



TRIPLE P TOURISM PROJECT

Open Call for Consultancy Services 027-019

Culture and Adventure Tourism Development and Promotion

TERMS OF REFERENCE:	Development of regional cultural tourism routes in Western Balkans Six and their successful promotion in international markets through both regional and international promotional and marketing efforts.
Title:	Development of the overall visual system for the Western Balkans Crossroads of Civilisations regional umbrella identity brand.
RCC Department:	Programme Department Project: Triple P Tourism in SEE: Promotion, Policy and Pilots
Eligible:	Individual graphic designers or respective companies
Reporting to:	RCC Secretariat
Duration:	4 October – 31 December 2019
Deadline for Application:	25 September 2019, at 15.00 CET
Reference number:	027-019

I. BACKGROUND

Purpose

The purpose of this public call is to solicit the best proposal for the provision of consulting services for the development of the overall visual system of the shared **regional cultural tourism umbrella identity Western Balkans Crossroads of Civilisations** (WBCoC). The newly developed identity and corresponding travel itineraries will serve to position the Western Balkans as a cultural tourism travel destination.

The expected output of this invitation is to get an overall **conceptual solution of the overall visual system of the WBCoC regional umbrella identity brand, including the complete book of standards with the definition of logo, graphic design layouts, colour pallet, typography, image and photography style.**

Background information

Tourism is one of the priority sectors of the SEE 2020 Strategy, with its significant potential for regional cooperation as direct and indirect contributor to the employment, export and GDP growth. However, due to many challenges, such as sector fragmentation, underdeveloped infrastructure, burdensome administrative procedures, lack of diversified market offer, etc., the SEE economies have agreed to prioritise tourism and address those challenges through joint, regional action.

RCC's Triple P Tourism project, a three-year initiative funded by the EU, focuses on the 6 IPA II beneficiaries in the Western Balkans: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Republic of North Macedonia and Serbia. The project aims to improve the quality of tourism offer by: creating joint offer/product(s) to foster regional integration in tourism sector and its joint global promotion; diversifying tourism offer of the region; alleviating policy barriers to development of tourism industry and easing of administrative procedures; improving the level of services related to tourism; and supporting small-scale infrastructure projects to support the development of regional tourism offer/product.

Product Development

Over the past period RCC Triple P Tourism project completed stage one of the product development that included identification and selection of the themes for the regional cultural routes, development of key framework approach for each route/product and initial concept development for the new themes. One of the three priority areas identified was:

- The **Western Balkans Crossroads of Civilisations**: developed as a shared, overarching regional identity, the concept seeks to integrate and showcase the rich heritage that effectively communicates the diversity of legacies (i.e. fortifications that with ease communicate layers of Byzantine, Ottoman, Venetian, and/or Austro-Hungarian heritage) as are present across the region.

The aim of creating the Western Balkans Crossroads of Civilisation (WBCoC) umbrella identity is to spearhead the repositioning of the WB6 region in international travel market and to contribute to better visibility of WB6 economies in the European and worldwide tourism markets, at the same time supporting the environment conducive to development of high quality services and products and essential tourism infrastructure at tourist destinations.

The Concept identified core points of historic overlap that can justify the claim and developed basic guidelines for selection of sites that communicate the heritage of the WBCoC. Further, the tentative list of 40 sites and locations throughout WB6 has been designed as a network, an archipelago of cultural heritage monuments/sites that present a pool of cultural and natural heritage points for creation of market-oriented, tailor-made itineraries for specific groups of tourist. The main products of the WBCoC are regional cultural itineraries which will create a high quality and authentic cultural experience for the target groups of visitors. The summary concept of the WBCoC including the list of sites is presented in the reference documents.

