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# BACKGROUND INFORMATION

## Partner country

Albania

## Contracting authority

Municipality of Berat

## Country background

Tourism industry is growing in Albania, and in the city of Berat specifically which is one of the most distinguished cultural heritage cities in the country. In this context, the country is tackling many of the barriers that hamper tourism development. One of these barriers is tourism accessibility.

Accessibility in the city of Berat remains one of the main concerns especially in the city of Berat considering the terrain and the location of the cultural heritage of the city of Berat. So far, accessibility has been little taken into consideration in the design concept in Albania. In particular, accessibility in tangible cultural heritage is specific and a sensitive issue. This is the area that this project tries to address.

## Current situation in the sector

Tourism in the city of Berat has been growing steadily. It is now considered to be one of the three sectors that will drive economic development in the city of Berat. Tourism now holds more than 40 % of the market share in the services sector.

Tourism in the municipality of Berat is guided by national strategies for tourism development and local tourism development strategies. The municipality of Berat is the main institution which is responsible for tourism development in the city of Berat. In the Municipality of Berat there is the Directorate of Tourism and Activities which is responsible for Tourism development in the municipality of Berat.

On average the increase of Tourism is 10 % annually. The municipality is trying to increase more the number and the quality of tourists visiting the city. The municipality is currently working on information dissemination, market development and infrastructural upgrade. Tapping into the segment of older tourists is foreseen by the municipality to increase the number and spending of visitors in the city.

## Related programmes and other donor activities

Tourism Accessibility is also being aided by a World Bank Project, known as Project for the Tourism Integrated Urban Development. This project aims to enhance accessibility through interventions on infrastructure around the historic area and in the buffer zone of the city.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

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

The main aim of this project is to improve the accessibility of natural and cultural heritage in the CB area, and collect and promote internationally accurate information for senior tourists and tourists with disabilities and their families. Since accessibility is directly linked to sustainability, the project will also help to improve capacity to sustainably use of natural and cultural resources in the CB area. Moreover, it will promote cultural and natural assets (indirectly) and contribute to growth in the tourist business sector.

The project is aiming to develop a series of actions and tools to support the improvement of the tourist product and relevant services of both areas by developing the heritage resources and improving their accessibility to persons with disabilities and reduced mobility in general, in the frame of the common goal of the CB region for sustainability. As it is mentioned in the Diagnostic Analysis-Environment of the present Programme, important natural resources have not been sufficiently exploited for development purposes in the past

## Purpose

The purposes of this contract are as follows:

* To increase the digital accessibility of the information on the project
* To enhance awareness on the 4All project and its main results
* To print the media with the information regarding the project

## Results to be achieved by the contractor

* The leaflet of the project will be made available in accessible digital formats
* The development of a USB business card which would hold information on the project.
* Print the project leaflet and poster

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

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

## 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

# SCOPE OF THE WORK

## General

### Description of the assignment

Within this contract, the Contractor is required to convert the transcript created by the PB2 Partner (NCDP) into alternative digital formats, such as accessible MS Word Document (.docx), accessible Adobe PDF, simple text (TXT), Accessible HTML format (WCAG 2.0, AA Level) and audio format (MP3), which will meet the needs of various types of people (readers) with disabilities.

Particular care should be taken to ensure the accessibility and usability of the provided alternative formats for different types of users with disabilities.

The contractor within this contract is expected to produce 300 pieces of business card USB-s which will contain the materials developed within the 4All project.

The contractor will also provide printing services for 1000 project leaflets in three languages and 200 project posters in A3 format.

### Geographical area to be covered

Berat, Albania

### Target groups

The recipients of the project results and the beneficiaries of the project.

