

**ANNEX III: TERMS OF REFERENCE**  
**CONTEST FOR CREATION OF A CROSS-BORDER BRAND IDENTITY**

**PROJECT NR. 299**

**PROJECT NAME: HIGHLIGHTING ARTISANAL MANUFACTURING, CULTURE AND ECO  
TOURISM**

**PROJECT ACRONYM: HAMLET**

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# 1. BACKGROUND INFORMATION

## Partner country

Albania

## Contracting authority

Urban Research Institute (URI)

## Country background

The “Interreg IPA CBC Programme Italy-Albania-Montenegro” is a trilateral cross-border cooperation Programme co-funded by the European Union through the Instrument for Pre-Accession Assistance (IPA) in the programming period 2014-2020. The Programme is designed in the framework of the European strategy for smart, inclusive and sustainable growth (Europe 2020). It aims to assist participating countries in meeting their national 2020 targets, fostering cross-border cooperation across the Mediterranean, in view of pre-accession of Albania and Montenegro to the European Union. The Programme is aligned with the broader macro-regional EU Strategy for the Adriatic and Ionian Region (EUSAIR), and helps Adriatic-Ionian regions of Italy, Albania and Montenegro to achieve growth by building on the 4 EUSAIR thematic pillars: “Blue Growth”, "Connecting the Region", “Environmental Quality”, and “Sustainable Tourism”.

The Programme Managing Authority is Puglia Region - Department for Economic Development, innovation, education, training and employment. HAMLET project is developed under the programme and will implement the specific objective for boosting attractiveness of natural and cultural assets to improve a smart and sustainable economic development. HAMLET project addresses the valorization of historical centers, villages and small towns through the sustainable development of tourist and economic sector, highlighting the environmental and cultural assets of the territories selected. By developing a common strategy of tourism management, the project aims to boost the cooperation and networking between Italy, Albania and Montenegro, bringing up to the same standard the level of products and services offered, reunited under a unique cross-border brand identity, able to identify Adriatic area peculiarities. At the same time, the introduction of the selected areas into the tourist circuit will boost the local economy, with positive effects of the employment and will halt the current social impoverishment.

## Current situation in the sector

Italy, Albania and Montenegro are known for the presence of numerous natural sites, historic villages and small towns. In many cases, these places are provided with a limited number of essential services (education, health and mobility) for their residents, with a significant distance from the main cities. Moreover, important environmental (water, agricultural, forests, natural landscape) and cultural resources (archaeological and historical sites, abbeys, small museums or craft centers) are present but not fully accessible and valorized in a structured tourist offer. This has led to a limited economic growth over time, exposing them to the risk of marginalization in the process of European integration and globalization. In recent decades, this risk has been manifested through an intense phenomenon of depopulation, with a significant decreasing of the population number and land use, and increase of the elderly and job losses. A progressive quantitative and qualitative reduction in supply of local public services has occurred too, escalating the economic and social vitality reduction. As regards Italy, Apulian small towns and the relative existing craft sectors (such as artisanal fashion, art and agro-food production) represent an important part of the regional and national heritage, currently undervalued. Therefore, Italian and Apulian authorities are

concentrating efforts to put in place several strategies to prevent their loss. As Italy, Albanian hamlets and small villages are characterized by a widespread heritage, comprising local craft SMEs, and natural areas and archaeological sites currently not taken into account within the tourist itineraries. Montenegro too is tackling the risk of local heritage loss within the Skadar Lake and Bihor area, territories characterized by monuments, historical artifacts and natural assets currently underexploited but that can play an important role in the national tourist offer.

The Programme Managing Authority is Puglia Region - Department for Economic Development, innovation, education, training and employment, and the Partnership of the Project consists of: Ministry of Culture of Albania (Lead Partner) , Ministry of Culture of Montenegro, Agenzia Pugliapromozione, Urban Research Institute, Confederazione Nazionale Artigianato E Pmi Provinciale Bari, and associated partners Union of Municipalities of Montenegro, and Regione Puglia - Dipartimento turismo, economia della cultura e valorizzazione del territorio.

