Albania

5.2. Start date & period of implementation of tasks

The intended start date is the date of Contract signing by both parties and the period of implementation of the contract will be till the complete implementation of the Project Cultural Spaces for All. 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

This assignment is expected to be carried out by an individual consultant expert as the Project Manager Assistant and there should be evidence of in-depth knowledge covering culture, stakeholder communication, and project management methods. The specific profile is provided below:

Qualifications and Skills

- Bachelor degree
- Computer literate, and competent in Word Processing, Spreadsheet Applications specialized PowerPoint Presentations.

General Professional Experience

At least 3 (three) years of work experience in administrative and management support of project implementation preferably projects in the field of culture and tourism development.

Specific Experience

- Able to coordinate well with diverse individuals and teams and to negotiate effectively with colleagues and stakeholders to achieve results.
- Applies principles of ethics, integrity, transparency and non-discrimination and follows the organisation's ethos.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability. - Treats all people fairly without favouritism.
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

Functional competencies

- Strong skills for project implementation.
- Strong interpersonal skills, communication skills, ability to manage external collaborators.
- Openness to change and ability to receive/integrate feedback.
- Ability to work under pressure and stressful situations

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

Note that civil servants and other staff of the public administration, of the partner country or of international/regional organizations 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.

6.1.2. Other experts, support staff & backstopping

n/a

6.2. Office accommodation

n/a

6.3. Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

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 and 2 copies:

-) **Inception Report** of maximum 12 pages to be produced after one week 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.
-) Interim report of max . 12 pages to be produced after three months from the start of implementation. In the report the contractor shall describe progress in contract and project implementation, as well as prediction on implementation of foreseen project activities.
-) **Draft final report** of maximum 50 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
-) **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 report shall contain a sufficiently detailed description of the different options to support an informed decision on . The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

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

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

8.2. Special requirements

N/A