

ANNEX II: TERMS OF REFERENCE

Lot 1: Visual arts Expert-1 (activity 1.1)

Lot 2: Visual arts Expert-2 (activity 1.1)

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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 Prespes, (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 Macedonian, Albanian and Greek parts of the region.

Within the framework of tendencies towards the integration of the Republic of North Macedonia into the European family, the Municipality of Resen has two decades of experience in creating and implementing joint projects with neighbouring municipalities from the Macedonia Resen, Albania - Municipality of Pustec and R. Greece - Municipality of Prespa.

One of the goals of these projects is breaking down historical misunderstandings, as part of the common agenda for the development of local governments through the cultural heritage we share. The creation of joint projects in the field of culture with the aim of emphasizing the common interest in cultural development through the use of EU capacities in the implementation of projects with sustainable development is the goal we strive for.

A cultural-tourism product made and offered in the cross-border area Prespa RSM, GR ALB would be very closely related to the culture, tradition, history and image of Prespa. In the region of Prespa and the neighbouring regions around the cities of Bitola, Florina and Kor a, from the ashes of all polarized oppositions, social divisions and conflicts, their marginalized, unused cultural spaces, old bazaars and abandoned buildings can develop a new creativity capable of drawing strength from these oppositions and create something new.

2.2. Specific objective(s)

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

- J Utilization of culture, tradition and creativity to improve the planning, arranging, furnishing and design of 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 Prespa region.

Through a multi-sectoral approach aimed at public authorities, the private sector, civil society organizations, the academic community in culture, the project will: improve the operation of the cultural and creative sector in Prespa; will strengthen cultural cooperation in Prespa and improve the use of cultural heritage for the development of the region.

2.3. Expected outputs to be achieved by the contractor

The service will be paid on the basis of the delivery of the specified output(s). Payments might be totally or partially withheld if the contractual result(s) have not been reached in conformity with the detailed terms of reference. Payment(s) is/are based on the approval of this/these deliverable(s). Partial payment has to be determined according to the partial implementation of the output(s).

The expected outputs of this contract are as follows:

Lot 1: Visual arts Expert-1 (activity 1.1)

- 1.1.1. Conducted analyse of products of the creative industries and the applicability of those products in objects, information and services (fine art, design, museum-gallery activity, advertising, etc.)
- 1.1.2. Conducted analyse of target groups of customers- domestic and foreign, individuals, companies and institutions.
- 1.1.3. Conducted research and data collected of infrastructure and equipment for the development of this type of creative industries of institutions participating in this process in Prespa and Pustec: Gallery of Ceramic Colony in Resen, exhibition in House of Culture in Resen, Private Ethno Museum in Podmochani , standing exhibition of the painter Keraca Visulcheva in Resen, Cultural associations of Turks, Albanians, Macedonians , 2 (two) art collections, 4 artists, two libraries, two galleries and other similar subjects.

Lot 2: Visual arts Expert-2 (activity 1.1)

- 2.1.1. Created document "Designing the old Resen Bazar and part of coastline of the Municipality of Pustec"
- 2.1.2. Contributed to successful implementation of **Project activity 1.1**

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- J Interest in regional cooperation and joint creation among cultural workers in the region is great, creating a project that is conceived as a concrete support mechanism that allows overcoming the barriers to cultural cooperation in the Prespa region.

- J There is a high-quality and extensive offer of cultural products and services, with specific promotion of inclusive, participatory and integrated approaches to cultural heritage management.
- J Local population , especially youth , are interested to participate on Innovative and practical on-the-job training;
- J Local communities understand and accept establishment of partnership between public, civil, private sector and the academic community;
- J A prospective cultural-tourist product made and offered in the cross-border area of Prespa should be very closely related to the culture, tradition, history and image of Prespa;
- J The project pays great attention to the education of young people, by hiring experts in schools, importance is attached to the cultivation of taste, the increase of amateur activities, but also the profiling of young people and improved coordination between different forms and socialization and their cultural content;
- J There is an available 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

- J External risk factors: 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 the interest in regional cooperation and joint creation among cultural workers in the region is great, 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;

- J 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.

