TERMS OF REFERENCE

**“INTERREG IPA II CROSS-BORDER COOPERATION PROGRAMMEGREECE -ALBANIA 2014-2020”**

**PROJECT**

**“OLIVE CULTURE”**

**“EXTERNAL EXPERTISE – MANAGEMENT SUPPORT AND ORGANISATION - CONTRIBUTION TO THE ORGANISATION AND IMPLEMENTATION OF THE AGRI-BUSSINESS ACTIVITIES”**

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# BACKGROUND INFORMATION

## Beneficiary Country

Republic of Albania

## Contracting Authority

## Berat Municipality

## Current situation in the sector

This project addresses agriculture as the most significant pillar of the local economy. More specifically the olive sector represents a big percentage of the productive capital (orchards, equipment, machinery, buildings, know-how etc.), constitutes the basic element of the landscape, relevant activities are part of the life of many inhabitants (even if they are not farmers) and the products of olive tree are basic elements of the local culture.

Stakeholders of olive products chain (cropping, processing, logistics, marketing, trading and administration) agree that the secret for success in the sector is found in the development and application of cost efficient and environmentally friendly cropping practices, application of quality assurance and traceability systems, standardization and packaging of the final products, and efficient marketing-branding approaches. Olive Culture project, following the available regional RIS priorities, aims to establish a network of expertise exchange which will lead to the application of innovative crop management and efficient trading services for demand-driven capitalization of good practices and scientific knowledge. These goals will be achieved through HUBs for providing training and agribusiness services, integrated management of crop using precision agriculture tools, innovative olive processing methods, support of labelling by providing scientific information regarding nutritional value and environmental impact, provision of marketing consultation and creation of local brands.

The project is expected to enhance the name of the area, promote distinctive characteristics of local table olives, promote cooperative economy structures, motivate local stakeholders and entrepreneurs to be engaged in agriculture and food processing and marketing sectors, to build capacities and gain valuable experience through participation in national and international exhibitions. All these will expand synergies, create cross-border partnerships, attract new investments, act complementary for other local products, enlarge export opportunities and contribute to economic growth (more profits, less unemployment) for the participating areas and beyond.

## Related programmes and other donor activities

No related programmes and donors

**2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

## 2.1 Overall objective

## The overall objective of this assignment is the organization and implementation of the agribusiness activities. The experts engaged shall synchronize the activities to be implemented in the HUB established with the relevant directorates of the municipality and all involved stakeholders.

## Through the activities foreseen to take part in the HUB including trainings on rural development, experience sharing as well as practice exercises to promote and raise knowledge among the involved stakeholders on agribusinesses and agro-industries as a principal source of value addition for primary agricultural products, a catalyst for the development of efficient value chains, a contributor to improved product quality and safety, and a provider of services that allow food to flow from production to consumption.

**2.2 Purpose**

The purpose of the external expertise and services is to support the Municipality of Berat in the process of management, organisation and implementation of the activities foreseen to take place to the HUB established. The activities shall promote investments and develop agro-enterprises and give a contribution to advancing knowledge on enabling environments for the development of agri-food value chains.

**2.3. Results to be achieved by the Contractor**

* Activities of the HUB with the IPU, the municipality coordinated;
* Interested public and private stakeholders with focus on agriculture and interested in the olive sector identified;
* Stronger structures between companies, growers etc in promoting olive civilization and collaboration created;
* Raising knowledge among the involved target group by hosting presentations, training sessions etc;
* The proper expertise, in order to provide specialized information as regards legislative support, funding opportunities, branding and marketing approaches identified;
* Modules to be presented to the participants prepared and shared among stakeholders for opinions and recommendations;
* A network and database of olive industry interested parties created;
* Prototypes for integrated management of table olive orchards (how to establish, implement, monitor), suitable for local conditions, analytical presentation of the procedures and open labs regarding their application developed;
* Soil analysis and relevant recommendations derived performed and shared with growers;
* Report on local table olives water footprint developed;

# ASSUMPTIONS & RISKS

* 1. **Assumptions underlying the project**
* Continued Government commitment and support Interreg IPA II Cross-Border Cooperation Programme Greece -Albania 2014-2020”
* IPA funds are available.