Besides the tangible cultural heritage sites, natural attractions, other tourist attractions, services and products, and points of intangible heritage, **storytelling** presents the core of regional cultural itineraries of the WBCoC.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

Storytelling of the WBCoC umbrella identity is designed on three main levels. First, the overall story of the Western Balkans as a crossroads of civilisation is designed. The second level depicts the stories of the major cultural/historic epoch, which are presented in five main storylines or cultural themes. The third level includes the stories, legends, myths of the destinations and sites, which are proposed to be included under the WBCoC umbrella identity. The architecture of the WBCoC, the overall story and the five main storylines are presented in the reference documents.

Brand development strategy

Brand Development Strategy, including brand label model, and marketing strategy for the promotion and marketing of the regional cultural itineraries, developed under the WBCoC umbrella identity is prepared. The Branding Strategy defines brand purpose, values, promises, identity, positioning and differentiation. The visual identity of the WBCoC is an integral part of the Branding Strategy and must follow the content description and background of the idea of the »Western Balkans: Crossroads of Civilisation«.

Brand message is: **“Western Balkans Crossroads of Civilisation, a reliable partner for your new high quality, authentic experience in one of Europe’s most unique cultural regions between the East and West”.**

Guidelines for designing a visual identity of the WBCoC brand are presented in the main points of the Branding Strategy (See reference documents).

II. DESCRIPTION OF RESPONSIBILITIES

Objectives and scope of the assignment

Based on the knowledge and guidelines obtained from the main Concept, architecture of the WBCoC regional umbrella identity and its storylines, and the Branding Strategy, the consultant will design the visual system of the WBCoC brand that clearly and creatively reflects the richness and diversity of cultural heritage of the WB6 region and its cultural tourism potential.

The consultant will develop a visual identity guidelines document or the book of standards that will define the visual identity systems with all the required elements that would include, but not be limited to: logo, colour palate, graphic design layouts, topography and solutions for brand labelling system.

A special part of visual brand system is a **brand labelling system**. WBCoC brand label will be granted to those individual products and service providers whose products and services will comply with the minimal standards required by the WBCoC brand management in order to fulfil the main promise of the WBCoC brand – “high quality, authentic regional cultural itineraries”.

The brand label model includes three brand labels – **gold, silver and bronze**. The graphical design of these brand labels should be prepared fully in line with the visual WBCoC primary brand identity.

The guiding elements that need to be addressed are:

Conceptual solution of the visual system of the WBCoC primary brand typeface - <i>minimum two options</i>	Brand creative parameters: <ul style="list-style-type: none"> • logo • colour pallet • graphic design layouts
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	<ul style="list-style-type: none"> • typography • image and photography style
Conceptual solution of the visual identity for each of 5 main storylines, as secondary brand typeface, developed after the adoption of the primary brand logo	<ul style="list-style-type: none"> • logo • colour pallet • graphic design layouts • typography • image and photography style
Full visual system manual/ Book of Standards that will be developed after the adoption of the logos.	<ul style="list-style-type: none"> • visual identity system • examples for printed marketing communication material • examples for digital marketing (websites, mobile phone solutions)

All design solutions must be implemented in such a way that various applications can be made from them later (for printed materials, publications, promotional materials, digital marketing tools, etc.). Logos must be given in vector format and raster formats suitable for further application. There are two choices for the typography used in primary visual system: it should either be author's work or author should have rights for the commercial use of font. Details of the final deliverable content will be jointly defined at the inception meeting.

The logos must be easily recognisable and readable, possessing fine purity and originality, applicability and easy to remember. More detailed requirements are presented in the Guidelines for designing the visual brand identity in the Branding Strategy (see reference documents).

Duties

The services under this assignment include the following key duties:

1. Review and analysis of the documents related to the creation of the Western Balkans Crossroads of Civilisations identity brand, to include Concept, Guidelines on storylines and List of monuments and locations.
2. Review and analyses of the Branding Strategy provided as a basic document to create the most attractive visual brand identity that will reflect the essence, character, promise and key messages of the WBCoC brand.
3. Propose several options, minimum two of the logo of the primary brand and one for each of the five storylines as secondary brands which must be consistent to the primary brand logo.
4. Create Book of Standards (for selected visual solution) to specify and depict defining elements of the visual identity system and provide examples for marketing communications materials, such as, brand creative parameters, acceptable and unacceptable uses of brands, permission guidelines for logo use, etc.
5. Provide written explanation and argumentation of the design proposed.

