**Terms of Reference**

**Project:** Local and Regional Competitiveness Project

**Financing:** Pre-accession Trust Fund of the European Union - IPA 2

**Sub-project:** “Dojran – Tourist Perl of Southeast Macedonia”

**Ref. no.:** LRPC-1/18-SG-38-CQS-1.1/1.2/1.3/1.4

**Name of service/contract:** Consulting services for development of an image of Dojran as a tourist destination, implementation of promotional campaign for the tourist offer in Dojran and~~,~~ creation of promotional content

## BACKGROUND INFORMATION

The Local and Regional Competitiveness project is financed with a grant from the European Union (IPA II), and managed as a Hybrid Trust Fund. The Project consists of four components, one executed by the World Bank and three components by the Government of the Republic of North Macedonia (Cabinet of the Deputy Prime Minister in Charge of Economic Affairs and Coordination of Economic Departments).

LRCP aims to enhance the contribution of tourism to the local economic development and improve the capacity of the Government and public entities to foster tourism growth and facilitate destination management.

The general objective of the sub-project“Dojran – Tourist Perl of Southeast Macedonia” is to improve and enhance the image and the entire tourist product of Dojran as an already recognized tourist destination, through the implementation of various, integrated and interconnected infrastructure, IT and promotional activities.

The general goal of the sub-project is to improve and upgrade the image and the entire tourist product of Dojran as an already recognized tourist destination, by emphasizing the rich natural and cultural environment, as well as the historical values ​​and traditions. In order to maintain and increase the positive trend i.e. increasing of the tourists, it is necessary to constantly invest in tourism infrastructure. The envisaged activities within this sub-project are in function of improving and upgrading the image and the entire tourist product of Dojran as an already recognized tourist destination. The realization of the activities will emphasize the rich natural and cultural environment, as well as the historical values ​​and traditions in this area. Infrastructure and promotional activities will affect the visual experience of tourists for this tourist destination, while through the implementation of capacity building activities, employees in the tourism sector will be able to better present the created tourism product. The realization of the sub-project will contribute to the development of the tourist offer and infrastructure, providing access to important cultural - historical sites, improving and developing the road and road infrastructure for visitors, strengthening the skills of employees in the tourism - catering sector and creating instruments and contents for online promotion of the tourist offer of Dojran. The above will provide an opportunity and create conditions for expanding the tourist season and tackling one of the basic challenges for the destination - tourist seasonality.This sub-project is financed under the Second Call of the Local and Regional Competitiveness project (LRCP) with Ref. No. of the contract LRPC-1/18-SG-38.

## OBJECTIVES OF THE ASSIGNMENT

The overall objective of the assingment is to provide services for the sub-projectneeds that refer to:

* Design i.e. development of a public image of Dojran as desirable tourist destination (creation of promotional messages, slogan, various promotional text, short posts, photos and video). This phase should create base for establishingeffective and efficiant promotional campaign for Dojran;
* Design and conducting ofpublic campaign forelectronic media (focus on social media);
* Preparation of promotional video “Dojran – Tourist Perl of South-east of Macedonia“(the title and the content will depend on the context, created promotional messages and/or slogan);
* Designing of promotional photo album, small information boards and project leaflets;
* Creation of web page;
* Printing of promotional products (photo album, small information boards and project leaflets);
* Preparation of a Sustainability Plan for public event (focus “Fish & Wine Fest”);
* Preparation of a Manual for online promotion.

## SCOPE OF THE SERVICES

* 1. **Development of public image of Dojran as tourist destination, designing and conducting public campaign**

The consultant should propose and develop a diversified portfolio of promotional solutions (graphics, animations, promotional messages, slogan, teksts etc.) and promotional content in the form of PR text, posts, photos and videos that will create base for establishing effective and efficiant promotional campaign for Dojran.

In particular, the consultant should:

* Develope creative graphic, textual and animated solutions for the campaign (promotional messages, slogan, logo etc.);
* Develop promotional content intended for utilization on the social media (PR texts, posts etc.).

The consultant needs to establish, develop and maintain a portfolio on the social media accounts, in particular creating the following services:

* Creation of several channels for dissemination of the created content on social media (Facebook, Instagram and other suitable for the purpose) with an explanation of their choice, as well as the methodology of conducting the campaign (should be presented in the offer);
* Conducting an active and continuous campaign on the created channels on social media with a minimum of 3 posts during one week for the duration of the contract that will aim to promote Dojran as tourist destination for the period –October-December 2020;
* Maintenance of the created promotional channels;
* Utilization of the diversified products for other promotional contents after completion of the public campaign.
  1. **Preparation of a promotional video**

The consultant should prepare and disseminate a video that will aim to promote Dojran'sas desired tourist destination.

