



## **Terms of reference**

### **Capacity Development events in touristic fields**

**Job Title:** Capacity development events in touristic field

**Duration of Contract:** end of April 2020

**Project Reference:** Ecosystem-based adaptation, climate-resilience measures and institutional development in the Lower Dniester area, financed by Austrian Development Cooperation

**Contract type:** Company/Legal Entity

**Required languages:** Romanian, Russian, English

**Deadline of application:** March, 15

#### **Background**

The project “Ecosystem-based adaptation, climate-resilience measures and institutional development in the Lower Dniester area” is financed by Austrian Development Cooperation and implemented by consortia of partners: BIOTICA Ecological Society and Public Association EcoContact. The duration of the project is 48 months, December 2017 - November 2021.

The project aims to continue developing the facilities and protected area management, inter alia, for climate adaptation in Lower Dniester Ramsar Site (LDRS).

#### **Purpose**

a) ***Photobook:***

the purpose of the Photobook assignment is to support the awareness raising campaign in supporting the adequate management and usage of LDRS, to explain the economic challenges and benefits, and to present the potential activities for the further economic development of the area;

b) ***Tourist book:***

The purpose of the tourist book assignment is to ensure the promotion of the most relevant touristic and leisure areas in the LDRS Zone in order to enhance the rural (and ecological) tourism.

c) ***International/National Study Tour:***

The purpose of the international study tour is to show the participants (from both banks of the Dniester river) the style of life and business opportunities in such protected areas.

d) ***Logistic and Organization of capacity building events:***

The purpose is to do the logistics and organization of the capacity building events (three trainings) for the members of the Administrative Council and Local Public Authorities.

#### **Management Arrangements:**



The company will work under direct guidance and supervision of the PR consultant and in close cooperation with organization's staff, partners and beneficiaries.

### **Description of activities and services required:**

#### **a) Tour book**

- ✚ The tourist book will contain information about existing places in the LDRS designed for the use of visitors or tourists. This will include also information on sights, accommodation, restaurants, transportation, available touristic routes as well activities that could be done in the region. A map varying details on historical and cultural information should be included.
- ✚ The tourist book will contain at least 40 pages being colorful and accessible to national and international tourists;
- ✚ Tourist book will be produced and consulted with the project team from the consortium members (EcoContact and Biotica), lead partner for this component being EcoContact.
- ✚ The tourist book will contain but not limited to- information from the following regions: Stefan-Voda, Causeni, Copanca, Plopi-Stubei, Gradinita, Talmaza, Cioburciu, Purcari, Olanești, Palanca, Tudora, Crocmaz, Rascaieti, Popeasca – as all of them are regions from the LDRS.

#### **b) Photo book**

- ✚ The photobook will contain pictures representatives of the LDRS region, designed for the use of visitors and tourists.
- ✚ The photobook will be produced with close support of the key staff from the consortium members (Ecocontact and Biotica), who will assist the photograph in identifying locations and photo shooting activities.
- ✚ In order to make the best shots, thus capturing views of the most relevant sites in all 4 seasons, the photograph will be available to travel to LDRS localities, in the geographical area above-mentioned.

Based on the project documents and the ToR requirements, the legal entity should produce the deliverables and coordinate them with the PA EcoContact and SE Biotica assigned staff. The consultant should submit the final version of the deliverables in pdf format (tourist book) and high-quality JPG. All the raw footages and photo files need to be submitted to the PA Ecocontact and SE Biotica, as well.

### **Final Deliverables in this component:**

<b>No</b>	<b>Deliverable title</b>	<b>Technical Description</b>
-----------	--------------------------	------------------------------

1	Tourist book	Book with hard cover, 240x250 mm format, orientation landscape, paper 150 gr, color 4x4, at least 40 pages, containing authentic pictures of high quality  300 qty
2	Photo Book	Book with hard cover, 240x250 mm format, orientation landscape, paper 150 gr, color 4x4, at least 150 pages, containing authentic pictures of high quality  200 qty

The product needs to bear the logos of project (i.e. Ramsar site), partners and donors, and other visual identity elements, which will be coordinated with the project staff. The pictures should be original and not copied from other photographs. The Project consortium will hold all rights for the books and pictures production.