In all its stages, the deliverables will be developed in close consultation with the RCC Triple P Tourism in SEE Project Team.

In the first stage when a detailed outline and methodology of work are to be developed in cooperation with the RCC Triple P Tourism project, an inception meeting with the selected consultant will be held in Sarajevo.

Deliverables

The following deliverables will be produced and transferred to the RCC Triple P Tourism project during the course of the assignment, in the following timeline:

Deliverable	Deadline	Expected Level of Effort (LOE)
Inception meeting - Workplan	Early October 2019	2 days
Draft proposals of the main brand logo minimum two options	30 October 2019	15 days
Final design of the main brand logo and design proposal for 5 storylines logos	25 November 2019	
Final design of the logos delivered	6 December 2019	15 days
Full Book of Standards prepared and delivered	20 December 2019	

Reference documents which will be made available to the selected contractor:

- Western Balkans Crossroads of Civilisations Concept Summary
- Guidelines for storylines
- Main Points in Branding Strategy

Methodology

The consultancy is expected to propose the best methodological approach for undertaking this task. However, the following guiding principles should be taken into consideration:

- i. Desk review of primary and secondary information;
- ii. Communication/consultations with the representatives of the Western Balkans Six economies national coordination mechanisms at government level;
- iii. Any other methods applicable.

Lines of Communication

The consultant will work in close coordination and under guidance of the RCC Triple P Tourism in SEE project Cultural Tourism Expert and the Project Leader, and RCC Secretariat. Each deliverable will be sent within the set deadlines. RCC Triple P Tourism in SEE project will conduct a quality assessment and approval of each deliverable.

Timeframe

The engagement is expected to start on 4 October 2019 and end on 31 December 2019.

III. COMPETENCES

Education and Experience

Educational requirements must be relevant to the specific assignment, but as a general rule, advanced university degree (Master, PhD) will be considered an asset, in particular in the fields of graphic design, applied art, tourism, economics, business, or other subjects of relevance for the consultancy.

Requirements concerning work experience and skills must be relevant to the specific assignment, but as a general rule, candidates with the following experience (as a minimum) are encouraged to apply:

Education:	<ul style="list-style-type: none">• Advanced degree in mass communications, social sciences, applied art, graphic design, or other areas directly related to the subject of work.
Experience:	<ul style="list-style-type: none">• At least 7 years of demonstrable work experience in graphic design area, especially in the cultural heritage, cultural tourism and creative industries sector, or the related field (corresponding to the selected area);• Excellent and demonstrable drafting and formulation skills, with a track record of theoretical and practical experience in producing and publishing visual system solution in specified areas;• Proven communication and presentation skills and ability to work in an environment requiring liaison and collaboration with multiple actors including government representatives, businesses, civil society institutions, donors and other stakeholders;• Knowledge of the SEE region and experience in working in the region is

	considered an advantage.
Language requirements:	<ul style="list-style-type: none"> • Fluency in spoken and written English, as the official language of the RCC, is a must; • Knowledge of other RCC languages is an advantage.
Other:	<ul style="list-style-type: none"> • Familiar with Adobe InDesign, Illustrator, Photoshop applications.

Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Core Competencies

- Possesses strategic vision, understanding of fundamental concepts and principles of a professional discipline or technical specialty;
- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Strong analytical capabilities and writing skills;
- Result-oriented; plans and produces quality results to meet the set goals, generates innovative and practical solutions to challenging situations;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Team work: Ability to interact, establish and maintain effective working relations in a culturally diverse team and with a multitude of diverse stakeholders; flexibility to change and openness to receiving/integrating feedback;
- Ability to establish and maintain productive partnerships with regional and national partners and stakeholders.

