

**TRIPLE P TOURISM PROJECT**  
**Open Call for Consultancy Services**  
**Culture and Adventure Tourism Development and Promotion**

<b>TERMS OF REFERENCE:</b>	<b>3P Promotion: Amazing Western Balkans!</b> <b>A 3-part, 15 minutes promotion on regional TV broadcaster</b>
<b>RCC Department:</b>	Programme Department Project: Triple P Tourism in SEE: Promotion, Policy and Pilots
<b>Eligible:</b>	Respective consulting companies
<b>Reporting to:</b>	RCC Secretariat
<b>Duration:</b>	February 2021- mid-April 2021
<b>Reference number:</b>	008-021

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## **TERMS OF REFERENCE**

### **I. PURPOSE**

The purpose of this assignment is to disseminate information about what has been achieved by the 3P Tourism Project, promote the EU's integration policies in the region and showcase to the world the amazing beauty of the Western Balkans!

### **Background information**

Tourism is one of the priority sectors in the Western Balkans, with its significant potential for regional cooperation as direct and indirect contributor to the employment, export and GDP growth. However, due to many challenges the sector is not performing to its full potential.

Regional Cooperation Council's (RCC) Triple P Tourism Project is a three-year initiative funded by the EU. It focuses on the 6 IPA II beneficiaries in the Western Balkans, to include Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia and Serbia. The project aims to improve the quality of the tourism offer by: creating joint offer/product(s) to foster regional integration in the

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\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence

tourism sector and its joint global promotion; diversifying tourism offer of the region; alleviating policy barriers to development of tourism industry and easing of administrative procedures; improving the level of services related to tourism; and supporting small-scale infrastructure projects to support the development of regional tourism offer/product.

Up to this point the RCC Triple P Tourism project has, in cooperation with the SEEIC Tourism Expert Group (TEG), identified the below described regional routes and has developed routes concepts, identified core list of sites and locations and developed marketing strategy and visual systems, as well as business models for the routes. Three themes for regional cultural routes and one regional adventure route have been selected:

- **Balkan Monumental Trail (cultural route)** – a niche product that focuses on the attractiveness of the art and design, and architectural value of the WWII monuments as a unique cultural heritage of this specific period. In the previous phase, a group of 40 monuments have been selected to make the BMT pathway. The list of monuments and the summary concept are provided in Reference Document I;
- **Illyricum Trail - archaeological heritage of the Roman period** being pursued through integration of archaeological localities as a sub-route of the existing Council of Europe certified European cultural route - the Roman Emperors and Danube Wine Route (<https://romanemperorsroute.org/>). Total of **8 sites in four economies** have been included in the first phase of the Illyricum Trail development. The list of sites is provided in Reference Document II;
- **Western Balkans Crossroads of Civilisations**, developed as a shared, overarching regional umbrella identity, the concept seeks to integrate and showcase the rich cultural heritage that effectively communicates the diversity of legacies (layers of Classical Antiquity, Byzantine, Ottoman, Venetian, and/or Austro-Hungarian heritage) present across the region. The summary of the WBCoC is presented in Reference Document III;
- **Via Dinarica and other full adventure – spin off programmes developed by the project.** The cultural corridor represented through the Via Dinarica Mega Trail is the regional adventure travel route that travels across the eight SEE economies: Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Serbia, Kosovo\*, Albania and North Macedonia. Via Dinarica, as the regional mega trail, already enjoys recognition in international adventure travel market, and serves as a growth generator in remote areas of the region offering several tourism products. Via Dinarica backbone group of products includes ski touring, hiking and mountain biking, and the current effort seeks to expand the adventure offer with new products, ski touring being one of them.

The promotion of the WB tourism product, from the perspective of destination, is currently developed and delivered through national tourism promotion boards (National Tourism Organisation – NTO), in economies where they exist. Bosnia and Herzegovina and Kosovo\* do not have an NTO, and as a consequence there are some private efforts that are trying to fill in the gap with limited success. The NTOs by their definition are tasked to promote tourism product of their own economy. As such, the

regional product (travelling through 2 or more economies) is handicapped as it is not possible to promote the regional product in its full length through the NTO network.

To overcome this, regional TV promotion is proposed to promote regional routes and products developed.

## **II. DESCRIPTION OF RESPONSIBILITIES**

### **Objectives and scope of the assignment**

In the framework of achieving its promotional objectives, the 3P Project plans to produce and broadcast 3 magazines - 5-minute productions – that aim to promote the region as a place of dialogue, freedom, and mobility, rich in cultural heritage, where each person feels safe and protected by the rule of law. It is proposed to produce these magazines based on actual footage available to RCC. The magazines will be broadcast regionally throughout Western Balkans Six.