### **Timeframe**

The activity should be conducted from March 2019 to end of April 2020, including planning and design, travel, fieldwork, photo shooting activities and photobook production. The first draft will be expected on or around December 10, 2019.

#### **c) *Preparation and conducting national & international study tour:***

The main objective of the study tour is to show the style of life and small business opportunities from the Protected Areas, and good examples that could be implemented in the future National Park.

The participants of the study tour will be able to improve their capacity and knowledge in the following areas:

- Geographical trademark
- Ecological production
- Rural tourism
- Roles in managing LDRS
- Economic opportunities



- Eco-tourism etc.

### **Participants:**

The study tour will consist of 20 participants from LDRS region (including Transnistrian side), and staff of the Project implementing Consortium, that will consist of the following representatives:

- NGOs
- Local Authorities
- Interested stakeholder(s)

When selecting participants for the study tour, there will be taken into account the environmental safeguards, gender equality and social inclusion of vulnerable groups.

Based on the scope of work provided above, the tasks and responsibilities of the entity will be as follows:

*Preparatory activities:* - Communication with EcoContact and BIOTICA - Selection of participants with cooperation of both organizations - Identification of the Study Tour priority areas (details of the programme and topics to be covered)

*Organization of the Study Tour:* - Logistics of the whole study tour including transportation and hotel arrangements, assistance with visa procedure (invitation letters), translation/interpretation, etc. – including accompanying Moldavian delegation during the entire duration of the study tour and participate at the meetings.

*Organization of National Study Tours:* Two information tours to the region of Lower Dniester organized with aim to promote the opportunities of the area for the touristic providers, mass media and public.

*Programme preparation and organization:* experts to be consulted, visits to selected institutions, social event(s) (e.g. dinner, sightseeing or similar) and other activities (informal meetings, roundtables, discussions, etc.).

*Preparation of the Study Tour materials and guidelines:* The study tour materials, documentation, guidelines, etc. for handing over to the participants shall cover main topics as described above.

*Preparation of the written report on the implementation will be required.* The detailed “Assignment Report”, will include the following:

- 1) A brief overview of the study visit including a list of meetings held and persons contacted



- 2) Conclusions reached at each meeting
- 3) A general assessment involving best practices and other recommendations
- 4) Evaluation of the study visit

#### **Duration of the study visit:**

Period of the task implementation is 2 months which covers the preparation of the 5-days study tour (logistics, organizing site visits) and conduction of the study tour.

The Study Tour will last 5 working days and shall tentatively take place during the month of July – October 2019.

#### **Final Deliverables in this component:**

No	Deliverable title	Description
1	Programme preparation and preparatory activities/organization of the study tour	April – August 2019
2	Preparation of the Study Tour materials and guidelines	July 2019
3	Accompany the Delegation during the study tour	September/October 2019
4	Submission of the Assignment Report with an executive summary	November 2019

#### ***d) Logistic and organization of capacity building events:***

As part of the development of institutional capacities of the Administrative Council of LDRS, Project Consortium is set to organize three training session with preliminary topics such as: LDRS Management; Project Management; Fundraising; Economy and Climate Change Adaptation etc; The entity should arrange for this component travel requirements, logistics, and communications support and event execution. The responsibility of this consultancy is to ensure a successful event. All contracted experts for this component will be hired directly by EcoContact, still the entity will work in close cooperation with them for the development of the training programe/components/presentation etc, including elaboration of a report for each events (training) separately.



