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# BACKGROUND INFORMATION

## Partner country

Bosnia and Herzegovina

## Contracting authority

Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina

## Country background

Tourism is one of the important drivers of the Country and contributes to the overall social development with a firm relevance for economic growth. Beside its great potential, the tourism of the Country suffers from a number of weaknesses generating negative impacts. It is mostly concentrated in several urban locations (Sarajevo, Mostar) and coastal resorts (Neum) and characterized by high seasonality, reflecting to mass tourism congestion with high pressures on the environment. Seasonal nature of demand and insufficient action in the field of sustainable development of the tourism sector, creates number of territorial challenges such as: reducing the seasonality of demand, improving the quality of tourism jobs, conserving and giving value to natural and cultural heritage. As the full potential of the Country’s rich natural and cultural heritage is not yet exploited in a sustainable and responsible way, it is important to promote measures to integrate sustainable tools for development and promotion of natural resources, landscape and cultural heritage in a framework of sustainable tourism development. Therefore, joint planning and cooperation is needed, approaches need to be operationalized and tools for their implementation developed.

## Current situation in the sector

The territories involved in ADRIONET are filled with small authentic villages, often situated in remarkably beautiful locations, including fluvial basins, mountains, hills, rural peripheral or marginal areas, in certain cases at risk of depopulation and abandonment, due to spatial territorial development models characterized by intense urbanization and socio-economic polarization. These villages represent an asset of primary social, cultural and environmental relevance, a deposit of local micro-histories and identities, productive knowhow, food traditions etc., that should be more clearly and intensively involved in regional strategies and actions of preservation and valorisation, through models of sustainable settlement that enhance existing cultural and natural heritage (and related landscapes). A goal is to overcome current marginalization, fragmentation and under-valorisation of these territories by setting up a Transnational Network of “Authentic Villages”, aimed at promoting a preservation of natural and cultural assets by pursuing a development based on social, environmental and economical sustainability, with at the centre the quality of life and wellness of local populations, as pre-condition for a pervasive care of landscapes concerned as well as of attraction and satisfaction of visitors. Territory of competence will experience many benefits through creation of new development opportunities, mainly in use of natural and cultural resources, promotion of its potentials, development of sustainable tourism models based on natural and cultural landscapes of villages. New institutional capacities will be strengthened enough for more effective, wider and deeper transnational cooperation across the region. Common strategy, methodology and action plan will be developed and used in a frame of transnational work for innovations and sustainable tourism. Important actions planned to be implemented will deliver a systematic approach in improving and protecting the cultural and natural landscapes and related targets groups. The action will open the possibility to improve the quality and attractiveness of the regional touristic sites together with facilitation of access to the locations.

## Related programmes and other donor activities

n/a

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is to set up a transnational network of “authentic villages” of ADRION (along fluvial/lake basins, hilly/mountainous/rural marginal and peripheral territories) aimed at promoting a preservation of natural and cultural assets by pursuing a development based on social, environmental and economical sustainability with, at first of all, the quality of life and wellness of local populations, as pre-condition for a pervasive care of territories concerned as well as of attraction and satisfaction of tourists. Tourism valorisation of these territories, therefore, will be a consequence of an ongoing effort, done by public authorities and communities, to improve conditions of villages and territories, in which wellbeing of residents will be a pre-condition to retain populations (especially young people). The regenerative territorial processes envisaged embrace the recovery/revival of local traditions and identities, an innovative fruition of the natural and cultural landscapes, awareness raising of the population towards the safeguard of the natural environments, the resilience to climate change, a productive valorisation of the endogenous know-how. All this will be integrated in the concept of “hospitable community”, in which the community itself takes over the role of engine of local development and, at the same time, of organizer, around its resources and values, of a diffused hospitality, capable to generate important economic effects. Whilst pursuing the main objective above, ADRIONET will significantly contribute to the achievement of SO 2.1 (Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area), topic 1 (Preserve, capitalise and innovate cultural and natural heritage), sub-topics “Support the preservation of cultural and natural landscapes”, through an ambitious but realistic led community strategy of local territorial enhancement and development.