A special series of reports are to be produced, based on RCC footage in the region, to shine a light on local cultures, sightseeing, adventure, lifestyle, and cuisine. In order to expose European and global audiences to this exciting content, episodes should be translated and broadcast in different languages on TV, as well as published online in various language editions. In addition, each episode will be cut down and shared on social media platforms. Finally, the content should be heavily promoted on TV and online to ensure maximal exposure to relevant audiences across all content verticals.

Standard TV and digital languages: English, Albanian, French, German, Greek, Hungarian, Italian, Portuguese, Russian, Spanish.

### **Draft Media Plan for broadcast and publication in 10 language editions:**

#### **TV**

- 3 x 5' reports
- 15 x broadcasts per report
- Each report will be promoted by a general promo
- Each report will feature a 6-second closing billboard featuring the RCC logo
- 15 x broadcasts per promo
- Each promo will feature a 6-second closing billboard featuring the RCC logo
- Total 6-second billboards: 90

#### **Online & Social Media Platforms**

- 3 x online publication of reports
- 100% SOV (Share of voice) on each report page (for sponsor's banners)
- Standard traffic driver package leading users to the content: 250.000 impressions (to be split between all reports)

### Lines of Communication

The bidder will work in close coordination and under guidance of the RCC Triple P Tourism in SEE Project Leader and RCC Secretariat. Each deliverable will be sent within the set deadlines. RCC Triple P Tourism in SEE project will conduct a quality assessment and approval of each deliverable.

### Timeframe

The engagement is expected to start beginning of February 2021 and end in mid-April 2021.

The bidder is expected to use up to 100 working days for this assignment to perform all defined in this ToR.

Deliverable	Due date
<b>TASK 1</b> – Strategic concept session with RCC to define format, target group and key messages of the production and promotion	1 week
<b>TASK 2</b> – Production of Audio-visual Content based on material supplied by RCC. Organisation of extra shootings (interviews, location, etc.). Translation into at least 6 languages (English, French, German, Italian, Russian, Spanish)	7 weeks
<b>TASK 3</b> – Production of Media Plan which will disseminate the produced content to a broad European and worldwide audience, through TV broadcasts, online and social media platforms uploads.	2 weeks
<b>TASK 4</b> – Implementation of Media Plan.	Minimum 6 weeks

### III. COMPETENCES

The bidders should have experience in promoting tourism destinations, in particular adventure and cultural tourism destinations. They should have the means and experience to produce a series of audio-visual content that will be disseminated to European and worldwide TV audiences and on their own online services and social media platforms.

### Experience

Requirements concerning work experience and skills must be relevant to the specific assignment, but as a general rule, candidates with the following experience (as a minimum) are encouraged to apply:

- Demonstrable work experience in production and implementation of tourism destination promotion, based on existing audio-visual material.

- Demonstrable work experience in production of original audio-visual content of high quality.
- Demonstrable work experience in disseminating content to a European and worldwide audience.
- Demonstrable work experience in creating extended media plans that cover a variety of media and platforms.
- Proven experience in working with government bodies and international organisations, cultural heritage and tourism management sector.
- Presence and knowledge of the SEE region and experience in working in the region of Western Balkans Six is considered an advantage.

#### **IV. APPLICATION RULES**

##### **Technical Offer:**

##### **The technical offer needs to contain the following:**

- Company/institution profile including a brief description (up to 2 pages) about the company;
- A concept note of up to 2 pages, elaborating the proposed cooperation model.

##### **Financial offer:**

Financial offer – free format- lump sum

**Applications including technical and financial offer need to be submitted via e-mail to [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) by 25 January 2021 CET (Central European Times).**

#### **IV. EVALUATION AND SELECTION**

The assignments will be awarded to the highest qualified applicant based on the skills, expertise, and the quality of the concept note(s) and the cost-effectiveness of the financial offer.

**In addition to the results of the technical and financial evaluation, competency-based interview will be held with the selected bidder.**

##### **Information on selection of the most favourable bidder**

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

#### **Appeals procedure**

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

**ANNEX I: APPLICATION SUBMISSION FORM**

**REF: 008-021**

**Title:** Open Call for Consultancy Services

Culture and Adventure Tourism Development and Promotion

**One signed copy** of this Call for Consultancy Submission Form must be supplied.

1 SUBMITTED by:

Name of the Company	
ID Number	
Address	
Telephone	
Fax	
e-mail	

3 **DECLARATION**

[Name ] \_\_\_\_\_ hereby declares that we have examined and accepted without reserve or restriction the entire contents of the Call for Consultancy 008-021

And we are not in one of the following situations:

- (a) Bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;



- (b) Have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) Have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;
- (d) Have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Authority or those of the country where the contract is to be performed;
- (e) Have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.
- (f) Are civil servants or other agents of the public administration of the RCC Participants, regardless of the administrative situation, excluding us from being recruited as experts in contracts financed by the RCC Secretariat.

We offer to provide the services requested in the call on the basis of supplied documentation subject of this call, which comprise our technical offer and our financial offer.

Name and Surname of the Authorized Person	
Signature	
Date	