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1. BACKGROUND INFORMATION

1.1. Beneficiary country

Bosnia and Herzegovina / Croatia

1.2. Project partner

Culture and Information Centre Tomislavgrad

1.3. Country background

Project partner which bears this procurement procedure is established in Bosnia and Herzegovina. However, the requested services concern project partners from both Bosnia and Herzegovina and Croatia since they encompass preparation of joint visual identity of destination and visual identity of souvenirs for the entire cultural route of Becharac and Ganga which is located in Croatia and Bosnia and Herzegovina. Therefore, country background is presented for both countries:

- Bosnia and Herzegovina:

Bosnia and Herzegovina is an ethnically and culturally very diverse country, especially regarding various musical traditions of Croats, Serbs and Bosniaks. The most popular traditional Bosnian and Herzegovinian song forms are the Bosnian root music (played with "šargija"), sevdalinka, ganga and rera. Ganga represents a wider musical phenomenon, since it is a type of singing widespread throughout rural Bosnia and Herzegovina and Croatia. It is most commonly found in the regions of Herzegovina and Dalmatia, but it can also be heard in Lika, Karlovac and rural areas of western Montenegro. It is characterized by a lone singer singing a single line of lyrics, followed by others joining in, using a vocal style that is best described as a wail. In 2010 it has been inscribed in the UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguard. This type of singing is still being preserved in rural areas of south-west Bosnia and Herzegovina by many traditional culture groups, but also by individuals by being performed on religious and profane festivities. The area of Tomislavgrad, which is the location of Ganga square the future Museum of Ganga is going to become the core place of the interpretation of ganga heritage by implementing activities of the Interreg-IPA project "Cultural route of Becharac & Ganga". Therefore, this procurement aims to provide a joint visual identity of destination and visual identity of souvenirs, one of the destinations being the Municipality of Tomislavgrad.

- Croatia:

Traditional Croatian culture is characterised by exceptional diversity. Ecological conditions and the influences of the cultures with which the Croats have come into contact through history (Mediterranean, Central European, Ancient Balkan, Oriental, etc.), have resulted in the development of three specific regional cultures: Pannonian, Dinaric and Adriatic. Pannonian culture in the region of Slavonia has generated a rather popular traditional music genre of "tamburica" music with is a form of folk music that involves tambura and related string instruments. The main topics of tamburica songs are the common themes of love and happy village life. Within this genre, a specific

vocal singing form called “bećarac” has emerged and prevailed through many centuries in eastern Croatia. Bećarac is deeply rooted in the cultures of Slavonia, Baranja and Srijem. Communication among its performers is essential: lead singers interchange vocal lines, striving to out-sing one another while creating, emulating and combining decasyllabic verses and shaping the melody – all the while accompanied by a group of singers and tambura bands. The music conveys community values, but also enables singers to express thoughts and feelings that might be inappropriate if uttered directly or in other contexts. Each lead singer shapes his or her performance according to the context, with the performance lasting as long as the creativity and energy of the singers permit. Lead singers must possess both a powerful voice and a wide repertoire of old and new couplets, and be apt, quick and clever in choosing and combining them. Nowadays, men and women are almost equally represented among tradition bearers. The Bećarac is spread widely throughout eastern Croatian communities and remains part of living practice – whether in completely informal situations of music-making or in contemporary festive events and celebrations. Many sub-types of Bećarac also exist, in addition to particularities introduced by lead singers. Bećarac is therefore an extraordinarily vivid, dynamic genre that is recreated in each performance. In 2011 it has been inscribed in the Representative List of the Intangible Cultural Heritage of Humanity. The area of Pleternica, which is the location of the future Museum of bećarac is going to become the core place of the interpretation of bećarac heritage by implementing activities of the Interreg-IPA project “Cultural route of Becharac & Ganga”. Therefore, this procurement aims to provide a joint visual identity of destination and visual identity of souvenirs, one of the destinations being the Town of Pleternica.

1.4. Current situation in the sector

Non-material (intangible) cultural heritage in Bosnia and Herzegovina is governed by Ministries of federal units (Federation of Bosnia and Herzegovina and the Republic of Srpska) as well as by Ministries on county (kanton) levels. Also, there is a State commission on preservation of monuments on national level which is the most important body for cultural heritage preservation. However, the management of cultural heritage is quite uncoordinated.

In Croatia cultural heritage management is predominantly governed by the Ministry of culture and regulated by the Act on protection and preservation of cultural goods. Also, the national actions and rules are coordinated with the EU acquis and a functioning cooperation with other EU member states has been established. 13 Croatian traditions have been inscribed in the UNESCO List of Intangible Cultural Heritage, including bećarac and ojkanje – a singing form similar to ganga. In the last couple of years Croatia has experienced an increase investments regarding cultural heritage, since many projects co-financed by the European Structural and Investment Funds have been implemented. Therefore, there are many examples of good practice regarding visual identity of culture heritage destinations and visual identity of souvenirs in culture tourism in Croatia.

