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# BACKGROUND INFORMATION

## Partner country

Romania

## Contracting authority

West University of Timisoara

## Country background

The project is implemented within the Cross-Border Program between Romania and Republic of Serbia for the period 2014-2020. It lays the foundations for using EU funds under the cross-border component of the IPA Regulation, to support cross-border cooperation on the Romanian-Serbian border.

This contract runs between communities: from four ethno-geographical areas in Romania from Timis and Caras-Severin counties and one ethno-geographical area from Serbia.

International context in which this project takes place is dominated by relations between Serbia and the EU. Romania supports Serbia's actions to become an EU member. At the regional level the project is in competition with other projects developed by Romania-Serbia IPA.

In terms of national Programme Romania-Serbia border gave local authorities the opportunity to solve issues of local interest.

These communities aim to successfully develop upon each side. Given the international and domestic situation of the two countries, IPA offers a second chance to solve the some of the problems they face. With an implementation time frame of 12 months, the probability of successful implementation of the activities proposed in the project is very high. This project will contribute to the development of relations between these communities.

## Current situation in the sector

The project is implemented in the domain of traditional music performance and education, by means of research in the field of cross-border region identification of traditional music heritage, traditional music performers and education venues as well as traditional music performance events, in order to achieve a global coverage of tradtional music performance in the Timis and Caras-Severin counties from Romania and the North Banat District from the Republic of Serbia.

The project will contribute to the development of the local infrastructure for music performance educaiton (in Serbia). The West University of Timisoara has the financial capacity to sustain the project in this respect having money allocated from the budget for 2019 and 2020. Also, we have the human resources and experience in project implementation. The organizational structure of West University of Timisoara has a specialized department for implementation of projects and also has an accountancy compartment with experience in implementing projects.

Education and networking tools for tradition music performance in the cross-border area can be created by means of a connection between the academic environment (which brings into the project its research dimensions) and the local communities (which bring into the project the richness of their folklore/traditional music heritage and performance).

The West University – as pole of excellence into research and academic field – ensures the expertise into identifying the folklore/traditional music resources of the Banat area in both Romania and the Republic of Serbia and also establishing the main identity traits of the Banat area, which can be transformed into a resource for community development.

Being able to offer personnel with expertise in the domain of folklore/traditional music heritage preservation, the West University will thus ensure the development of the first stage of the project, by developing an intensive research in the fields of folklore/traditional music heritage, performers and education venues – within the Banat area, in four ethno-geographical areas in Romania and two ethno-geographical areas in Serbia, involving both renowned academic researchers and students which are to be trained into becoming researchers. A well planned program in this sense contributes to quality of life of communities in the project area (border between Romania and Serbia).

## Related programmes and other donor activities

The proposed project aims at consolidating cooperation in the cross-border area by identifying different resources of folklore/traditional music heritage and performance in both Romania and Serbia (in the Banat area) and by exposing them to the public, which will contribute to community development.

The goal is to create products (field research of the traditional music and its performers, participating in folklore festival, promotion materials and publications) which will draw people’s attention towards the uniqueness and beauty of the traditional and folklore music in the larger Banat era from Romania and Serbia and the possibility that these resources could be used for their economic worth.

The project is in line with the European and national trend, developing relationships with foreign partners.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is as follows:

Creating educational and networking cross border contexts for professional integration of the cross border traditional musical performers through identifying and valorizing true best practice examples

## Purpose

The purposes of this contract are as follows:

* to provide design and manufacture communication products, tools and materials (roll-up, flyers to present the project, customized pens, customized notebooks, post-cards, customized post-it notes / sticky notes, organizer calendars custom, trilingual, with traditional musical performers from Banat, eco-bags, audio DVD “Sounds of Banat”, educational diary – brochure)
* to provide design and printing of publications (educational textbook & DVD for Banat traditional musical performance learning, brochures containing information on traditional musical performers in cross-border area)
* to provide script and production for audio book for Banat traditional musical performance learning