### **Related programmes and other donor activities**

Since sustainable development of cultural heritage is one of the main goals of the three Countries policies, HAMLET contributes to the following policies and strategies: -EUROPE 2020: A strategy for smart, sustainable and inclusive growth, Communication from the Commission, COM (2010)2020 final -Culture Act (O.G. of Montenegro, no. 49/08, 2008) and relative Program for Protection and Preservation of Cultural Property -Cultural Property Act (O.G. of Montenegro, no. 49/10) -Program for the Development of Culture 2016-2020 of Montenegro -DM 555 02/12/2016 - “2017 - Year of the Hamlet” - Italy -MiBACT – Strategic plan for tourism development 2017 -2022 - Italy -Puglia 365 - Puglia Region Strategic plan for tourism development 2016-2025 - Italy -National Strategy for Development and Integration 2014-2020 - Albania -Strategy and Action Plan for the Development of the Albanian Tourism Sector Based on Cultural and Environmental Tourism

– 2005. HAMLET contributes to the Pillar 4 of the EUSAIR Action Plan, related to the development of sustainable and responsible tourism in the Adriatic-Ionian region, and to the implementation of its indicative actions connected to the main topics. Several activities cover the topic “Diversified tourism offer”. In particular, the creation of a unique cross-border brand supports the Indicative Action (IA) “Brand-building of the Adriatic Ionian tourist product/services”; the IA “initiative to improve quality for sustainable tourism offer” comprises the environmental and cultural mapping that through the highlighting of local features and traditions will make the tourist offer less generic and more linked to the territory.

The IA “sustainable and thematic tourist routes” will be supported by the involvement of inland and rural areas currently undervalued. The IA “Fostering Adriatic-Ionian cultural heritage” will be fulfilled in the implementation of guided tours that will allow to better appreciate the local richness; also the Adriatic festival implementation will allow to share the heritage beyond the national borders. The realization or improvement of tourist signs and investments, as well as access services for disabled people, will support the IA “improving accessibility for Adriatic-Ionian tourism products and services”. Lastly, the realization of services in support of local craft SMEs will enhance the IA “Upgrade of Adriatic-Ionian tourism products”. HAMLET contributes also to the topic “Sustainable and responsible tourism management (innovation and quality)” by creating a network of local SMEs (with particular emphasis on women entrepreneurship), supporting the IA “Network of Sustainable Tourism businesses and cluster”. By fostering craft SMEs development, HAMLET contributes also to the cross-cutting issue "Research and Innovation".

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

### **Overall objective**

By aiming at the natural, cultural and economic valorization of the involved locations, the main overall objective of HAMLET matches the programme specific objective “boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development” and the thematic priority “Encouraging sustainable tourism and cultural and natural heritage”.

In the short term this will manifest itself in the achievement of the following specific objectives: -Renew and expand the tourist offer, highlighting new destinations and products, equally promoting inland, rural and coastal area; -Deepen the natural and cultural heritage, emphasizing the characteristics of authenticity, beauty and uniqueness of the territory; - Promote sustainable use of the territory with particular attention to the forms of the so-called "accessible tourism", in connection with the networks of infrastructure aimed to provide better touristic experience also to people with disability.-Boost local craftwork, with particular emphasis for women entrepreneurship; -Transform villages or small towns in places of cultural aggregation, in which testing innovative services that will be offered to the local community and tourists; -Increase local employment, halting territorial marginalization and social exclusion.

As project's results, HAMLET will bring the following improvements: -Increased knowledge and awareness of cultural and environmental heritage -Involvement of local community and public entities -Cross-border cultural cooperation -Social inclusion, employment boost. HAMLET aims to produce several outputs as follows: -Environmental and cultural mapping -Cross-border branding strategy-New touristic offer strategy -Craft support service planning. These outputs are measurable through the expected programme specific outputs, such as the number of new products, services and pilot or demonstration projects realized or the number of valorized sites.

### **Purpose**

*The purpose of this call is as follows:*

Creation of a common brand identity, able to be easily associated with the territories involved in the project, as well as recognized as quality tourism symbol.

### **Results to be achieved**

Increase of the tourist offer (and project) visibility, through the creation of a common brand, able to be easily associated with the territories involved, as well as recognized quality tourism symbol.

## **3. SCOPE OF THE WORK**

### **General**

#### **3.1.1. Project description**

In order to achieve the HAMLET project's objectives, several actions will be put in place. To obtain solid data on which to build the following next activities, a geographical and cultural mapping of the selected territories will be realized, providing a full comprehensive list of ancient traditions, works and natural peculiarities to be valorized. The results obtained will be the basis on which to create a cross-border branding strategy, thanks to which the tourists will easily recognize and benefit from the project's initiatives: specifically a unique brand identity for the initiative and an interactive platform will be realized. To facilitate

tourists' fruition and access to the locations involved in the project, tourist signs will be modernized, with a particular attention for access services for disabled people. After this preparatory phase, the territories involved will be able to offer a more efficient tourist offer, facilitated by the installation of info points, with new itineraries created in collaboration with local operators, and the realization of guided tours. The involvement of local writers will lead to the production of short novels book series, highlighting local features. Another boost to local economy will come from the creation of services at support of the local craft SMEs, with particular regard for women entrepreneurs, as the establishment of a local network to easily involve them in initiatives. The realization of craft thematic days will encourage the development of new artisanal activities as well. The itinerant Adriatic festival will be the highest point of the project, because it will highlight the results obtained from the previous activities. The implementation of all these activities will represent a big step forward for the local economy, because not only it will create new incomes but most of all will create new instruments for the cultural and environmental heritage management.