IV. QUALITY CONTROL

The expert should ensure internal quality control during the implementing and reporting phase of the assignment. The quality control should ensure that the draft reports comply with the above requirements and meet adequate quality standards before sending them to stakeholders for comments. The quality control should ensure consistency and coherence between findings, conclusions and recommendations. It should also ensure that findings reported are duly substantiated and that conclusions are supported by relevant judgment criteria.

The views expressed in the report will be those of the expert and will not necessarily reflect those of the Regional Cooperation Council. Therefore, a standard disclaimer reflecting this will be included in the report. In this regard, the expert may or may not accept comments and/or proposals for changes received during the above consultation process. However, when comments/proposals for changes are not agreed by the expert, he/she should clearly explain the reasons for his/her final decision in a comments table.

V. APPLICATION RULES

The application needs to contain the following:

For individual consultants:

- Letter of Interest specifying the consultancy under which the application is made (max one A4 page);
- CV including relevant knowledge and experience;
- An action plan, up to 1 page, indicating the individual tasks to be undertaken against a timeframe;
- A concept note, up to 2 pages, elaborating proposed methodology for addressing and undertaking the consultancy tasks and indicative table of contents of the brand visual identity book;
- Reference list including contact details (e-mail addresses) of at least 3 referees;
- Application Submission Form, Annex I;
- A financial offer, Annex II.

For companies:

- Company profile including a brief description (up to 2 pages) of the company. In case of a bidding consortium, the team leader should submit the profile of the consortium;
- Copy of Company's Registration Certificate (in case of companies). In case of a bidding consortium a corresponding written authorisation, power of attorney is accordingly treated;
- Financial records - company's balance sheet and profit-and-loss statement for the past 2 years (only in case of a bidding of companies);
- CV of an expert, outlining relevant knowledge and experience as described in the Terms of References, along with contact details of referees;

- An action plan, up to 1 page indicating the individual tasks to be undertaken against a timeframe;
- A concept note, up to 2 pages, elaborating proposed methodology for addressing and undertaking individual consultancy tasks, indicative table of contents of the brand visual identity book;
- List of references for relevant activities implemented over the past 5 years demonstrating relevant experience in the subject matter;
- Application Submission Form (Annex I);
- Financial offer, as per Budget Breakdown (Annex II).
- Signed Statements of Exclusivity and Availability (Annex III);

When preparing the financial offer, the applicant should take into account the following:

- The proposed budget should be stated as a lump sum and broken down by key tasks;
- Costs of travel for the inception meeting and within the WB6, if planned and proposed, should be budgeted and borne by the consultant;
- The fee rates should be broadly consistent with the EU framework rates for these types of professional services for international and national consultants.

Applications need to be submitted via e-mail to tourism@rcc.int by 25 September 2019, 15.00 CET.

When applying, please identify your submission as response to this call by naming the subject line of your message as:

RCC Triple P Tourism - Culture and Adventure Tourism Development and Promotion Reference Number 027-019.

VI. EVALUATION AND SELECTION

The assignment will be awarded to the highest qualified applicant based on the skills, expertise, and the quality of the concept note(s) and the cost-effectiveness of the financial offer.

Applications will be evaluated on the basis of the profile and competencies of the candidate and the responsiveness to the terms of reference.

The best value for money is established by weighing technical quality against price on an 80/20 basis.

The applications are evaluated following these criteria:

EVALUATION GRID	Maximum Score
A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the nature comparable to that of the Call; experience with clients comparable to the Contracting Authority.	35
A.2. Quality and professional capacity of the consultants: CVs satisfy the criteria set forth in the ToRs, education and experience demonstrates professional capacity and experience required.	35
A.3 Quality of the concept note and Action Plan: Relevance and applicability within the WB6 regional framework; Methodologically sound concept/ plan, achievable within the defined time frame	30
B. Financial Proposal/ lowest price has maximum score	100

Score for offer X =

A: [Total quality score (out of 100) of offer X / 100] * 80

B: [Lowest price / price of offer X] * 20

In addition to the results of the technical and financial evaluation, competency-based interview will be held with the selected bidder.