Content and technical characteristics:

* The video product needs to include the established graphic design solutions and key messages established previously;

The following minimum specifications are required:

* + File type: .MP4 or .Mov Format;
  + Format (aspect ratio): 16:9;
  + Video size (resolution): minimum 1920 x 1080 pixels (FHD);
  + Duration: 60 – 120 seconds;
  + Language: Macedonian (title in English);
  + Content: In coordination with the Contracting Authority, including information, discussions with economic operators, selection of locations and sites;
  + Presentation of the draft version of the video to the Project Manager (Contracting Authority – Municipality of Dojran) before preparation of the final version and printing of the album;
  + The photo album should be harmonized with the VisibilityRules forthe Local and Regional Competitiveness Projectpublished on the website <https://lrcp.mk/mk/>
  1. **Design and preparation of photo album**

The consultant should design and prepare photo album, including providing at least 50 photographs, for the promotional photo album[[1]](#footnote-2).

The following minimum specifications of the photos and the photo album are required:

* + Resolution quality for each photo: Minimum 300 dpi (dots per inch);
  + Photos should not contain personalized elements (signature, mark) or are subject of copyrights;
  + The copyright of the photographs providedwithin this contract will be owned by the Contracting Authority (Municipality of Dojran);
  + Number of pages: 35 – 50;
  + Language of the text: Macedonian/English;
  + Processing and systematization e.g. integration of the photos for the photo album;
  + Collection of info/data for the locations (touristic, cultural and historical sites, other locations) related to the photos;
  + Presentation of the draft version of the "Photo Album" to the Project Manager (Contracting Authority – Municipality of Dojran) before preparation of the final version and printing of the album;
  + The photo album should be harmonized with the Rules for visibility of the Project for Local and Regional Competitiveness published on the website <https://lrcp.mk/mk/>
  1. **Design of web page for promotion of Dojran as tourist destination**

The consultantshould provide a functional internet platform that will be:

* Easy and safe for use;
* Simple to maintain;
* Possibility to display different types of content (videos, images, texts etc.);
* Possibility for searching through content;
* Languages: Macedonian/English/Bulgarian/Serbian;
* Compatible with all widely used web browsers;
* Optimized for viewing from various devices (desktop & laptop computers, mobile phones, tablets);
* Presentation of the draft version of the website to the Contracting Authority. Test period of 30 days, including improvements and corrections;
* Compliant with the Visibility Rules of the Local and Regional Competitiveness Project.

REMARK: During the development of the website, the consultantin coordination with the contracting authority, should provide the domain for registration on the website, organization of the contents of the website, installation of the an open source content management system, search engine, to fill in the content of the web portal with information (text, images, video, etc.) and to provide technical support of the Contracting Authority (via e-mail).

Also, the consultatnt should provide lease of the hosting server for a period of 1 year, space for storing the content of the web portal (minimum storage to be offered), data transfer capacity - traffic (minimum transfer capacity to be offered), adaptability for space upgrade and data transfer as needed, control panel for administration, unlimited number of MySQL databases with administration.

The above mentioned fitures should be presented in the offer of the consultatnt/economic operator.

* 1. **Design ofsmall information boards**

The consultant should proposeand develop content and promotional solutions (graphic, texts, etc.) for 3 small information boards. The boards should be in line (synergy) with the public

campaign for Dojran (see point 3.1).

* Quantity: 3 units;
* Design of the infoboard, technical preparation (computer processing, preparation for printing);
* The infoboards should be harmonized with the Rules for visibility of the Project for Local and Regional Competitiveness published on the website <https://lrcp.mk/mk/>

REMARK: Size of the information boards will depend on the content proposed by the consultant.

* 1. **Design o fleaflets**

The consultant should proposeand develop content and promotional solutions (graphic, texts etc.) for project leaflets.

* Quantity / Type: 1 unit;
* Language: Macedonian/English;
* Design of the content of the leaflet – text, graphics, photos;
* The infoboards should be harmonized with the VisibilityRules forthe Local and Regional Competitiveness Projectpublished on the website <https://lrcp.mk/mk/>
  1. **Preparation of a Sustainablity Plan for public event (focus on “Fish and Wine”)**

The sustainability plan should emphasize key elements (concepts, events, possibilities of funding, etc.), methods for assessing the effects of implemented events and happenings, including financial, institutional and organizational sustainability, etc.

The focus of the sustainability plan should be on "Fish and Wine" manifestation in Dojran. The primary goal of the sustainability plan is to enrich the cultural and entertainment life in Dojran on systematic and organizational way. It is recommended the plan to be applicable to other events and manifestations.