The WP T1- Territorial mapping, aims to realize a comprehensive environmental and cultural mapping, in order to base the subsequent activities on complete data and address real local unmet needs. The mapping will start from the available regional and national databases that will be integrated after the project. Moreover, to complete the mapping, local associations will be involved through roundtables: as a result, a full list of ancient traditions, works and environmental features to be valorized will be created. A second output is the creation of a cross-border branding strategy: it is crucial to create an easily identifiable brand, thanks to which the tourists will immediately recognize the activities proposed and territories involved and they will be encouraged to participate to them, as it will be synonymous with quality tourism. Because of the importance of this strategy implementation, a contest will be realized in the first months to choose a logo and graphic design suitable to represent the Adriatic tourism. At the same time the IT platform will be realized, in order to increase the tourist fruition of the project contents: the platform will contain a map of the involved territories, a virtual tour platform and an app. The platform content will be realized based on the results of the mapping activity.

### **3.1.2. Geographical area to be covered**

Bovino (Fg), Vico del Gargano (Fg), Cisternino (Br), Galatone (Le) and Pulsano (Ta) in Italy, Libohova, Antigone and Labove e Kryqit in Albania, Petnjica, Vranjina, Virpazar, Godinje village and Karuč in Montenegro.

### **3.1.3. Target groups**

In general, citizens and individuals will be directly involved and strongly encouraged to participate to brand identity creation from three countries Italy, Albania and Montenegro, and in particular will offer an opportunity to perfect their skills by participating in a creative project to the students of art, graphic design, design, and architecture.

### **Specific work**

The scope of the ToRs is the preparation of the deliverable D.T.1.2.2 of the Activity A.T1.2: Improvement of touristic offer visibility activities. This activity lays the foundation for a higher visibility of the new tourist offer created with the project. The brand identity will consist of personalized name and logo to label all towns, cities, initiatives, SMEs and tour operators participating in the tourist and cultural circuit created by HAMLET project. In this way the tri-lateral tourist offer will acquire recognition and specific characterization at both local and international level, thus contributing to enhancing and promoting the territories

involved. In the future, and beyond project duration, this brand identity will be used within further tourism promotional projects, organized by the same PPs.

To create the brand identity, citizens from the three countries are invited to participate. The evaluation of the creative proposals will be based on the evaluation grid (Annex I) shared with the other PPs.

To achieve the scope of the ToRs, it is expected that the citizens and individuals involved will undertake the following tasks/steps:

- Build the foundation on which the visual language will stand, through better research and knowledge of the natural and cultural heritage on site (tangible and non-tangible) local itineraries and the map created by the project;
- Define the audience reached by the message of the brand, and how it will be perceived;
- Defining the visual elements of the brand identity;
- Based on research information, define the visual concepts, and the Logo.

## **Project management**

### **3.1.4. Responsible body**

Urban Research Institute will be responsible for the management and coordination of the activity implementation.

### **3.1.5. Management structure**

For the purposes of this agreement, the project staff within URI will have the role of overall coordination in terms of project scheduling, budgeting and coordination of the activities.

## **4. LOGISTICS AND TIMING**

### **Location**

Italia, Albania, Montenegro

### **Start date & period of implementation**

The intended start date is 29 January 2019 and the period of implementation until 20 March 2019.

### **Submission of the Logo**

The proposed Logo and a brief explanation must be submitted to the contact email address written in the Call for Tenders document.

## **5. TIMETABLE**

	<b>DATE</b>	<b>TIME*</b>
<b>Deadline for requesting clarification from the contracting authority</b>	11.03.2019	16:00
<b>Last date for the contracting authority to issue clarification</b>	12.03.2019	16:00
<b>Deadline for submitting tenders</b>	20.03.2019	16:00
<b>Completion date for evaluating technical offers</b>	28.03.2019	-

<b>Notification of award</b>	29.03.2019	-
<b>Agreement signature</b>	29.03.2019	-
<b>Start date</b>	29.03.2019	-

## **6. EVALUATION**

Expert evaluators appointed by each of the project partner will rate creative proposals. URI will gather the evaluations and announce the winner on condition that brand identity chosen is able to enclose the common features of the three participating countries.

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