- J Management risk: There is low risk associated with the management side of the project.

There will be a clear division of tasks and responsibilities.

- J Risk of insufficient quality of the project and lack of acceptance by the local population:

The following factors contribute to reducing this risk: Quality experts, quality on-the-job training, experience of local cultural and tourism workers, solid preparation of the project with the inclusion of different focus groups from the local population , the 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)

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

Through the implementation of the Plan for visibility and marketing activities, we intend to achieve a comprehensive promotion of the activities, publication of the obtained results on the website and social media, proposals for the use of both spaces, our products, programs and services, dissemination of the possibilities for the replication of the project etc.

-) The risk of focusing the project on the so-called club culture, which is transmitted in narrow circles in "secret", and is discriminatory against women with children, members of nationalities and those who live away from the centers of power.

This risk is overcome, because most of the information, promotion, socialization and organization of activities takes place on the Internet, where discriminatory moments are reduced.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

Lot 1 and Lot2: Visual arts Expert (activity 1.1)

Municipality of Resen in the frame of the project intends to hire contractor for implementation of external services to conduct research on the possibilities for affirmation, development and better use of the Visual Arts as a type of creative industries for the overall development of Prespa.

The Contractor should be obligated to ensure quality of services, produced materials, reports.

The Contractor should secure availability of key expert and personnel during Contract implementation.

Contractor should have regular communication with contracting authority (Municipality of Resen and the selected contractor - **Visual arts Expert**).

All communication with contracting authority and contractor should be in written (using mail and post services for distribution of the material).

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

local population, small tourism businesses, local authorities, domestic and foreign tourists, visitors and guests, cultural institutions, art professionals and consumers - domestic and foreign, individuals, companies and institutions.

4.2. Specific work

Lot 1 concerns services to conduct analyse of the products of the creative industries and the applicability of those products in objects, information and services (fine art, design, museum- gallery activities, advertising and similar). Analysis of target groups of customers – domestic and foreign, individuals,

companies and institutions. Research of the infrastructural equipment for the development of this type of creative industries of institutions participating in this process in Resen and Pustec.

Lot 1: Visual arts Expert – 01 (activity 1.1)

The expert shall perform the following tasks and responsibilities for up to 20 days:

1. Analysis of the products of the creative industries and the applicability of those products in objects, information and services (fine art, design, museum-gallery activity, advertising, etc.). Emphasis will be placed on the practical application of visual arts in the furnishing and arrangement of the two open spaces in Resen and Pustec, the design of program activities and the multi-purpose use of these spaces.
2. Analysis of target groups of consumers - domestic and foreign, individuals, companies and institutions.
3. Research of the infrastructural equipment for the development of this type of creative industries of institutions participating in this process in Prespa and Pustec: Ethno museum exhibition in the House of Culture Resen, exhibition - gallery of ceramic colony, exhibition of the painter Kiritsa Visulcheva, Private Museum of Ione Evtimovski from the village of Podmochani Resen, cultural association of Turks, Albanians, Macedonians, two collectors, 4 artists, two libraries, two galleries.

To apply following methods in tasks performance :

-) Office and field research of examples of good practice for the use of visual arts as complex combination of different creative sectors;
-) Meeting, consulting with local and regional artists and other visual arts professionals;
-) Visit, engraving, cooperation exchange of opinions with private and state institutions and individuals who integrate project, basic and supporting activities in this domain.
-) Cooperation with the selected Contractor under **Lot 2: Visual arts Expert (activity 1.1) in term to implement activities Project activity 1.1**
-) Others, proposed by the Contractor.

The contractor must also comply with the latest Communication and Visibility Requirements for EU-funded external action, laid down and published by the European Commission.

Throughout the assignment, the expert will collaborate closely with the **Visual Art Expert-02 (LOT 2)**, who will be engaged to support the implementation of the task under this Contract for up to 8 days.

The Contractor will take into consideration the instructions received from the Project manager and Project team assigned for Project implementation.

