



## WINTER MED CALL FOR TENDERS

### TENDER PROCEDURE FOR THE SELECTION OF THE INDIVIDUAL CONSULTANT TO ASSIST IN THE TRANSFERRING ACTIVITIES AND THE ELABORATION OF THE WINTER MED STRATEGY FOR ALL YEAR ROUND TOURISM IN MEDITERRANEAN ISLAND DESTINATIONS

#### 1. BACKGROUND INFORMATION

ANCI Tuscany is the Lead Partner of the project **WINTER MED** - *Winter Islands Network for all year round Tourism ExpeRience in the MEDiterranean*. The project is co-financed by the **Interreg MED Programme**, through the European Regional Development Fund (ERDF) within the Priority Axis 3: “Protecting and promoting Mediterranean natural and cultural resources”; specifically contributing to the Specific Objective 3.1 of the programme: “To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area”

The overall objective of the Interreg MED programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices, reasonable use of resources and supporting social integration through integrated and territorially based cooperation approach. The Interreg MED Programme gathers 13 European countries from the Northern shore of the Mediterranean that are working together for a sustainable growth in the region.

#### PROJECT RATIONALE

The Mediterranean is one of the world's most popular maritime and coastal (M&C) tourist destinations, its islands attracting millions of tourists each year. The tourism sector is the major economic driver that brings prosperity and economic and social development of the Mediterranean island destinations that otherwise struggle to find steady sources of income, mainly due to geographical constraints and lack of alternative economic activities. At the same time, it brings also a huge pressure on cultural and natural heritage of the territories. Loss of biodiversity, coastal erosion, pressure on local resources such as energy, food, land and water, commercialisation of the local culture and traditions, are some of the factors that hamper the sustainable development of the sector. Not to mention the vulnerability of tourism to major unexpected events like the current situation provoked by the Covid-19 global crisis in which it's one of the most affected economic sectors. The WINTER MED project focuses on the island destinations of the Mediterranean that are highly dependent on tourism, and in particular on the 3S (Sea-Sun-Sand) tourism model. The project intends to deliver innovative and attractive integrated strategies at wider transnational level with the aim to spread economic and social benefits throughout the year and boost other sectors of the economy.

#### PROJECT OBJECTIVES

Based on the territorial challenges identified, WINTER MED aims to deliver an integrated transnational strategy for the development of all year round sustainable and responsible tourism in Mediterranean island destinations, through joint planning and cooperation between involved regions. The project tackles the seasonality of demand of the M&C tourism by capitalizing on ETC (European Territorial Cooperation) projects that have focused on the planning and diversification of the sustainable tourism in MED islands and the improvement of strategies for all year-round tourism, based on the development of high-quality thematic tourism products. It also addresses the challenges of the COVID-19 impacts with the aim to



support island destinations to restart their economic activities by delivering a safe, responsible and sustainable tourism offer.

To achieve this objective, the project intends to:

- promote the participatory process in each partner region for a better decision-making
- empower local and regional policy makers, economic operators and local communities in sustainable tourism planning
- deliver tools to improve the regional and national action plans and policies for a more sustainable and responsible tourism in the MED islands
- mainstream its results into local, regional and national policies through an EU wide advocacy campaign

## MAIN OUTPUTS

- WINTER MED Self assessment toolbox as a tool to evaluate the most appropriate strategies for all year round tourism in MED island destinations
- Regional Action Plans delivering concrete policy measures and a set of actions for a sustainable and responsible tourism planning in the regions of Tuscany, South Aegean, Cyprus, Dubrovnik-Neretva, Corse and Balearic Islands
- WINTER MED transnational Strategy built on common specificities and challenges of territories and delivering a joint vision for the Mediterranean islands as an all year round tourism destination
- Policy recommendations calling on regional governments to exploit project results in order to promote and implement policies contributing to the development of a sustainable and responsible tourism in Mediterranean islands and beyond

## PROJECT PARTNERSHIP

- 1) ANCI Tuscany - Italy (LP)
- 2) EGTC EXFINI POLI - Greece
- 3) Development Agency of South Aegean Region - Greece
- 4) Institute of Agriculture and Tourism - Croatia
- 5) Larnaca-Famagusta District Development Agency - Cyprus
- 6) Dubrovnik Neretva Regional Development Agency - Croatia
- 7) Confesercenti Tuscany - Italy
- 8) Corsican Tourist Agency - France
- 9) Conference of Peripheral Maritime Regions of Europe - France
- 10) Chamber of Commerce of Mallorca - Spain
- 11) Agency for Tourism of the Balearic Islands - Spain

### 2. SCOPE OF THIS WORK

The selected applicant will be in charge of supporting ANCI Tuscany with the **transferring activities and elaboration of the WINTER MED strategy for all year round tourism in Mediterranean island destinations.**

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The transferring activities of the project are implemented within the Work Package (WP) 4 starting in June 2020 and ending in September 2021, save for any extension according to the approved work plan of the project. The WP is coordinated by ANCI Tuscany.