### Scope of Work:

Ensures smooth logistical preparation and execution focusing on achievement of the following results:

- Smooth logistical preparation and execution of the event;
- Prepare, send out, and confirm invitations;
- Arrange needed procurements of travel booking, meeting packages, translators and other supporting materials and stationeries, confirmation with invitees prior to the event;
- Assist the production of meeting proceedings;

To be in charge in logistics during the trainings, including but not limited only to the following tasks:

- Participants registration
- Venue and meeting package preparation including meals and lunches – training materials
- Liaise with all stakeholders under the direction and supervision of the project consortium
- Arrange note taking, ensure the records are made.
- Reporting

### Final Deliverables in this component:

No	Deliverable title	Description
1	Programme preparation and preparatory activities/organization	
2	Logistics during the trainings	
3	Final report for each events separatelly	

### Payment schedule

Taking into consideration that the entity will be responsible for the implementation of 3 components, the PA EcoContact will arrange the payments according to the following schedule:

No	Deliverables	Due date	Amount in %
1	Signing of the contract and agreeing on the work schedule	19 March 2019	30%
2	Presentation of the International Study Visit Concept	End of March 2019	30%
3	Final Report on the Study Visit	End of November 2019	10%
4	Final Report of the Trainings	End of September 2019	10%
5	Final presentation of the tour book and photobook	End of March 2020	10%
6	Acceptance Act signing	April 2020	10%
	Total		100%

### Requirements for experience and qualification

- Highly motivated and experienced in coordinating and planning events for international and national level.
- Ability to liaise with donors and stakeholders in a professional and friendly manner.
- Excellent administration, organizational and time management skills.
- Excellent team work and participatory process skills.
- Flexible in working hours-ability to work evening and weekends if necessary.
- Ability to plan and prioritize work duties as well as work competently under pressure and tight deadlines.
- Consistently approaches work with energy and a positive, constructive attitude.
- Excellent communications and writing skills.
- Demonstrated experience with cooperation with all stakeholders, specifically working in LDRS region
- Previous experience in developing guides/studies in the touristic field; photo books, tour books etc
- Knowledge of Romanian/Russian and English Language



**If you are interested in this position please send the following documents (either in English, or in Romanian or in Russian):**

1. Personal Profile which clearly states the experience of your entity in the above mentioned fields.
2. Motivation letter.
3. Copies of similar or related previous works or testimony
4. Contact details of 2 references you worked with
5. Financial offer

**The deadline of application:** March 15, 2019. Applications should be sent to the address: [hr@vox.md](mailto:hr@vox.md) with the subject: “Capacity Development events in touristic fields”. Only shortlisted candidates will be contacted.

### Evaluation process

The applications will be short-listed based on the following minimum qualification criteria:

- Proven experience in the field.
- at least 3 years of experience in production of similar deliverables.
- Financial offer

Criteria	Scoring
(1) Proven Experience in the field	<b>Maximum: 30 points</b> Up to 2 years – 5 pts., 3-5 years – 10 pts., More than 5 years – up to 30 pts.
(2) experienced in coordinating and planning events for international and national level.	<b>Maximum: 30 points</b> Up to 2 years – 5 pts., 3-5 years – 10 pts., More than 5 years – up to 30 pts.
(3) Language proficiency English Romanian Russian	<b>Maximum: 40 points</b> English - up to 15 pts., Romanian – up to 15 pts. Russian – up to – 10 pts.,





<p>(4) Demonstrated experience with cooperation with all stakeholders, specifically working in LDRS region</p>	<p><b>Maximum: 20 points</b>          No experience – 0 pts.,          Up to 3 years – 5 pts.,          3 - 4 years – 10 pts.,          More than 4 years – up to 20 pts.</p>
<p>(5) Previous experience in developing guides/studies in the touristic field; photo books, tour books etc</p>	<p><b>Maximum: 20 points</b>          No experience – 0 pts.,          Up to 3 years – 10 pts.,          More than 3 years - 20 pts.</p>
<p>(6) team work and participatory process skills</p>	<p><b>Maximum: 30 points</b>          No experience – 0 pts.,          Up to 3 years – 20 pts.,          More than 3 years - 30 pts.</p>
	<p><b>Maximum 170 points</b></p>
<p>Financial Offer</p>	<p><b>Maximum 200 points</b></p>
<p><b>Total</b></p>	<p><b>370 points</b></p>