Lot 2: Visual arts Expert-2 (activity 1.1)

Lot 2 concerns services to support implementation of Lot1 services, and Selected contractor- expert should create Document "Designing the old Resen bazaar and part of coastline of the Municipality of Pustec – RA by crossing several sectors" in coordination with Project Manager.

The expert shall perform the following tasks and responsibilities for up to 8 days:

- 2.1. Production of annex document "Designing the old Resen Bazar and part of coastline of the Municipality of Pustec"
- 2.2. Cooperation with the selected Contractor under **Lot 1: Visual arts Expert-01 (activity 1.1) in term to implement activities Project activity 1.1**

To apply following methods in tasks performance :

-) Results from analysis and Expert work under **LOT 1 - Visual arts Expert-1 (activity 1.1) as base and starting point in implementation tasks and fulfil expected results**
-) Office and field research ;
-) Meeting, consulting with local and regional artists and other visual arts professionals;
-) Visit, engraving, cooperation exchange of opinions with private and state institutions and individuals who integrate project, basic and supporting activities in this domain.
-) Others, proposed by the Contractor.

The contractor must also comply with the latest Communication and Visibility Requirements for EU-funded external action, laid down and published by the European Commission.

Throughout the assignment, the expert will collaborate closely with the **Visual Art Expert-1 (LOT 1)**, who will be engaged to support the implementation of the task under this Contract for up to 20 days.

The Contractor will take into consideration the instructions received from the Project manager and Project team assigned for Project implementation.

4.3. Project management

4.3.1. Responsible body

The Contracting Authority for the contract is Municipality of Resen.

4.3.2. 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 "Cultural Spaces for All" is a partner project implemented by 3 (three) partners in Republic of North Macedonia and Republic of Albania, financed by EU funds financed by European Union under direct supervision of the Head of Sarajevo Antenna of the Regional Bureau for Science and Culture in Europe."

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.

4.3.3. 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.

5. LOGISTICS AND TIMING

5.1. Location

Municipality of Resen, Republic of North Macedonia

Municipality of Pustec , Republic of Albania

5.2. Start date & period of implementation of tasks

Lot 1: Visual arts Expert-01 (activity 1.1)

The intended start date is 02.05.2025 year and the period of implementation of the contract will be 20 days from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

Lot 2: Visual arts Expert-02 (activity 1.1)

The date on which implementation starts shall be within 3 months of the signature of this contract by both parties and shall be set in an administrative notice issued by the project manager.

The period of implementation of the contract will be 8 days 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. Personnel

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 able to provide input 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 on any potential interference or conflict of interest of the proposed expert in his/her function as expert and his/her present or previous functions working as civil servant. Moreover proof should be submitted that the expert is seconded or on personal leave.

The selection procedures used by the contractor to select the experts who provide input to the contract must be transparent, must guarantee the absence of professional conflicting interests and the absence of any discrimination based on former or current nationality, gender, place of residence, or any other ground. The findings of the selection panel must be recorded.

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

6.1.1. Experts

Minimum requirements for the team of experts as a whole are defined.

The minimum requirements covered by the team of experts as a whole are detailed below:

The candidate has completed services under at least **1(one) contract** implemented at any moment during the last **three years** before submission deadline.

Lot 1: Visual arts Expert -01 (act 1.1).

For each contract, the value of the services completed must not be less than 400 EUR

The completed services or supplies are in the domain of: cultural development, research in culture, cultural development planning and similar.

Lot 2: Visual art Expert – 02 (act 1.1)

For each contract, the value of the services completed must not be less than 100 EUR

The completed services or supplies are in the domain of: cultural development, research in culture, cultural development planning and similar.

The Organisation and Methodology should demonstrate how the contract will comply with these requirements to accomplish the desired output(s). The Organisation and Methodology may include the name of an expert and his profile. Compliance (yes/no answer) of the team (as a whole) with the requirements will be checked, but there will be no marks given to the experts.

6.1.2. Support facilities & backstopping

The costs for support facilities, including backstopping, are included in the tenderer's financial offer.

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(two) copies:

- J **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 2 (two) 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 of this Contract will be realized according to the planned time and measures of progress towards expected results.

8.2. 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

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