Basic elements and content of the Sustainability Plan:

* Concept of events within the event;
* Financial sustainability;
* Institutional and organizational sustainability, as well the necessary human resources;
* Methods of evaluation/self-evaluation of the success of the event.

The following minimum specifications are required:

* The plan should contain text and illustrations (graphic displays, tables);
* The plan should be harmonized with the Visibility Rules for the Local and Regional Competitiveness Project published on the website <https://lrcp.mk/mk/>
  1. **Preparation of an Online Promotion Manual**

The Online PromotionManual should integrate the activities, methods and tools that will be used during the campaign. This manual should enable private stakeholders in Dojran to properly disseminate and promote the tourist offer and products on their own private network and media (websites, social media channels etc.), as well as to adjust their own promotional products in the overall campaign.

Basic elements and content of the Manual:

* Guidelines for using different types of social media;
* Facebook;
* Instagram;
* Other channels if applicable
* Appropriate ways/tools fordisemination of content on social media channels;
* Adaptation of the campaign for promotion of Dojranand providing conditions for synergy between the campaign and business/private entities own promotion (individual websites, social media channels etc.);
* Ways and methods of complementary action within the developed campaign.
  1. **Printing of promotional products**

The consultantshould provide printed promotional products with the following specific requirements:

* Photo Album
* Quantity: 1.000 units;
* Format (size): Generic (will depend form the photos and text layout);
* Number of pages: 35 – 50;
* Processing of the photo album (preparation) for printing;
* Paper type (inside): Kunstdruk gloss paper 110 – 130 gr/m2;
* Paper type (outside/covers): Kunstdruk gloss paper 180 – 280 gr/m2;
* Colour: 0+4 (insade) & 4+4 (covers).
* Small information boards
* Quantity: 3 pieces;
* Colour: 0+4 (insade)
* Processing of the information boards (preparation) for printing;
* Material: Plastic/metal;
* Project leaflets
* Quantity: 1.000 pieces;
* Design of Leaflets’ content;
* Technical preparation (computer processing, preparation for printing);
* Kunstdruk gloss paper 110-130 gr./m2;
* Format (size): A4 - 3 times folded;
* Colour: 4+4 Full colour.

## REQUIRED QUALIFICATIONS AND EXPERIENCE

The minimum requirements that the consultantshould fulfill are:

* At least 5 years of relevant specific experience in the areas of public promotion, marketing or related fields;
* Proven experience in developing promotional campaigns in the last 5 years;
* Proven experience in content creation in various formats (video, photography, designing promotional products, texts) etc.;
* Provided portfolio of created promotional content i.e. minimum 1 service with similar content and complexity in the last 5 years;
* Previous experience in promotional activities within EU funded projects will be considered as strong advantage.

## TEAM COMPOSITION & QUALIFICATION REQUIREMENTS FOR THE KEY EXPERTS

The assignment requires availability of 2 key experts in the following areas:

* 1. Campaign / PR expert
* University degree in marketing, communication, journalism, public relations or a related discipline;
* At least 5 years of general working experience and 2 years specific working experience in the area;
* At least 1 conducted assignment on project funded by EU or other foreign donors;
* Fluency in written and oral English language.
  1. Copywriter & Content creator
* University degree in languages, economy, arts or a related discipline;
* At least 5 years of general working experience and 2 years specific working experience in the area;
* At least 1 conducted assignment on project funded by EU or other foreign donors;
* Fluency in written and oral English language.

## REPORTING REQUIREMENTS

The selected consultant will need to submit final report following the completion of all activities (min. 3 & max. 5 pages in a free format excluding relevant annexes) and accompanied by a full delivery - acceptance sheets for provided services i.e. products in the frame of the service contract.

The report shall be submitted upon completion of the services, but not later than **10 days after submission of the last service/product.** The report shall contain sufficient information about the performed activities.

## TERMS OF PAYMENT

The payment to the selected consultant/economic operator will be conducted in national currency (Macedonian Denar – MKD).

Maximum advance payment will be 20% of the contract value if the selected consultant requests that kind of payment in the offer.

The interim payments will be conducted after providing deliverables requested in point 3, with the following dynamic:

* 50% after providing deliverables 3.1, 3.2, 3.3, 3.6 & 3.7;
* 30% final payment will be conducted after provided all requested services and deliverables 3.4, 3.5, 3.8 & 3.9

The interim and final payments shall be made within 50 days after confirmation i.e. approval of the service/product and submitted invoice, subject to approved services/products.

Final payment shall be made within 45 days after confirmation i.e. approval of the final report.

## DURATION OF THE ASSIGNMENT

The intended start date is October, 2020 and the period of implementation of the contract will be Oct – Nov 2020 period.

1. Not only for the photo album [↑](#footnote-ref-2)