1.5. Related programmes and other donor activities

Apart from this Interreg-IPA project (Cultural route of Becharac & Ganga) and the Croatian national campaign on UNESCO heritage protection of bećarac, no specific programmes and donor activities have been identified.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

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

- to establish a system of tourism management „destination bečarac and ganga” and to diversify and brand joint cultural and tourism offer, educate promoters of tourism products and offers and to improve tourism infrastructure in Pleternica and Tomislavgrad

2.2. Purpose

The purposes of this contract are as follows:

- To create a joint visual identity of destinations for the entire cultural route of Becharac and Ganga
- To create a visual identity of souvenirs plans of the cultural route

2.3. Results to be achieved by the Contractor

- At least 3 variant solutions for visual identity of the entire route
- At least 3 variant solutions for visual identity of each separate destination (Pleternica and Tomislavgrad)
- Concept design of souvenirs for the entire route

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Stable political and legislative environment in both partner countries
- Good cooperation between the project team and the contractor
- Proper level of involvement of project partners in visual identity and souvenir development process

3.2. Risks

- Human resources risks: the project team does not always have sufficient resources to manage all stages of the project in optimal conditions
- Financial risks: poor financial forecasting, where resources are undervalued which may jeopardize the project implementation
- Technical risks: delays in project implementation due to low responsiveness of project partners; delays in project implementation due to significant disagreements of key stakeholders regarding the final selection of visual identity/souvenir solutions

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

The scope of this contract includes preparation of a joint visual identity of destination and visual identity of souvenirs for the Cultural route of Becharac and Ganga. Services shall include the following activities:

- Design of 3 proposals of visual identity of the entire route (visual versions of each solution include at least memorandum, brochure, textile print and website)

- Design of 3 proposals of visual identity for each separate destination (Pleternica and Tomislavgrad) (visual versions of each solution include at least memorandum, brochure, textile print and website)
- Work groups discussion with project partners
- Branding of the chosen visual identity solutions including all administrative tasks
- Concept design of souvenirs for the entire route which must include at least 2 motives from each destination

4.1.2. Geographical area to be covered

Primarily, base heritage destinations (destination Town of Pleternica for bećarac and destination Municipality of Tomislavgrad for ganga). However, a broader geographic area of the culture heritage phenomena must be taken into consideration for the analysis (Eastern Croatia for Bećarac and southern parts of Bosnia and Herzegovina and Croatia for Ganga).

4.1.3. Target groups

Local and regional population, cultural heritage associations, music enthusiasts and researchers, educational institutions, Croatian and Bosnian diaspora, tourists

4.2. Specific work

- Analysis of the cultural heritage of the route
- Preparation of the Inception report
- Design of 3 proposals of visual identity of the entire route (visual versions of each solution include at least memorandum, brochure, textile print and website)
- Design of 3 proposals of visual identity for each separate destination (Pleternica and Tomislavgrad) (visual versions of each solution include at least memorandum, brochure, textile print and website)
- Work groups discussions with project partners
- Branding of the chosen visual identity solutions including all administrative tasks
- Concept design of souvenirs for the entire route which must include at least 2 motives from each destination
- Preparation of the Final report

The Contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See http://ec.europa.eu/europeaid/work/visibility/index_en.htm .

4.3. Project management

4.3.1. Responsible body

Town of Pleternica, Ivana Šveara 2 34310 Pleternica
(Lead partner responsible for project implementation)

Culture and Information Centre Tomislavgrad,
Mijata Tomića b.b., 80240 Tomislavgrad, Bosnia and Herzegovina
(Project partner responsible for this procurement procedure)

4.3.2. Management structure

Project management unit of the project consists of 9 members: 4 employees of Town of Pleternica including Project Manager, 2 employees of Municipality of Tomislavgrad, 1 employee of Entrepreneurial Centre Pleternica Ltd. and 2 employees of Culture and Information Centre Tomislavgrad

4.3.3. Facilities to be provided by the Project partner and/or other parties

If necessary, Project partners shall ensure space for the work groups discussions regarding the proposed visual identity solutions. All other facilities shall be ensured by the Contractor.

5. LOGISTICS AND TIMING

5.1. Location

Contract implementation does not have an operational base at Project partner's premises, i.e. the Contractor manages the location of his activities in accordance with the needs of the assignment. However, work groups discussions are recommended to be organized at the project partners' premises.

5.2. Start date & Period of implementation of tasks

The intended start date is April 2018 and the period of implementation of the contract will be 8 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.

6. REQUIREMENTS

6.1. 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.

6.1.1. Key experts

Key experts are defined and they must submit CVs and signed Statements of Exclusivity and Availability.

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: Visual communication expert

Qualifications and skills

- University degree of at least 3 years' duration in the area of graphic design

General professional experience

- At least 5 years of professional experience in general

Specific professional experience

- At least 3 years of experience in the area of visual communication shaping and souvenir design including at least 1 engagement as visual identity expert in the area of museology/heritage management

* In order to clearly establish whether the proposed expert is fully compliant with the prescribed criteria, the information on each project presented within the CV should include:

- A short description of the project
- Period of implementation
- Client's contact details
- Expert's position/role in the project and short information on specific tasks performed
- Period of expert's involvement
- Visual identity shaping portfolio

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

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.

6.2. Office accommodation

Office accommodation for each expert working on the contract is to be provided by the Contractor.

6.3. 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.

6.4. Equipment

No equipment is to be purchased on behalf of the Project partner / partner country as part of this service contract or transferred to the Project partner / 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.

7. REPORTS

7.1. Reporting requirements

The Contractor will submit the following reports in Croatian or English in one original and 1 copy:

- **Inception Report** of maximum 12 pages to be produced after 15 days from the start of 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 Project partner sends comments on the inception report.
- **Draft final report** of maximum 20 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 10 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 heritage tourism products and interpretation methods. 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.

The final report will be accompanied by the previously approved variant solutions of the visual identity and souvenir concept design.

7.2. 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.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Number of visual identity solutions developed
- Number of work group discussions held
- A registered visual identity brand of the route
- Number of motives per destination included in the souvenir concept design

8.2. Special requirements

Not applicable.