ANNEX II: TERMS OF REFERENCE

**LOT 3**

1. BACKGROUND INFORMATION 2

1.1. Beneficiary country 2

1.2. Contracting Authority 2

1.3. Country background 2

1.4. Current situation in the sector 2

1.5. Related programmes and other donor activities: 3

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS 3

2.1. Overall objective 3

2.2. Results to be achieved by the Contractor 3

3. ASSUMPTIONS & RISKS 4

3.1. Assumptions underlying the project 4

3.2. Risks 4

4. SCOPE OF THE WORK 4

4.1. General 4

4.2. Specific work 5

4.3. Project management 6

5. LOGISTICS AND TIMING 7

5.1. Location 7

5.2. Start date & Period of implementation of tasks 7

6. REQUIREMENTS 7

6.1. Staff 7

6.2. Office accommodation 8

6.3. Facilities to be provided by the Contractor 8

6.4. Equipment 8

7. REPORTS 8

7.1. Reporting requirements 8

7.2. Submission & approval of reports 8

8. MONITORING AND EVALUATION 8

8.1. Definition of indicators 8

8.2. Special requirements 8

# BACKGROUND INFORMATION

## Beneficiary country

Romania and Republic of Serbia: in the eligible area of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme.

## Contracting Authority

Regional Office for Cross-border Cooperation Timisoara (RO CBC Timisoara).

## Country background

The Interreg-IPA Cross-border Cooperation Romania-Serbia Programme has been prepared in line with the Regulation (EU) No 231/2014of the European Parliament and of the Council of 11 March 2014 establishing an Instrument for Pre-accession Assistance (IPA II) (hereafter referred to as the “IPA Regulation”), Regulation (EU) No 236/2014of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action, Commission implementing regulation (EU) No 447/2014 of 2 May 2014 on the specific rules for implementing Regulation (EU) No 231/2014 of the European Parliament and of the Council establishing an Instrument for Pre-accession assistance (IPA II) (hereafter referred to as the “IPA Implementing Regulation”). The Programme is the result of a co-operative effort by the Romanian and Serbian national, regional and local authorities.

The Romania-Republic of Serbia IPA Cross-border Cooperation Programme for the 2007-2013 programming period, the 2003 PHARE External Border Initiative Programme for Romania and the Neighbourhood Programme Romania - Serbia & Montenegro 2004-2006 paved the way for the new integrated cross-border instrument to be implemented at the EU external borders as of 2007, therefore conditions for cross-border cooperation are already in place and this IPA Cross-Border Cooperation Programme can concentrate on its strategic goal of achieving a more balanced sustainable socio-economic development of the Romania-Republic of Serbia border area.

## Current situation in the sector

The Interreg-IPA Cross-border Cooperation Romania-Serbia Programme provides the opportunity for both countries to continue their cross-border cooperation under the new instrument. The analysis set out in the Programming Document shows that even if there is very uneven economic development within the border area, this area of cooperation is characterized by similar agricultural, economic and industrial assets on both sides of the border, and thus common challenges can and should be tackled in part by joint actions.

The programme strategy focuses on the key challenges of the border region and the responses that are available to address problems that exist, namely:

- Overcoming specific issues related to the connectedness of the region, both internally between the border regions, and crucially also externally between the border region and neighbouring areas,

- Tackling the lack of competitiveness which is a common issue affecting the economy of the border area as a whole, with negative impacts in both the Romanian and Serbian border areas. This includes issues such as entrepreneurship and business activity, innovation, and levels of investment,

- Addressing key issues of rural development which are characteristic of the regions on both sides of the border, and which would benefit from joint cross-border action in relation to key areas such as (inter alia) agriculture, rural tourism development, and specific labour market challenges in rural areas,

- Dealing with the significant common challenges in the environment and in specific aspects of local/regional preparedness in relation to cross-border emergency situations,

- Overcoming the border as a perceived “division”, and promoting greater cooperation and contact between regions and communities on both sides of the border.

During the past four years, quite a few European Territorial Cooperation (ETC) programmes expressed the wish to establish joint ETC communication for the benefit of ETC as a whole and the main result was the promotion of a **European Cooperation Day (*EC Day*),** a joint activity realized as a means for more effective communication regarding the outcomes of ETC to an audience that should be broader than their immediate stakeholders. These activities are performed under the **coordination** of **INTERACT**. The established common dates for the events around Europe is the 21st of September and surrounding days.