## Results to be achieved by the contractor

The results that have to be achieved are as follows:

* roll-up: 2 pieces;
* flyers to present the project: 1500 pieces;
* customized pens: 500 pieces;
* customized notebooks: 500 pieces;
* post-cards: 200;
* customized post-it notes / sticky notes: 500;
* organizer calendars custom, trilingual, with traditional musical performers from Banat: 500 pieces;
* eco-bags: 500 pieces;
* audio DVD ”Sounds of Banat”: 1000 pieces;
* educational diary – brochure: 250 pieces;
* educational textbook & DVD for Banat traditional musical performance learning (bilingual): 500 pieces;
* brochures containing information on traditional musical performers in cross-border area: 1500 pieces;
* Audiobook for Banat traditional musical performance learning: 200 (100 in Romanian and 100 in Serbia);

Deadline for above results: November 2020.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The Consultant has to assume the tasks under the project according to the present Terms of Reference and according to the best practices in the field.

## Risks

Communication problems between the Consultant and the Contracting Authority.

Currency fluctuations that may affect the estimate.

# SCOPE OF THE WORK

## General

### Description of the assignment

The assignment consists in providing the following items for the project communication activity:

• to provide design and manufacture communication products, tools and materials (roll-up, flyers to present the project, customized pens, customized notebooks, post-cards, customized post-it notes / sticky notes, organizer calendars custom, trilingual, with traditional musical performers from Banat, eco-bags, audio DVD “Sounds of Banat”, educational diary – brochure)

• to provide design and printing of publications (educational textbook & DVD for Banat traditional musical performance learning, brochures containing information on traditional musical performers in cross-border area)

• to provide script and production for audio book for Banat traditional musical performance learning

### Geographical area to be covered

Cross-border Banat Region in Romania and Serbia

### Target groups

* Participants to project communication events (conferences and press-conferences);
* Participants to professional training courses;
* Participants to educational campaigns;
* Large public, made of traditional musical performers;

## Specific work

The technical and other types of specifications for each of the communication products and materials are as follows:

| **Lot 1** | **Quantity** | **Technical specifications** |
| --- | --- | --- |
| roll-up | 2 | Ideal exhibition system for conferences, presentations, etc. The Roll-Up is equipped with a retractable print-pull system in the cassette that provides both print protection and high portability and easy and fast assembly. Easy and fast assembly, high portability. Roll-Up Banner consists of an aluminium cassette with customized and pre-tensioned print, with foldable support legs and an aluminium rope for positioning. The retractable Roll-Up Print-in-Print Roll-Up ensures both print protection and easy and fast assembly. The very high portability of the stand when it is ruled up makes it ideal for exhibitions, events, presentations, etc. The retractable low weight stand transforms it into the portable solution ideal for fairs and events. The print quality is guaranteed by the high-resolution digital printers, the image being always clear, perfect and durable. The Roll-Up Banner is easy to carry and mount and has a 100x200 cm size. |
| flyers to present the project | 1500 | A5 format, 200g paper, double sided, polychrome printing, having the same content and translated in 3 languages, as it follows: 500 in English, 500 in Romanian and 500 in Serbian. |
| customized pens | 500 | The graphic customization will be designed by the contractor based on three proposal one of which will be accepted by the Contracting Authority |
| customized notebooks | 500 | Customized notebooks, A5 spiral, 100 pages, quality Velum Paper, 90g paper, micro-perforated for easy removal |
| Post-cards | 200 | Post cards valorising suggested images captured during the identification activity one side and on the other side will contain dissemination information related to the project. It will be printed a total of 200 post cards that valorise 5 different images (5 types \* 40 pieces = 200 post cards in total). Double sided polychromic printing on 350g glossy paper |
| customized post-it sticky notes | 500 | Square sticky note (size 72x72mm, glue on 72mm) with 100 sticky notes (80gsm) 4 colours (CMYK) printing, with customized backsheet 4 colours printing |
| organizer calendars custom, trilingual, with traditional musical performers from Banat | 500 | organizer calendars custom, trilingual, with traditional musical performers from Banat 40 X 40 cm, 250g coated paper, 15 double sided polychromic printing |
| Eco-bags | 500 | Paper Gift Bags With Rope Handles: size 25 X 13 X 33 cm. Material: 120g paperboard, colour: white or craft brown with custom logo and other necessary information applied. |
| audio DVD *Sounds of Banat* | 1000 | The DVD cover will be made from 300g coated paper, double sided polychromic printing  The face of DVD will have polychrome printing with protection for moisture and drops of water.  DVD will contain 30 different sounds. Following DVD editing, each sound will be accompanied by an audio explanation regarding the meaning of the sound played |
| educational diary - brochure | 250 | Technical requirements: 15/22 cm format, 150 pages, 130g paper,  partially polychromatic printing, paperback binding. The cover will have mate finishing. Publishing language: English |
| an educational text book & DVD for Banat traditional musical performance learning | 500 | Technical requirements: 15/22 cm format, 300 pages, 90g paper, cover 300g, partially polychromatic printing, paperback binding. The cover will have mate finishing. On the back cover there will be a folder to hold DVD.  The face of DVD will have polychrome printing with protection for moisture and drops of water.  Publishing language: bilingual (Romanian and Serbian). |
| audio book for Banat traditional musical performance learning | 200 | The DVD cover will be made from 300g coated paper, double sided polychromic printing  The face of DVD will have polychrome printing with protection for moisture and drops of water.  Audiobook will have 2 formats: 1 in Romanian and 1 in Serbian. Audiobook editing will be done in a professional environment. Project team members will provide content of the audiobook in Romanian; consequently, it is in subcontractor obligation to ensure translation for Serbian version of the audiobook. Moreover, in order to edit the audiobook, the content in Serbian will be read by a person from outside the project implementation team, preferably a native Serbian speaker, PhD in one of the fields related to the specific of the project (ex. philology, history, music). For reasons related to knowledge of the specific language, we suggest that this person should have a professional experience related to project specific.  There will be inscribed 100 pieces in Romanian and 100 in Serbian. |
| brochures containing information on traditional musical performers in cross-border area | 1500 | Technical requirements: A5 format, 16 pages, 150g paper, polychromatic printing, double stich. The cover will have mate finishing. Bilingual version: Romanian and Serbian. |

All the products will be designed in accordance with regulations and specifications of MIV (Manualul de Identitate Vizuala) for the Programme IPA CBC Romania-Serbia.

## Project management

### Responsible body

The Consultant is responsible for all the activities regarding this contract.

### Management structure

The responsible person for implementation of the tasks related to this contract, in the Contracting Authority is ŞTEFEA Petru, the project manager.

The project *Educational and Networking Tools on development of Authentic Performance for professional integration* has a team formed of: a project manager, an assistant manager, a financial manager, a logistic and communication coordination, an educational and research coordinator, an educational and an ethnomusicology expert, translator and 2 researchers.

It is a highly hierarchical structure, the main authority being the project manager and, secondly, the assistant manager. All team members respond to them. Moreover, field researchers are subordinated to scientific and educational coordinator. All responsibilities are fully described within the job description and within the work contracts that the team members have signed with the West University. All the will be paid from Lead Partner budget for promotionals.

Responsible for the financial execution of the project is the financial manager.

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

Not appropriate

# LOGISTICS AND TIMING

## Location

Timis County, Timisoara, Romania

## Start date & period of implementation of tasks

The intended start date is 05.09.2020 and the period of implementation of the contract will be 3 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## 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.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

Not appropriate.

## 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 2 copies:

* **Draft final report** of maximum 3 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 5 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 implementation of tasks. 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.

## 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.

# MONITORING AND EVALUATION

## Definition of indicators

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

## Special requirements

Not appropriate.