## Purpose

The purposes of this contract are as follows:

* Contribution from the local (project partner’s level) to elaboration of Transnational Action Plan (TAP) that will define an integrated roadmap to start sustainable territorial enhancement processes (environmental, social and economic) driven by the local communities.
* Contribution from the local (project partner’s level) to setting up of the model of “authentic villages” that will be applied to the pilot villages; realisation of participatory process aimed at putting its assets in a system and structuring a range of services, including tourism ones, capable of generating economic development.

## Results to be achieved by the contractor

2.3.1 Recruiting and organisation of training course for the local territorial mediators;

2.3.2 Contribution to draft of the Transnational Action Plan (TAP);

2.3.3 Realisation of forums and focus groups (public debates) to collect inputs for TAP;

2.3.4 Contribution to final version of TAP;

2.3.5 Realisation of local participatory process and construction of the “authentic village” model;

2.3.6 Establishment of the supply chain of services in the “authentic villages” (locally);

2.3.7 Model/basis for establishment of local cooperative entrepreneurial entity for the management of the “authentic villages”.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Due to spatial territorial development models characterized by intense urbanization and socio-economic polarization, the ADRION territories involved in this project are filled with small authentic villages, often situated in remarkably beautiful locations, including fluvial basins, mountains, hills, rural peripheral or marginal areas, in certain cases at risk of depopulation and abandonment. These villages represent an asset of primary social, cultural and environmental relevance, a deposit of local micro-histories and identities, productive know-how, food traditions etc., that should be more clearly and intensively involved in regional strategies and actions of preservation and valorisation, through models of sustainable settlement that enhance the existing cultural and natural heritage (and related landscapes). The retention in these villages of local communities is a pre-condition to reach several integrated and complementary strategic goals, of regional, national and European relevance: ensure a constant territory maintenance by man of river and lake basins, woods and green areas as well as of cultural heritage in mountainous, hilly and rural areas; redevelop urban and peri-urban contexts of the villages concerned, facilitate the fruition and accessibility of the territories also through the adoption of practices of sustainable mobility; preserve and valorise the cultural landscapes and local identities (including local productive traditions, food etc.) through slow and green tourism, a growing segment in Europe and worldwide. ADRIONET will address in an integrated way all the challenges above that cannot be successfully faced separately.

## Risks

- Partner withdrawal,

- Weak involvement of the territorial mediators and stakeholders,

- Financial delays.

# SCOPE OF THE WORK

## General

### Description of the assignment

The scope of the contract is provision of the services for the purpose of realization of the ADRIONET activities under the Work Package 2 (T1).

Work Package 2 (T1): Transnational mapping of the natural and cultural landscapes; creation of a transnational Action Plan & setting up models of “authentic villages” in selected pilot areas

The WP considers an accurate territorial analysis as a basis for integrated Transnational Action Plan (TAP) involving both public (local governments) and private sector (agricultural clusters and hospitality operators). TAP will be built through general and thematic forums and focus groups of local populations and stakeholders who will become active co-designers of processes envisaged. Mediators of territorial development will be trained in each territory. Thus, elaboration of TAP will start from villages’ communities living in different river and lake basins as well as hilly/rural/marginal areas, as “authentic villages” committed to safeguarding of environmental quality and custodians of history and local culture, including cultural and natural assets. By following TAP, each PP will define model of sustainable development, by starting a co-designing and co-implementing participation process with stakeholders (citizens, economic operators).

Activity T1.2 - Elaboration of a Transnational Action Plan (TPA):

- Transnational training programme of “territorial mediators” (appropriate local staff will be selected and trained as territorial mediators to support processes of participation & aggregation/mobilization of endogenous resources);

- Drafting the Transnational Action Plan (TAP) (based on findings provided by the territorial analysis carried out);

- Report on local contribution to the elaboration of the TAP (drafted TAP is the base for public debates organised locally through general and thematic forums & focus groups);

- Finalisation of the TAP (local inputs to be adapted in a final version of the TAP).