## Related programmes and other donor activities:

N/A

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The objective of the project of which this contract will be a part of is the implementation of actions for the visibility of the programme strategy and results among target groups and stakeholders, under the Technical Assistance contract signed by the Contracting Authority with the Managing Authority of the Interreg-IPA Cross-Border Cooperation Romania-Serbia Programme.

**This ToR refers to LOT 3 for the procurement to organize the EC DAY 2018 event. LOT 1 was launched in 2016 and LOT 2 was launched in 2017 in order to organize the EC DAY 2017 event.**

The purpose of this contract is to improve the visibility of the cooperation between Romania and the Republic of Serbia and the visibility of European Territorial Cooperation in general, to disseminate its outcomes and to show how it has impacted the quality of life for the populations it serves by organising the European Cooperation Day – a joint communication activity held annually – a tradition that started in 2012 and spread across Europe, addressed to the general public.

This year, the event **is to be held** on the **20th of September 2018**, in the eligible area of the **Interreg-IPA Cross-border Cooperation Romania-Serbia Programme, in Oravița, Romania. Until now,** **we organized this event as follows**: in 2012, the first EC Day event was held in Timisoara, Romania; the following year, in 2013, the celebrations were held in Vrsac, Serbia; in 2014, EC Day was held in Resita, Romania, in 2015, the event was held in Veliko Gradiste, Serbia, in 2016, the event was held in Dr.Tr.Severin, in Romania and in 2017, in Kikinda, Serbia.

The purpose of this contract is:

* The organisation of the **European Cooperation Day Event** in the eligible area of the Programme, in Oravița, **Romania** on the **20th of September 2018**.

## Results to be achieved by the Contractor

Organizing the **European Cooperation Day Event 2018 in Romania** in a visible manner:

1. **Promotional campaign**:
   * ensuring **media coverage** and **online coverage** for the European Cooperation Day Event, based on the visibility guidelines provided by the Contracting Authority – RO CBC Timisoara**.**
   * personalising and providing various props and promotional materials detailed in 4.2. Specific work.
2. **European Cooperation Day Event** on the **20th of September 2018**:

The event in **Oravița, Romania, on the 20th of September 2018**, focuses on symbols and sustainability: the aim is to **bring together people from Romania and Serbia to plant** **trees** representing **each growing project** financed under the first call of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme, on a suitable planting site. The Contractor and the Contracting Authority will work together in order to obtain the necessary permits for the action and the site.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The Contractor will receive the relevant information – content and visibility – from the Contracting Authority and the staff involvement will be ensured.

## Risks

* + - The possibility of obtaining the authorizations for the event late / not at all.
    - Weather conditions that are unsuitable for planting trees.

# SCOPE OF THE WORK

## General

### 4.1.1 Description of the assignment

European Cooperation Day is being organized throughout Europe in order to celebrate the achievements of European Territorial Cooperation at local level. On the **20th of September 2018**, RO CBC Timisoara, acting as Contracting Authority, will organize the EC DAY local event in **the eligible area of the Programme**, in order to promote the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme and cross-border cooperation in general. In this respect, RO CBC Timisoara will ensure:

* the collaboration with INTERACT – as coordinator at the European level,
* the support in obtaining specific authorizations,
* the involvement of the staff and beneficiaries from both sides of the border participating in the activities.

The **assignment for the Contractor** is to **organize the promotion activity** for the event both in Romania and Republic of Serbia and to **sustain the Contracting Authority in organizing the event**. This activity intends to promote the programme and European territorial cooperation in general in an innovative way, an approach targeted at the general public. The message that needs to be put forward is that European territorial cooperation is an instrument which brings people together, across borders, in order to solve common or similar issues that cannot be easily managed within a single country and that cooperation does not stop at the EU borders, because lots of initiatives involve neighbouring countries – like the Republic of Serbia.

### 4.1.2 Geographical area to be covered

Eligible area of the Interreg-IPA CBC Romania-Serbia Programme: in Romania – Timis, Caras-Severin and Mehedinti counties; and in the Republic of Serbia – North Banat, Central Banat, South Banat, Borski, Branicevski and Podunavski districts.

### 4.1.3 Target groups

The general public, the media representatives, potential applicants and beneficiaries from the eligible area in Romania: Timis, Caras-Severin and Mehedinti Counties and in Serbia: North Banat, Central Banat, South Banat, Borski, Branicevski and Podunavski districts.