Only shortlisted candidates will be contacted for the competency-based interview.

Information on selection of the most favourable bidder

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

Appeals procedure

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

ANNEX I:

APPLICATION SUBMISSION FORM

Open Call for Consultancy Services: Development of the overall visual system for the Western Balkans Crossroads of Civilisations regional umbrella identity brand

REF: 027-019

One signed copy of this Call for Consultancy Submission Form must be supplied.

1 SUBMITTED by:

	Name(s) and address(es) of the Entity submitting this Application
Full Name of the Entity	

2 CONTACT PERSON

Name	
Address	
Telephone	
Fax	
e-mail	

3 STATEMENT

[Name of the Authorised person representing the Entity] _____ hereby declares that we have examined and accepted without reserve or restriction the entire contents of the Open Call for Experts, Grounds for Exclusions and Conflict of Interest as such:

Grounds for exclusion

Candidates or bidders will be excluded from participation in a procurement procedure if it is known that:

- (a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) They have been guilty of grave professional misconduct proven by any means which the Contracting Officer can justify;
- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Officer or those of the country where the contract is to be performed;
- (e) They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.

Contracts may not be awarded to candidates or bidders who, during the procurement procedure, are:

- (a) Subject to a conflict of interest;
- (b) Guilty of misrepresentation in supplying the information required by the Contracting Officer as a condition of participation in the contract procedure or fail to supply this information.

Conflict of Interest

- a) The Contractor shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of the contract. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest. Any conflict of interests which could arise during performance of the contract must be notified in writing to the Contracting Authority without delay.

- b) The Contracting Authority reserves the right to verify that such measures are adequate and may require additional measures to be taken if necessary. The Consultant shall ensure that their staffs, including its management, are not placed in a situation which could give rise to conflict of interests. The Consultant shall replace, immediately and without compensation from the Contracting Authority, any member of its staff exposed to such a situation.
- c) The Contractor shall refrain from any contact which would compromise its independence or that of its personnel. If the Contractor fails to maintain such independence, the Contracting Authority may, without prejudice to compensation for any damage which it may have suffered on this account, terminate the contract forthwith.
- d) The Contractor shall, after the conclusion or termination of the contract, limit its role in connection with the project to the provision of the services. Except with the written permission of the Contracting Authority, the Contractor and any other contractor or supplier with whom the Contractor is associated or affiliated shall be disqualified from the execution of works, supplies or other services for the project in any capacity, including tendering for any part of the project.
- e) Civil servants and other agents of the public administration of the RCC Participants, regardless of their administrative situation, shall not be recruited as experts in contracts financed by the RCC Secretariat.
- f) The Contractor and anyone working under its authority or control in the performance of the contract or on any other activity shall be excluded from access to RCC Secretariat financing available under the same project unless they can prove to the Contracting Authority that the involvement in previous stages of the project does not constitute unfair competition.

We offer to provide the services requested in the Terms of Reference on the basis of supplied documentation subject to this Open Call for Consultancy Services, which comprise our technical offer, and our financial offer.

This Open Call for Consultancy Services is subject to acceptance within the validity period stipulated in the Terms of Reference.

Name	
Signature	
Date	

ANNEX II: BUDGET BREAKDOWN

REF: 027-019

No	Cost categories	Unit	Total Cost
2	TOTAL COSTS		

ANNEX III: STATEMENT OF EXCLUSIVITY AND AVAILABILITY

REF: 027-019

By representing the Entity_____ we agree to participate exclusively in the above-mentioned tender procedure. We further declare that we are able and willing to work for the period(s) foreseen for the position for which our CVs have been included in the event that this tender is successful, namely:

Full Name	Available from (Date)	Available until (Date)	Acceptance by signature	Number of man-days associated to each task from the ToR