**3.2 Risks**

The risks that could affect the successful and timely completion of the project are:

* Lack of cooperation with Contracting Authority
* Delays in outputs delivery by the consultant
* Availability of the Consultant’s experts as indicated in the Contract

# SCOPE OF THE WORK

* 1. **General**

The organisation of agribusiness activities within the HUB, shall provide an efficient coordination between actors, which is an essential driver of agri-food chain competitiveness. Coordination among producers, processors, distributors and other stakeholders in supply chains is necessary to meet consumers’ demands, ensuring that requirements regarding quality, quantity and timing of delivery are efficiently met.

Through the organisation of trainings, forums and networks shall be promoted collective action providing strengthened farmers’ organizations, capacity building to create advocacy groups, and the promotion of appropriate links among production, processing and consumption by developing efficient collaborative instruments, such as partnership mechanisms and/or agreements that take into account the different negotiating skills of individual links in the production chain.

* 1. **Specific** **work**
* Synchronize the activities of the HUB with the relevant directorates of the municipality;
* Provide a connection with other public organizations with special focus on agriculture and private companies that are interested for the olive sector as well as growers;
* Promote olive civilization and collaboration between companies, growers etc in order to create stronger structures;
* Raising knowledge among the involved target group by hosting presentations, training sessions etc;
* Identification of the proper expertise, engagement of two experts in order to provide a specialized information as regards legislative support, funding opportunities, branding and marketing approaches etc;
* Creating a network of olive industry interested parties in order to provide match-making services “virtual coop”;
* Develop prototypes for integrated management of table olive orchards (how to establish, implement, monitor), suitable for local conditions, analytical presentation of the procedures and open labs regarding their application;
* Perform soil analysis and handle them to growers along with relevant recommendations;
* Develop a report on local table olives water footprint;
* Ensure legality, transparency and publicity of project’s activities.
	1. **Project management**

### Responsible body

### The Experts will keep continuous communication with the working group of the project established within the Municipality of Berat and will report on deliverables the address: The Municipality of Berat, Bulevardi Republika, Berat, Albania

# LOGISTICS AND TIMING

##  Location

## The activities will take place in Berat.

## Commencement date & Period of implementation

5.2.1The intended commencement date is June 2020 and the period of implementation of the contract will be till 30 October 2020.

5.2.2 The implementation period might be postpone, in common agreement if the project apply for the extension due to Covid-19 restriction,

# REQUIREMENTS

**6.1. Staff**

**6.1.1 Key experts**

The key expert shall be selected and have a crucial role in implementing this contract. These Terms of Reference contain expert profiles and the tenderer shall submit CVs and Declaration for the consultants.

**6.1.2 Expertise required**

**Qualifications and skills**

* The expert shall have agricultural economy academic background, with experience in integrated management (better in olive crop);
* The expert shall have experience in branding / marketing of agro-food products;
* The expert shall be fluent in English language both written and oral.
* Ability to analyse the impact of changes brought about by the project and to be able to keep track of progress on the project from all the various sections of it that are on-going;

**General professional experience**

* The expert is expected to possess preferably 5 (five) years of work experience
* Experience in the organization of capacity building activities in farming or other agricultural related subjects will be considered an asset;
* Experience in working for similar assignment will be considered as an asset.
* Able to carry out his/her work in an organized manner;
* Experience in preparation of reports is required;

**Specific professional experience**

* The expert is expected to have very good knowledge of agricultural sector, farming and olive industry.
* Demonstrated ability in team management and collaboration
* Familiar with MS Word, MS Excel, Power Point, MS Outlook.

## 6.3 Office accommodation

## Office accommodation for the expert working on the contract will to be provided by the Municipality of Berat.

## 6.4 Facilities to be provided by the Contractor

The Contractor must ensure that expert is 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.

## 6.5 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 that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

# Reporting requirements

During performance of services, the Expert shall prepare and submit the following common reports:

* Inception Report
* Final Report

Specific deliverables:

Establishment of HUB;

Network with stakeholders created;

Soil Analysis developed;

Report on Water Footprint developed

#  Submission and approval of Reports

The report referred to above must be submitted to the **OLIVE CULTURE** Project Team in Berat Municipality, as identified in the contract. The Project Manager is responsible for approving the reports.

# MONITORING AND EVALUATION

# Definition of indicators

The following indicators will be used for monitoring and evaluation of the provided services:

* Reports submitted in time;
* implementation of the Project and submission of all deliverables in time
* Works completed in time;

#  Special requirements

No special requirements foreseen