## Specific work

**LOT 3**

In order for the event to run smoothly, **all authorizations related to the organization of the event will be obtained** **beforehand** by the Contractor with the support of the Contracting Authority (authorizations for photography and filming, outdoor open-event etc.). The site partner (Oravita Townhall) has authority over the land, therefore it will be responsible for the maintenance of the trees after planting, as new trees must be watered much more often than mature ones, and the skilled supervision during the event. The site partner will also provide the planting design and the necessary authorizations for planting the trees.

The Contractor will be tasked to ensure the following:

Organizing and ensuring administrative support for the **European Cooperation Day 2018 Event**:

**Activity 1: Developing and implementing a promotional campaign before, during and after the event**

* + ensuring **media coverage** and **online coverage** for the European Cooperation Day Event, based on the visibility guidelines provided by the Contracting Authority – RO CBC Timisoara, in both **Romania** and the **Republic of Serbia**:
    - **min. 8 days of exposure before, during and after the event, on relevant social media sites / press websites / local newspapers/** **radio and TV with impact in the eligible area of the Programme, especially in Romania.**
    - **creation of an event page on social media and promotion of the event through paid announcements, focusing on the days leading up to the event.**
  + personalising and printing min. **4** **premium** **outdoor** **flags, min. 185 cm in height: teardrop shape, system with wind-resistant base, double-sided graphics, polychromic, water-resistant, in order to promote the Interreg-IPA CBC Romania-Serbia Programme and the event**.
  + personalising and providing: **min. 130** **personalized white T-shirts,** front and back, various sizes, as requested by the Contracting Authority. The Contractor will propose the best technical solution for the personalization of the T-shirts. The logos are polychromic.
  + personalising and providing: **min. 100** **personalized caps,** various sizes, as requested by the Contracting Authority. The Contractor will propose the best technical solution for the personalization of the caps. The logos are polychromic.
  + personalising and providing: **min. 50 multi-coloured balloons** **with helium** to be attached to the trees and released during the event and **min. 300 multi-coloured inflated balloons for the participants to the event**.
  + **The Contracting Authority welcomes any other contributions / technical solutions/ additional proposals from the Contractor, both as promotional actions or promotional items suitable for the event.**

The **promotional activities** will be done based on the **visibility guidelines** provided by the Contracting Authority – RO CBC Timisoara.

**The promotional items will be personalized only after the acceptance given by the Contracting Authority on the visibility and content.**

**Activity 2: Organising the EC DAY event on the 20th of September 2018, in Romania**

**Logistics** required:

* Provide on location approximately 40 trees. The decision regarding the specie(s) of the trees to be purchased by the Contractor will be taken by the Contracting Authority and Oravița Townhall for the location concerned, as established by the Romanian legislation. A protocol between Oravita Townhall and the Contracting Authority will be signed in order to ensure this. The trees should be suitable for planting in September, from the large trees category (if possible a more allergy-friendly variety) (plane tree/ oak tree/ maple tree etc.). The Contractor must provide trees with straight and undamaged stem, of minimum **1,5 meters** in **height** (the height is considered excluding the roots). The trees must be healthy, vigorous, with a **circumference** of **minimum 6 centimetres**, capable of resisting pest and disease pressures, in good condition for planting, with healthy roots and appropriate soil. It is recommended to provide 6 extra trees than the minimum 34 (representing the number of financed projects within the first call of the Programme), with similar characteristics in case there is damage to the trees, or there are extra planting needs, in order to create a suitable planting environment;
* At the request of the Contracting Authority, if necessary, the Contractor should ensure the use of wooden stakes (*tutori*) and smooth ties, for each planted tree (preferably 3), or a similar support system to prevent the tree from rocking back and forth in the wind;
* At the request of the Contracting Authority, if necessary, the Contractor should ensure the availability of suitable tools to plant the trees and cover the roots (shovels etc.);
* the Contractor should ensure the availability of first-aid Kits for cuts and scratches;
* At the request of the Contracting Authority, if necessary, the Contractor should ensure the use of min. 1 outdoor open tent (to guard from rain or strong sunlight / used as an outdoor info-point) and 2 tables;
* **Provide catering services** for approximately **60 people**. The mandatory minimum requirements for the buffet are: fruits, sweets, snacks, finger food, sparkling and still water, juices, as well as coffee and tea; the provider must be prepared to take all necessary steps if more than the estimated number of attendees arrive.
* **Filming of the event and providing edited video material suitable for online use and TV presentations (including before & after shots).**
* Provide at least **100** relevant print quality photos in digital format taken during the event. It is important to also provide at least **20 photos with the planting site before the event**, in order to obtain a before/after effect.
* Provide **travel to and from the location of the event** and **accommodation** for the **stakeholders** who will attend, around **20 people** (**journalists, JMC members etc.)**.

