



RegionalCooperationCouncil



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Open Call for Consulting Services

Subject:	Common Regional Market Action Plan / Regional Tourism Branding
Title:	Consultancy Services for the Establishment and Operational Framework of the WB6 Tourism Fund (Facility)
RCC Department:	Programme Department
Eligible:	Individual experts
Reporting to:	RCC Secretariat
Duration:	March 2026 – June 2026
Reference Number:	014-026

TERMS OF REFERENCE

I. BACKGROUND AND PURPOSE

At the 2025 Berlin Process Summit, the leaders of the Western Balkans Six (WB6) endorsed the Declaration for WB6 Regional Tourism Branding. This act solidified a shared political commitment to developing a unified and competitive regional tourism branding offer, building on previous achievements under the Common Regional Market.

The Declaration serves as a strategic guide for a new phase of tourism development, focused on creating a common brand identity and strengthening the joint tourism agenda of the WB6. A core pillar of this Declaration is the establishment of a sustainable financial instrument to operationalise this vision. This mechanism, provisionally titled the WB6 Tourism Fund, is envisioned as a strategic vehicle for pooling resources to co-finance high-impact, intraregional tourism interventions directed towards branding the region. The expert analysis will serve as the foundational roadmap for establishing the Fund, ensuring it operates in a functional, transparent, and legally sound manner, in line with the RCC's status as a regional organisation registered in Bosnia and Herzegovina. The ultimate goal is to create a dedicated pool that can effectively leverage contributions from the WB6 and interested international partners to strengthen the joint regional tourism offer.

II. DESCRIPTION OF RESPONSIBILITIES

Objective and scope of the assignment

The primary objective is to design a detailed establishment and operational framework that outlines the optimal structure and working model for the WB6 Tourism Fund. This requires a visionary approach, providing not just a single blueprint, but a clear, evidence-based assessment of scalable options for the mechanism's establishment and long-term sustainability. The framework must be designed to be functional and adaptable from its inception, capable of managing the growing complexity that will arise from the diverse interests of the WB6 and an expanding portfolio of international partners.

Main tasks of the assignment

The expert will perform the following tasks:

1. Analyse existing regional and international public funds to identify best practices in governance and operations applicable to the WB6 context, in line with the operational and legal environment in Bosnia and Herzegovina.
2. Propose at least two viable regulatory and institutional models for the Fund, outlining how it will collect and manage contributions from its primary funding streams, taking into account the legal and administrative framework applicable to a regional organisation registered in Bosnia and Herzegovina.
3. Design scalable governance and management structures with clear thresholds and triggers for how the administration can evolve with the Fund's growth.
4. Draft the core Rules of Procedure for the Fund's operational project cycle (eligibility, selection, approval).
5. Develop a financial model, including a capitalisation strategy and financial management procedures.
6. Establish a result-oriented Monitoring and Evaluation (M&E) framework with reporting processes.

Deliverables

	Deliverables	Due date
1.	Detailed methodology and work plan submitted and agreed with the RCC	March 2026
2.	Draft Operational Framework presenting initial models for the Fund's legal structure and governance	April 2026
3.	Draft Operational Framework presenting initial models for the Fund's financial mechanisms	May 2026
4.	Presentation of the draft framework and proposed models to the Tourism Expert Group (TEG) for strategic review of the proposed options	May - June 2026
5.	Submission of the Final Draft Operational Fund Model including governance and financing arrangements and integrating feedback from the TEG consultation	June 2026

Lines of Communication

The expert will report to the RCC Secretariat/Competitiveness team. Each deliverable will be sent to the RCC Secretariat within the set deadlines. RCC Secretariat will conduct a quality assessment and approval of each deliverable.

Timeframe

The assignment is expected to start on 10 March 2026 and end on 10 June 2026 (30 working days).

III. COMPETENCES

Qualifications for experts:

Education:	<ul style="list-style-type: none">▪ Advanced degree in Economics, Law, Public Administration, or a related field
Experience:	<ul style="list-style-type: none">▪ Minimum of 7 years of relevant professional experience in public finance or institutional design▪ Proven record of designing and developing operational frameworks for funds or similar financial mechanisms▪ Experience in similar tasks conducted at a regional or international level▪ Understanding of the legal and financial context of international organisations
Language requirements:	<ul style="list-style-type: none">▪ Fluency in written and spoken English, as the official language of the RCC▪ Knowledge of other RCC languages is an advantage

Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;
- Independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Core Competencies

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- 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;
- Teamwork: Ability to interact, establish and maintain effective working relations in a

culturally diverse team;

- 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, they should clearly explain the reasons for their final decision in a comments table.

Quality control by the Regional Cooperation Council

The expert's outputs in the form of a report shall be reviewed by the Regional Cooperation Council. The approved final report will be subject to a quality assessment by Programme Department of the Regional Cooperation Council, upon whose endorsement the reports and deliverables will be distributed and made public.

V. APPLICATION RULES

Technical Offer:

The technical offer needs to contain the following:

- Letter of interest;
- CV, outlining relevant knowledge and experience as described in Section III Competences of the Terms of References;
- List of reports, papers, and other documents the expert has drafted;
- Brief concept note describing the main issues, information, data sources, and tools to be employed by the expert as well as the approach to the work to be undertaken;
- List of references for relevant activities implemented over the past 7 years demonstrating relevant experience in the subject matter;

Financial Offer

The financial offer should reflect the following:

- All figures should be expressed in EUR;

NOTE:

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

- Use a free format for the Budget providing the Global Price for the work to be provided.

- [Maximum budget should not exceed EUR 10,000]
- The fee rates should be broadly consistent with those applicable in the region.

Applications need to be submitted by **1 March 2026 by 24 hours CET (Central European Times)** through the website link [Apply now](#).

Please make sure that the application is submitted in two separate folders one containing Technical Offer and the other Financial Offer. The documents should be submitted in a form of copies of the originals.

VII. EVALUATION AND SELECTION

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 experts: CVs satisfy the criteria set forth in the ToR, 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 timeframe	30
B. Financial Proposal/ lowest price has maximum score	100

The assignments 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 for Consulting Services.

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:

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, a competency-based interview may be held with the selected bidder.

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.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 10 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 10 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address ProcurementforRcc@rcc.int

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