The WP will transfer the lessons learned from the previous phase of the project (WP3 Testing), that integrated the outputs and results of past projects, focusing on tourism and adapted them to the insular areas to develop a first draft of the WM strategy for off season tourism development. The following outputs are delivered by the WP Testing:

- WINTER MED toolbox with a collection of good practices that will help M&C destinations to identify the most appropriate policies to implement in respective regions
- WINTER MED draft strategy for all year round tourism in Mediterranean Island Destinations

The transferring activities are implemented in the following partners' regions: Tuscany, Balearic Islands, Dubrovnik-Neretva, Cyprus, Corse and South Aegean.

The WP4 is built in 4 main phases:

- 1) Development of a Plan of transferability of results that sets the contents and methodology that will be applied to efficiently transfer WM Strategy
- 2) Implementation of the capacity building and policy learning programme following a participatory approach with respective regional stakeholders
- 3) Co-design of the Regional Action Plans in two phases, the first one focusing on policy learning process and continuous social dialogue in partners regions and the second on transnational networking and policy exchange between partners and their regional stakeholders groups.
- 4) Validation of the results of regional planning and delivery of the final RAPs, that will shape the joint WM transnational tourism offer and consolidate the final WINTER MED Strategy

The final output, the transnational strategy for all year round tourism in the MED islands will integrate the lessons learned in previous project phases and will bring evidence on measures and policies successfully adopted in partner regions through regional action plans. The strategy will be built on common specificities and challenges of the territories with the aim to develop a joint vision for the Mediterranean islands as an all year round destination.

### 3. EXTENT

The tasks consists in:

- 1) Assisting ANCI Tuscany and project partnership in the implementation of the Work Plan of the Work Package 4 Transferring - July 2020 - December 2021
- 2) Assisting ANCI Tuscany in preparation and coordination of three transnational policy exchange workshops that will take place indicatively in Croatia (Dubrovnik-Neretva County), Greece (South Aegean) and Balearic Islands (Spain) - September 2020 - June 2021
- 3) Elaboration of the **WINTER MED strategy for all year round tourism in Mediterranean island destinations** - April - September 2021

Foreseen deliverables:

- 1) Transferability Plan (according to the methodology set in the Application form and WP3 results)

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- 2) Regional Action Plan template
- 3) Transnational policy exchange workshops report (web page article)
- 3) WINTER MED strategy for all year round tourism in Mediterranean island destinations

#### **4. PARALLEL ACTIVITIES TO BE CARRIED OUT**

- 1) Meetings with the contractors on a monthly basis
- 2) Desk analysis and research to complete and further detail the main deliverables
- 3) Taking part in WINTER MED meetings and exchanging with the partners in charge of the elaboration of the model whenever needed

#### **5. GENERAL REQUIREMENTS**

Subjects possessing the following requirements can apply:

- Being an individual consultant
- Enjoyment of civil and political rights in the States of origin and residence.
- Age: not less than 18 years old and not more than 65 years old;
- Not having reported convictions and not having pending criminal proceedings that prevent, under the applicable provisions in force, the establishment of the employment relationship with the Public Administration
- Qualification and proven professional experience in developing of strategies and policies for tourism sector;
- Qualification and proven professional experience in coordination of activities in European territorial cooperation programs and / or EU funded projects that can prove the ability to work in an international environment;
- Excellent knowledge, spoken and written, of the English language;
- Good communication skills, spirit of initiative, ability to anticipate, propose and
- Independence, but good teamwork ability;

#### **6. PRESENTATION OF THE TENDERS**

The tenders must be presented as follows:

**Participation request form enclosed to this tender with the following compulsory annexes:**

**Annex 1:** A copy of a valid legible identification document

**Annex 2:** Identification of the applicant: a cover letter with a brief presentation of the candidate

**Annex 3:** Curriculum Vitae of the applicant: the CV will have to list all relevant experiences of the applicant in the two expertise fields requested by this call:

- a) professional experience in developing of strategies and policies for tourism sector
- b) professional experience in coordination of activities in cooperation projects ETC and / or EU funded projects that can prove the ability to work in an international environment

**Annex 4:** Technical offer: maximum 6 pages of the methodology and content blocks proposed for the strategy with indicative policy measures and a set of actions for a sustainable and responsible tourism

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planning in Mediterranean island destinations. The candidates are strongly advised to address the Covid-19 impact on the sector and proposed solutions for mitigating the negative effects of such crises in the future.

The absence of any of the Annexes listed above will entail the exclusion of the candidate from the evaluation phase.

Tenders shall be submitted by email only (with attachments) to the email address [wintermed@ancitoscana.it](mailto:wintermed@ancitoscana.it), with the following reference in subject: **WINTER MED Project: 'Consultancy offer for technical assistance'**. Tenders addressed to another email address will be rejected. The deadline for the submission of the offer is: **06 July 2020 (h.13.00)**

## 7. ELIGIBILITY AND EVALUATION

The applications are considered admissible and assessable if:

- received by the date and time indicated in this tender, and duly signed;
- submitted by a person in possession of the above listed requirements;
- submitted in all parts listed under the article V.