The Contractor and the Contracting Authority team will work together in order to develop a strong, representative event for European Cooperation in general and our Programme in particular.

**Activity 3: Reporting**

The Contractor will submit an Inception Report at the beginning of the contract, Interim Reports after completing each task, Draft Final Report before the end of the period of implementation of tasks and a Final Report, according to art.7 of present Terms of Reference.

The interim reports can be submitted by the Contractor after each task, but they must be approved by the Contracting Authority prior to issuing the invoices. In order for the payment to be made, invoices must be accompanied by the approved interim reports.

The **final payments** will be made until the **31st of December 2018.**

The services will be contracted for a period **of around 3 months, beginning with the 15th of August 2018 (the estimated date of signing the contract)**, and the offer is to be made for **lump sum** for the complete services.

The Contractor will perform these services no later than the **15th of November 2018.**

## Project management

### 4.3.1 Responsible body

The HR, Communication and Administrative Office and the Joint Secretariat within the Regional Office for Cross-Border Cooperation Timisoara will be responsible for managing the contract.

### 4.3.2 Management structure

The management structure of the Regional Office for Cross-Border Cooperation Timisoara involved in the implementation of this contract is:

-Executive Director

-Joint Secretariat Department

-First Level Control Unit

-Human Resources, Communication and Administrative Office

-Financial and Accounting Office

### 4.3.3 Facilities to be provided by the Contracting Authority and/or other parties - N/A

# LOGISTICS AND TIMING

## 

## Location

The **location of the operational base** for the project will be in Timisoara, Romania.

The **actual location** of the **event** will be in the eligible area of the Programme.

## Start date & Period of implementation of tasks

The intended start date is the **15th of August 2018** and the period of implementation of the contract will be **approximately 3 months** from this date, until the **15th of November 2018.** Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

This Terms of Reference contains expert profiles and the tenderer shall submit **CVs, Statement of Exclusivity and Availability, copies of the diplomas mentioned in their CVs and copies of employer certificates or references proving the professional experience indicated in their CV** for the key experts.

### 6.1.1 Key experts

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

**Key expert 1: Team Leader**

***Qualifications and skills***

* + Very good planning and organisational skills;
  + Preferably Romanian and English language fluency;
  + Computer skills - Knowledge of word processing software and Internet.

***General professional experience***

* + At least 3 years of professional experience in organizing events, in communications, public relations, journalism, marketing and/or a related field;

***Specific professional experience***

Experience in **organising and promotion of at least one event.**

**Key expert 2: Assistant**

***Qualifications and skills***

* + Preferably Romanian and English language fluency;
  + Computer skills - Knowledge of word processing software and Internet.

***General professional experience***

* + At least 1 year of professional experience in organizing events, in communications, public relations, journalism, marketing and/or a related field;

***Specific professional experience***

* + Experience in **organising and ensuring the logistics for at least one event.**

### 6.1.2 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

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.

## 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 following reports in English in **one original** and **1 copy**:

* **Inception Report** of **maximum 12 pages** to be produced **after 1 week** from the start of the 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 reports** (if it is the case). The contractor can prepare interim reports after providing the services according to the tasks requested by the Contracting Authority. The approval of interim reports by the Contracting Authority will be the basis for issuing interim invoices and making interim payments as indicated in the **Special Conditions**.
* **Draft final report** of **maximum 12 pages** (main text, excluding annexes). This report shall be submitted after the finalization of the activities.
* **Final report** with the same specifications as the draft final report, incorporating any comments received from the concerned parties on the draft report. The final report shall be provided by the latest 2 days after the reception of the comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to permit an informed decision on services provided. The detailed analyses which underlie the mission's recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice. This final report must be approved by the Contracting Authority.

## Submission & approval of reports

The reports 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

The indicator of the successful implementation of the contract is “Services provided in timely, quality and quantity manor, as required in these Terms of Reference”.

## Special requirements

Not applicable.