

2019-04 TENDER CALL FOR THE PROVISION OF A TOURISM EXPERT FOR TER-BRAND PROJECT IMPLEMENTATION IN ZGHARTA EDEN

Introduction

The Association MedCités / MedCities is an association of cities, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises more than fifty cities in sixteen different countries and runs projects in the fields of strategic urban planning, urban services, the environment and local economic and social development, as well as training activities, technical support and the capitalisation of best practices. The network was created in 1991, since which time it has carried out dozens of projects in Mediterranean cities.

This assignment is part of the project "*TER-BRAND Empowering Mediterranean Municipalities in branding their territorial added value*" cofunded by the Municipality of Barcelona. Within the framework of this project, [MedCities](#)¹, is committed to reinforce the role of the beneficiaries, namely the Union of Municipalities of Batroun, the Union of Municipalities of Jezzine and the Municipality of Zgharta Edhen, in promoting sustainable and alternative tourism as a driver of economic activity in their territories. The project intends to strengthen the capacities of the Municipality of Zgharta Eden to coordinate local actors in the touristic sectors and to identify and implement alternative tourism related projects as well as a territorial branding and communication strategy. The present service will build upon and update the strategic documents elaborated by Zgharta Eden where touristic promotion actions are already identified.

1. Objective

The objective of this service provision is the Coordination of Local Activities of TER-BRAND project in Zgharta Eden.

2. Scope of the services

The scope and characteristics of the services are as follows:

The service provider will coordinate the activities of the project under the supervision of the MedCities KTC Al Fayhaa and MedCities Secretariat and will be responsible for:

1. Facilitate the creation and animation of the Tourism table in the territory of the Municipality of Zgharta Eden (ZE Tourism Office)
 - Identification of relevant actors in the promotion of nature based, alternative and religious tourism and touristic activities.
 - Facilitation, together with the Municipality of Zgharta Eden, of the setting up of a coordination structure (ZE Tourism Office) aiming to engage actors into joint activities and coordinate their action.
 - Facilitation and animation of the meetings of the ZE Tourism Office and production of the Minutes of Meetings.

¹ MedCities is a network of Mediterranean local authorities aiming to empower municipalities in respect of urban development issues. MedCities General Secretariat is based in Barcelona Metropolitan Area (AMB) while its territorial antenna for the eastern Mediterranean is hosted by the Union of Municipalities of Al Fayhaa (KTC Al Fayhaa).

- Elaborate a draft Data base of the touristic offer in the territory including religious, cultural, eco and agro-touristic activities, gastronomic offer etc..., and the main territorial assets.
 - Review, together with of ZE Tourism Office, of the touristic offer -including religious, cultural, eco and agro-touristic activities, gastronomic offer etc- and identify possible gaps and new products.
 - Organisation and moderation of a workshop in order to identify the strategic focus of alternative tourism promotion and elaborate an action plan to promote alternative tourism activities in the union of municipalities. Such work should be based and update pre-existing information and strategic documents, such as the Strategic plan Zgharta-Edhen 2025, identifying list of projects and project sheets.
 - Elaboration of a proposal for the technical and financial sustainability of the ZE Tourism Office.
2. Provide support to the company that will be hired for elaborating a territorial branding strategy by:
- Facilitating the communication between the ZE Tourism Table and the company.
 - Organising several joint meetings of the ZE Tourism Table and the branding company in order to identify: focus of the branding strategy and main messages to be conveyed; communication products to be produced; calendar and work plan; coordination meeting for the review of the work and the products. The expert should articulate the communication between the branding company and the ZE Tourism Table for the provision of information needed, the organisation of relevant meetings and the validation of the material produced.
 - Organising a local event for the presentation of the ZE territorial branding strategy.
3. Coordinating the implementation of pilot projects for the promotion of alternative tourism stemming from the action plan (i.e preparation of new touristic products with a focus on linking cities/communication campaigns/improving access and signalization etc...)
- Identify, together with ZE Tourism Table of one, or more, pilot projects, stemming from the action plan, to be implemented by the project within a given total budget.
 - Produce a project sheet, identifying the objective, activities, calendar, detailed budget, role and means needed for the implementation of the project.
 - Coordinate with a local Association or company for the implementation of activities
 - Report progress to MedCities KTC Al Fayhaa and Secretariat and to the Steering Committee.
 - Perform a pilot project evaluation, through quantitative and qualitative monitoring.
4. Support MedCities in the overall coordination of the project and in the organisation of joint activities with the other involved territories
- Follow-up the day to day implementation and ensure a smooth flow of the project activities according to the project implementation plan.