## Specific work

In the context of producing accessible digital format, the contractor will be engaged in:

Specifically, this work includes:

1. The production of digital version, in the form of an accessible MSWord file and an accessible PDF file, suitable for sending / dissemination through electronic / digital media (email, Web, digital storage media). For the needs of this production, it is required:
   * Repair original digital source files (MS Word, PowerPoint, Excel, Adobe PDF, etc.) and restore their accessibility based on international guidelines, standards, and good practices for accessing electronic documents (see Microsoft guidelines) such as Adobe, Section 508, Digital Office Document (ADOD) Project, European Blind Union (EBU)
2. The creation of various alternative, equivalent, accessible digital formats, such as
   * equivalent plain text files (TXT format)
   * equivalent audio files (MP3 format) with synthetic voice via TTS (text-to-speech) technology
   * accessible HTML format (WCAG 2.0, AA), based on international guidelines, standards and good practices for accessibility (see guidelines of the World Wide Web Consortium (W3C), UK Association of Accessible formats (UKAAF), European Blind Union (EBU), of the Canadian National Institute for the Blind (CNIB).
3. Assessment/Evaluation of the accessibility and suitability of the generated forms and implementation of final changes - corrections.

Providing additional accessible digital solutions for people with disabilities who have special access needs (e.g., for people with specific vision problems) is desirable. The methods, techniques, tools and criteria to be used by the Candidate Contractors should be specified and should be fully in line with current common good practices, in particular those of the Consortium. World Wide Web (W3C).

**Technical requirements**

As mentioned above, the methods, techniques, tools and criteria to be used must be up-to-date and fully in line with widespread guidelines and good practices for creating accessible documents, including those of the World Wide Web Consortium (W3C) and in particular, where appropriate, with the new version 2.0 of the W3C Web Content Accessibility Guidelines, version 2.0 or W3C / WCAG 2.0 - also available in ISO format / IEC 40500: 2012), at least at the intermediate level of "AA" compliance or equivalent.

**Delivery. The Contractor must deliver to the Contracting Authority, on CD, DVD, the following formats**

* accessible MS Word Document (.docx)
* accessible Adobe PDF
* simple text (TXT)
* accessible HTML format (WCAG 2.0, AA Level) and
* audio format (MP3)

**300 pieces of** **4ALL Promotional Printed memory sticks** shall be produced. This promotional memory stick will be in the form of a USB business card and will be branded with the project’s logo as well as the project moto and contact info. The USB business card will no less than 2 GB of memory. USB data preloading is foreseen, in order to include in the USB useful project material, such as (indicatively):

* The **Project results brochure**, in standard and alternative accessible formats
* The **Project’s visual presentation** *(preferably the latest version with results & outcomes)*
* Public outputs of the project, such as: The **Common Strategy and Action Plan,** The **Training material,**  The **Epirus & South Albania Guide with tourism information for all,** in standard and alternative accessible formats,
* The **Promotion Multimedia of the Project,** The **Study visits final reports**

The print of 1.000 project promotional leaflets. The leaflets will be in 3 languages. The size of the leaflet should be A4. It should have 6 pages and three folds. The design of the leaflet will be delivered by the Contracting Authority. The design should be printed in CMYK print (four colours).

The print of 200 project promotion posters in three languages Albanian, Greek and English. The poster will need to be printed in CMYK print (four colors). The size of the poster will have to be in A3 form.

## Project management

### Responsible body

The contract will be managed by the Directorate of European Integration, Strategic Planning and Economic Development in collaboration with the Directorate of Finance and Public Procurement

### Management structure

There is one project manager who manages this project in the Directorate of European Integration, Strategic Development and Economic Development. There is one project management unit which is set up in the Municipality of Berat for completing the tasks of the project based on the areas of expertise required by the project. The entire unit is composed by four municipal employees: a project manager, an IT, an event manager and an engineer. The decisions are consulted with the group and then are finally approved by the legal representative of the Municipality of Berat. Actions that fall under the expertise of other employees that are not part of this group are implemented by those respective employees upon their assignment by the legal representative.

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

The municipality of Berat will provide all the designs provided for the services for transcription and printing.

# LOGISTICS AND TIMING

## Location

The location of the project is the city of Berat.

## Start date & period of implementation of tasks

The intended start date is 31.08.2020 and the period of implementation of the contract will be one month 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

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## 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. The contracting authority will provide all designs needed for print and the materials needed for transcription.

## 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 one copy:

* **Inception Report** of maximum 2 pages to be produced after one week from the start of implementation. In the report the contractor shall describe any difficulties encountered or expected. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
* **Final report** with the results of the work carried out and whether the work was carried out as foreseen. 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

Some of the indicators that will be used to measure progress are:

* Number of prints
* Number of USB-s
* Quality of prints
* Quality of transcriptions

## Special requirements

N/A