The selection will take place through the evaluation of the curriculum, of the technical offer and on the basis of the interview aimed at ascertaining the skills in the activities referred to in Article II.

All selection operations will be carried out by a special Commission appointed by the Director of ANCI Tuscany.

## 8. SELECTION PROCESS

The applicant must prove a conceptual, methodological and technical domain, adequate for the execution of the contract and reflect the technical capacity proven to serve in the development of the intended object and for the achievement of marked objectives.

A special emphasis on the understanding of the latest research and policy developments on sustainable tourism, and experience and capacity in drawing of strategic documents, policies and / or action plans for the tourism sector.

The evaluation of the candidates will be done by attributing the following scores:

**Curriculum vitae** - maximum 40 points for the professional experience relevant for the tender, as follows:

- a) 20 points - 5 points for each professional experience in developing of strategies and policies for the tourism sector
- b) 20 points - 5 points for each professional experience in coordination of activities in cooperation projects

**Technical offer** - maximum 30 points for the proposed methodology, as follows:

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- a) 10 points for the context analysis
- b) 20 points for the innovativeness and coherence of the proposed solutions

The candidates scoring more than 50 % in each of the points for the Curriculum vitae and more than 80% of the technical offer will be invited for an interview.

The interview will focus on the topics covered by this tender to ascertain the candidate's general knowledge and professional experience.

The maximum score attributed to the interview will be 30 points.

## **9. CONTRACTUAL AND FINANCIAL TERMS.**

Administrative details of the Contracting Authority:

ANCI Tuscany - Associazione dei Comuni Toscani  
Viale Giovine Italia 17, Firenze - Italy  
VAT: IT01710310978

The amount available for this consultancy service is **€20,000 without VAT and other taxes foreseen by the Italian legislation.**

For this work the ANCI will be responsible for paying VAT in Italy, therefore, in case the consultant declares her fiscal residency in another Member state, the fees to be charged by the consultant will be submitted net of VAT. The fees will be paid in four instalments on presentation of a duly-issued invoice:

- 25% after the submission of the Transferability plan and the Regional Action Plan template within September 2020
- 25% on submission of the report for two transnational exchange workshops - indicatively within February 2021
- 25% on submission of the draft version of the final WINTER MED Strategy (or specific sections of it) indicatively within August 2021
- 25% once the contract has been fulfilled within January 2022

The travel and accommodation costs for the participation of the expert in the transnational policy exchange events and / or other events relevant to the scope of this contract will be borne by the ANCI Tuscany. The acceptance of the offer of the successful tender implies the acceptance of the conditions and schedules detailed in these ToRs.

The payment term for the invoice will be: bank transfer (bank account details will be asked). ANCI Tuscany maintains the right to require additional fiscal documentation if considered needed. The tax legislation in force at the date of acceptance of the offer will be applied.

## **10. FORMALISATION OF THE CONTRACT**

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Once the selection has been completed, a contractual proposal will be sent in line with what is indicated in articles above.

#### **11. INTELLECTUAL PROPERTY**

In the spirit of cooperation and exchange, the ownership of the work covered by the contract related to these Terms of Reference and co-funded by the Interreg MED Programme is open to the public and free of rights. The deliverables and results of the project should be accessible and available for free to the general public in a usable format. The Managing Authority/Joint Secretariat and any other relevant Programme stakeholder can use them for information and communication purposes. The authorship of the work covered by the contract related to these Terms of Reference is co-shared between the author and all the partners of the engaged projects.

#### **12. CONFIDENTIALITY CLAUSE**

Despite the public execution of the project, part of the information exchanged for the development of the purpose of this contract between the ANCI Tuscany and the selected expert, may be confidential. On this basis, only the documents and other pieces of information provided explicitly with the statement “confidential” will be dealt with as such. The selected expert ensures that respect its confidentiality and do not disseminate it, forward it to third parties or use it without prior written consent from the ANCI Tuscany.

#### **13. PRIVACY PROTECTION CLAUSE**

Pursuant to the U.E. n. 679/2016, we inform you that the processing of personal data of the applicants is aimed solely at drawing up of the professional assignment; the treatment of personal data will be within the limits necessary to pursue the aforementioned purposes, with suitable methods and tools to guarantee the security and confidentiality of applicants.

#### **14. TENDER INFORMATION**

The person in charge of this procedure is Simone Gheri, Director of ANCI Tuscany.

This TENDER is published on the ANCI Tuscany website, in the section: *Sezione Amministrazione Trasparente/ Bandi di concorso, Selezioni, Avvisi.*

For information and clarifications, contact Lorena Vidas:

Email: [wintermed@ancitoscana.it](mailto:wintermed@ancitoscana.it) / Mob. +39 3938677140

Firenze, 18 giugno 2020

Il Responsabile Unico del Procedimento  
Simone Gheri  
(firmato digitalmente)