- Supervising the respect to the rules of visibility and communication of the donors in all activities and products-which will be indicated by MedCities- and producing brief news items and photo material for communicating progress through local media and MedCities communication tools.
- Report progress to MedCities KTC Al Fayhaa and Secretariat.
- Support in the preparation of technical missions by MedCities Secretariat and KTC in Zgharta Eden.
- Participate in workshops and seminars organised by the project.
- Participate in joint meetings and missions with the Union of Jezzine Municipalities and Batroun.
- Perform the evaluation of project activities in the territory of Zgharta Eden, through quantitative and qualitative monitoring.

Summing up, the service provider will act as liaison with the MedCities KTC Al Fayhaa and the MedCities Secretariat in Barcelona and the Municipality of Zgharta Eden for the correct execution of the project. He/she will work in coordination with the MedCities and the KTC team and maintain continuous communication, through exchanges by e-mail, skype and telephone call.

The service provider will have to submit the following deliverables:

- Data base and cartography of the touristic offer in the territory of Zgharta Eden, in an Excel or Access file in English.
- A Document describing the structure, functioning and technical and financial sustainability of Zgharta Eden Tourism Office.
- An Action Plan of Alternative tourism promotion in the Municipality of Zgharta Eden
- Agendas and minutes of Zgharta Eden Tourism Office Meetings
- Agendas and minutes of project team meetings
- Agendas and minutes of workshops organised
- Project sheet of pilot project(s)
- Report of the pilot project(s) explaining activities; results; stakeholders' implication; evaluation of the project ; and including photos and deliverables produced
- News items and high resolution pictures of the project implementation process
- Evaluation report of the project
- Bimonthly progress reports to MedCities KTC Al Fayhaa and MedCities General Secretariat.

3. Type of service, duration and place of execution

It will be a provision of services from the date following the notification of the order until 31st march 2020. The service will be carried out in Zgharta Eden (Lebanon).

The service will be governed by Spanish law and the courts of Barcelona.

4. Base budget for the tender

The maximum budget for the assignment will amount to €8.804 (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €10.652,84 including the VAT rate valid on the date of the publication of these terms of reference which is 21%).

Any offer exceeding this amount will be rejected.

It is understood that the budget includes all of the costs that the successful bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, finance costs, insurance, transport and travel expenses (with the exception of international visits organised by the project, if any), remuneration for the staff under its control and all verification and job costs.

5. Price of the contract and economic conditions

The administrative details of the Contracting Body are:

ASSOCIACIÓ MEDCITIES AND/OR MEDCITES
C / 62. 16-18. EDIFICI B, ZONA FRANCA
08040 BARCELONA - SPAIN
NIF: ESG66401258

The contract price is the one established by the tender award, in line with the offer submitted by the successful bidder.

4 invoices are required according upon presentation of the following deliverables:

- Data base and cartography of the touristic offer in the territory, in an Excel or Access file in English: 10% of the amount
- A Document describing the structure, functioning and sustainability of Zgharta Eden Tourism Table and An Action Plan of Alternative tourism promotion in the Municipality of Zgharta Ehdén: 40% of the amount
- Report of the pilot project(s) explaining activities; results; stakeholders' implication; evaluation of the project; and including photos and deliverables produced: 40% of the amount
- Evaluation report: 10% of the amount

The payment term of the invoice will be: bank transfer 30 days after the date of the invoice (bank account details are required) after favourable report issued by the General Secretariat of MedCities upon presentation of the deliverables.