Activity T1.3 - Setting up of the model of “authentic villages” to be applied to the pilot villages:

- Participatory process to define the development model “authentic villages” (the territorial mediators lead the process by involving both the public and private sector);

- Establishment of the supply chain of services (each “authentic village” organizes the supply chain of services, tuned to its own cultural and natural peculiarities);

- Preparation of model/basis for establishment of local cooperative entrepreneurial entity for the management of the “authentic villages” (various local stakeholders are enabled to establish an economic entity to manage and promote the service chain).

### Geographical area to be covered

Central Bosnia region

### Target groups

Local public authorities, sectoral agencies, interest groups including NGOs, education/training centres and schools, SMEs, business support organisations, general public.

## Specific work

4.2.1 Appropriate local staff shall be selected (3 persons - 1 per each municipality included into the pilot area) as territorial mediators to support processes of participation and aggregation/ mobilization of endogenous resources. Based on a common transnational training programme (prepared by responsible partner for the level of partnership) the training course for the mediators will be organized locally (involvement of the trainees, provision of the training room, equipment, materials, refreshment and complete technical assistance). The training will be held on-line and conducted by trainers appointed by responsible project partner (BAI). Report on realized training (decisions on appointment of the mediator, list of participants, agenda, minutes, questions and comments, photographs) shall be prepared (contribution to Deliverable T1.2.1 Transnational training programme of “territorial mediators” – to be completed by Nov. 2020).

4.2.2 Contribution (provision of inputs and comments) to the draft of the Transnational Action Plan (TAP). First draft of the TAP will be prepared for the level of project partnership by responsible partner (BAI). Report on provided inputs and comments shall be prepared (contribution to Deliverable T1.2.2 Draft of the Transnational Action Plan (TAP) - to be completed by Nov. 2020).

4.2.3 Organisation of general and thematic forums and focus groups (3 events in total - 1 per each municipality included into the pilot area) to collect inputs and ideas for the final version of the TAP (involvement of the participants/stakeholders, provision of the meeting rooms, equipment, materials, refreshment, lecturer(s), moderator(s) and complete technical assistance). The drafted TAP, in the form of discussion paper, will be the base for public debates within these events. Report on 3 realized events (lists of participants, agendas, minutes, inputs and ideas for the final version of the TAP, photographs) shall be prepared (contribution to Deliverable T1.2.3 Transnational report with the minutes of contributions of local populations and stakeholders to the elaboration of the TAP – to be completed by Feb. 2021).

4.2.4 Contribution (re-elaboration of inputs and ideas from public debates) to the final version of the Transnational Action Plan (TAP). Participation at partner’s technical meeting (on-line) that will be held for this purpose. Report on contribution to the final version of the TAP and participation at the on-line meeting (contribution to Deliverable T1.2.4 Final version of the Transnational Action Plan (TAP) - to be completed by May 2021).

4.2.5 Following the TAP and available shared methodology, the territorial mediators (previously trained and coordinated) will locally lead a participatory process for definition of development model of “authentic villages”. The process considers field work, involvement and organisation of individual and group meetings with stakeholders from the public and private sector, in order to put the local assets into a system and initiate authentic models that will be followed in future. Report on the participatory process led on the local level (analyses of the meetings and elaboration of proposals of authentic models) shall be prepared (Deliverable T1.3.1 Participatory process for the definition of the development model “authentic villages” – to be completed by Sep. 2021).

4.2.6 On the basis of the outcomes of the participatory processes implemented in the pilot area, the supply chain of services has to be defined/organized for each “authentic village”, tuned to its own cultural and natural peculiarities as well as know-how locally available, in view of improving the quality of life of residents as well as the tourist exploitation of the territory (to structure a range of services, including tourism ones, capable of generating economic (business entities and working places) and social development (improving "well-being", quality of life of residents and counteracting phenomena such as depopulation)). Report on the supply chain of services in the “authentic villages” (elaboration of the services and their impact to the local development) shall be prepared (Deliverable T1.3.2 Establishment of the supply chain of services in the “authentic villages” – to be completed by Dec. 2021).