The service providers will be directly responsible for paying the local or national taxes applied to the services except if the bidder is fiscally domiciled in Spain, whereupon the current tax law in respect of personal income tax (IRPF) will be applied.

Bank charges arising from the payment of invoices will be shared (SHA according to bank coding).

MedCities may require information from the successful bidder about compliance with its obligations relating to social security contributions and the payment of taxes.

6. Participation requirements

Those bidding for the service can be individuals or companies, experts in touristic promotion, that have the full capacity to carry out the work, that are not subject to a ban on hiring staff and that can demonstrate their technical reliability and professional experience.

7. Confidentiality clause

The information that the successful bidder will have access to in order to fulfil the purpose of this contract must be kept strictly confidential and must not be used for any activity not covered by this contract. In circumstances where a particular use of the information gives rise to doubts in respect of this confidentiality clause, the successful bidder must, in all cases, request the consent of MedCities.

8. Ownership and authorship of the work

The ownership and authorship of any service provision work carried out belongs to MedCities. As owners of the study, any use or mention of it in publications, articles, interviews, conferences, etc. must have the express authorisation of MedCities.

9. Termination of the service

By giving notice of one month, the service can be terminated by either party before the date indicated in Point 3 of this tender for objective reasons.

10. Submission of offers

The offer must be sent to the following email address: contact@medcities.org

- Proposal submission period: 10 working days from the time this tender is published on the MedCities website.
- Specify in the email subject line “Proposal for Tender 2019-04 for the provision of a tourism expert for TER-BRAND project implementation in Zgharta Eden”
- It is essential that the submission should clearly indicate: business name, address, phone number, email address and the Fiscal ID Number (NIF) of the bidding company.

The offer must include the extent of the services offered and fulfil the conditions expressed in the previous sections. Notwithstanding that bidders can attach to their offer any complementary information they consider to be of interest, the tender must include the following documentation:

- Detailed offer of the services.
- Economic proposal: bidders must submit an economic proposal in euros that either they or their representative must sign. The prices offered should include any type of tax, charge or fiscal ruling of a European, state, autonomous community or local nature as indicated in Points 5 and 6 of this tender.
- CV of the professional person or company involved and of the working team, giving relevant examples of similar work undertaken and, if applicable, international experience.

In case additional information is required to submit the proposal, we kindly invite you to contact MedCities by writing to the e-mail address contact@medcities.org. Only written questions about clarifications of the tender will be answered.

MedCities may request additional information related to the proposal if it deems it appropriate. If this is the case, the Tenderers whose submissions require clarification will be asked to reply within a reasonable deadline set by the assessment team.

11. Assessment criteria

Assessment of the offers will respond to the most advantageous considering the following scorecard:

1. For the best offer to the economic proposal defined in this document, up to 10 points.

As for the best economic offer, the highest score will be given to the most economical and the rest of the offers will be scored proportionally according to the price they offer, according to the following:

$$PE = 10 \times (VL - VE) / (VL - Vmin)$$

Being:

PE Score according to economic offer

VL Amount of bidding

VE Amount of the offer

Vmin Lowest bid amount

2. Criteria of value judgment up to 15 points.

- Overall quality of the Technical offer: up to 6 points.
- Methodology and work plan: up to 3 points.
- Organization and work team: up to 3 points.
- Innovations and improvements proposed: up to 3 points.

MedCities guarantees equal treatment of the people/companies bidding and will keep their offers confidential.

The person/company adjudicated as the successful bidder will be notified within a period of 5 working days from the final submission date for offers.

Barcelona, 25 March 2019

Xavier Tiana Casablanca
General Secretary