4.2.7 In pilot area, guided by the territorial mediators, the various stakeholders concerned shall be supported to establish an economic entity in charge of the management and promotion of the service chain targeted to the local communities and tourists. It considers preparation of appropriate template(s) of documents needed for funding/registration of business entity (such as statute, decision, application, etc. - based on local laws and regulations), as well as adequate set of written instructions (know-how on this issue) that will be available to the stakeholders and help them to establish possible economic entity. Report on available support (elaboration of the support with enclosed templates and instructions) shall be prepared (Deliverable T1.3.3 Start-up of cooperative entrepreneurial entities for the management of the “authentic villages” – to be completed by Dec. 2021).

All printed and electronic material must include proper visual elements of the project ADRIONET.

## Project management

### Responsible body

Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina.

### Management structure

Secretary of Department for Development and International Projects of Zenica-Doboj Canton, Kučukovići 2, 72000 Zenica, Bosnia and Herzegovina and Project staff in the Department.

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

n/a

# LOGISTICS AND TIMING

## Location

Zenica-Doboj Canton

## Start date & period of implementation of tasks

The intended start date is 01/09/2020 and the period of implementation of the contract will be 18 months from this date.

# REQUIREMENTS

## Staff

At least 3 present employees in the organization.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

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.

## 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 to the Contracting authority, in the English language, in electronic and 5 hard copy versions:

Under result 2.3.1: Report on realized training (decisions on appointment of the mediator, list of participants, agenda, minutes, questions and comments, photographs) - contribution to Deliverable T1.2.1 Transnational training programme of “territorial mediators”

Under result 2.3.2: Report on provided inputs and comments - contribution to Deliverable T1.2.2 Draft of the Transnational Action Plan (TAP)

Under result 2.3.3: Report on 3 realized events (lists of participants, agendas, minutes, inputs and ideas for the final version of the TAP, photographs) - contribution to Deliverable T1.2.3 Transnational report with the minutes of contributions of local populations and stakeholders to the elaboration of the TAP

Under result 2.3.4: Report on contribution to the final version of the TAP and participation at the on-line meeting - contribution to Deliverable T1.2.4 Final version of the Transnational Action Plan (TAP)

Under result 2.3.5: Report on the participatory process led on the local level (analyses of the meetings and elaboration of proposals of authentic models) - Deliverable T1.3.1 Participatory process for the definition of the development model “authentic villages”

Under result 2.3.6: Report on the supply chain of services in the “authentic villages” (elaboration of the services and their impact to the local development) - Deliverable T1.3.2 Establishment of the supply chain of services in the “authentic villages”

Under result 2.3.7: Report on available support (elaboration of the support with enclosed templates and instructions) - Deliverable T1.3.3 Start-up of cooperative entrepreneurial entities for the management of the “authentic villages”

## 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.

Each Final report will be incorporating any comments received from the parties. The deadline for sending the final report is 5 days after receipt of comments. The report shall contain a sufficiently detailed description of the different options to support an informed decision on further actions. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final reports must be provided along with the corresponding invoices.

# MONITORING AND EVALUATION

## Definition of indicators

Under result 2.3.1: Territorial mediators recruited and trained - 3

Under result 2.3.2: Draft of the TAP - 1

Under result 2.3.3: Realized events (and inputs/ideas for the final version of the TAP) - 3

Under result 2.3.4: Final version of the TAP - 1

Under result 2.3.5: Model of “authentic villages” at the local level - 1

Under result 2.3.6: Supply chain of services at the local level - 1

Under result 2.3.7: Model of support to establish an entrepreneurial entity at the local level - 1

## Special requirements

n/a