ANNEX II: TERMS OF REFERENCE

1 Editor Expert

Project: “Heritage is our Brand” IPA III/2024/460-837

Publication Reference: No.6

1. BACKGROUND INFORMATION 2

1.1. Partner country 2
1.2. Contracting authority 2
1.3. Country background 2
1.4. Current situation in the sector 2
1.5. Related programmes and other donor activities 3

2. OBJECTIVES & EXPECTED OUTPUTS 3

2.1. Overall objective 3
2.2. Specific objective(s) 3
2.3. Expected outputs to be achieved by the contractor 3

3. ASSUMPTIONS & RISKS 3

3.1. Assumptions underlying the project 3
3.2. Risks 3

4. SCOPE OF THE WORK 4

4.1. General 4
4.2. Specific work 5
4.3. Project management 5

5. LOGISTICS AND TIMING 5

5.1. Location 5
5.2. Start date & period of implementation 5

6. REQUIREMENTS 5

6.1. Personnel 5
6.2. Office accommodation ..... **Error! Bookmark not defined.**
6.3. Facilities to be provided by the contractor 7
6.4. Equipment ..... **Error! Bookmark not defined.**
6.5. Incidental expenditure ..... **Error! Bookmark not defined.**
6.6. Lump sums ..... **Error! Bookmark not defined.**

7. REPORTS 7

7.1. Reporting requirements 7
7.2. Submission & approval of reports 7

8. MONITORING AND EVALUATION 7

8.1. Definition of indicators 7
8.2. Special requirements 7

1. BACKGROUND INFORMATION

Partner country

Republic of Albania

1.1. Contracting authority

Forumi i Politikave te Integrimit/EU Policy Hub

1.2. Country background

Heritage, particularly intangible heritage, plays a crucial role in understanding historical societies and maintaining cultural continuity. Intangible heritage, which includes traditions, rituals, languages, and performances, is uniquely sustained by the active participation of communities. This form of heritage offers significant educational potential, engaging both citizens and the younger generation in the living legacy of their culture.

As Albania embarks on its path to EU accession, it is essential that the country presents its rich cultural heritage with authenticity, embracing its values, rituals, and unique spiritual practices in alignment with the EU's motto, "United in Diversity." This approach not only fosters a deeper understanding of Albania's past but also enhances contemporary cultural and policy-making practices, aiming for more effective preservation strategies for intangible heritage. The recent enactment of LAW nr 27/2018 on heritage and museums underscores this commitment, clearly defining intangible heritage and the roles of responsible institutions.

The proposed action aligns with the objectives of LOT no 2: Support to CSOs in the Fields of Culture and Art. Our proposal aligns with the global objective of enhancing civil society's role and capacities to foster a just and democratic society. Specifically, it corresponds to Priorities 2 and 3 of Lot 2, which focus on supporting Civil Society Organizations (CSOs) in the domains of culture and art.

The initiative integrates several proven approaches, including networking, educational and virtual platforms, peer learning activities, and the sharing of best practices from other countries. These methods have been effective in the past, particularly in empowering younger generations to safeguard cultural heritage. By leveraging these approaches, we aim to address critical needs within the sector and enhance its overall impact.

1.3. Current situation in the sector

The strategy for preserving and storytelling intangible cultural heritage is founded on a dynamic and comprehensive intervention logic designed to enhance cultural policy, engage diverse stakeholders, and utilize modern technology. This initiative aims to establish a robust framework for preserving intangible cultural heritage, ensuring its relevance and vitality in a rapidly evolving context. By promoting a genuine bottom-up approach to cultural policy, the model seeks innovation across all facets, including partnership schemes, intervention

types, and methods for education and information dissemination. Special emphasis will be placed on actions that elevate standards and improve educational curricula related to cultural heritage.

1.4. Related programmes and other donor activities

This project is part of a larger programme of EU: Support to civil society organizations in Albania in the fields of environment, culture, food safety and consumer protection

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

A literature expert will be engaged to elaborate the content of the identified intangible cultural heritage stories. The expert will enrich the narratives in a more comprehensive, engaging, and artistically expressive manner, ensuring they resonate with a wider audience while maintaining authenticity and cultural integrity.

2.2. Specific objective(s)

- To creatively enrich and present intangible heritage stories through storytelling

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

- A curated selection of intangible cultural heritage stories identified and documented by the research team
- Enhanced versions of the stories with artistic and narrative depth, ready for use in educational and cultural contexts.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The expert will perform its duties timely and in high quality.

3.2. Risks

Factors outside project management's control that may influence on the impact-outcome(s) linkage.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

Albania's intangible heritage is rich, reflecting its ancient roots, resilience, and profound respect for community, nature, and tradition. Through song, dance, and ritual, these practices continue to shape Albanians' identities and preserve their connection to the past.

However, due to modernization, societal openness, emigration, a younger generation reading less, and the influence of the internet and online platforms, there is a risk that oral traditions, values, and national identity are diminishing. In this context, DMO Albania, in collaboration with the EU Policy Hub, is launching a new project titled "Heritage is Our Brand." Financed by the European Union, the project will run for two years, starting on January 14, 2025, and concluding on January 14, 2027.

The project primarily aims to preserve and promote Albanian intangible heritage through storytelling, creating artistic products, and educating young people with intangible heritage.

The first phase will involve assessing young people's knowledge of intangible heritage. A survey will be conducted to reach over 1,000 young people in Albania.

Based on the results of this assessment, heritage experts will be contracted to identify and select 20 prominent stories that showcase the unique values, traditions, and character of Albanians and their ancestors over the centuries. These stories will encompass legends, costumes, traditions, culinary recipes, festivals, and other moral institutions passed down through generations.

The next phase will involve a call for small grants to invite artists from Albania and beyond to transform these stories into artistic products. This will allow people in Albania and tourists to engage with the stories through creative mediums such as installations, exhibitions, documentaries, graphic novels, animations, and more.

The final phase of the project will focus on education. National forums with teachers and informational sessions with students and young people in three cities in Albania will pave the way for a school competition, inviting young people to create products such as essays, paintings, or other creative works based on the storytelling produced in the project's first phase. All creative products will be promoted through media and social media. A comprehensive online platform will showcase these creative works, stories, and products, ensuring anyone interested can learn about and be inspired by our intangible heritage.

Our project aims to create a variety of souvenirs that transform stories into tangible items. This will allow Albanians and tourists to learn about these narratives while taking home a piece of the rich, intangible heritage of the Albanian people. Through this initiative, we want to convey a message to both Albanians and visitors: Heritage is our brand, and we must take pride in it.

4.1.2. Geographical area to be covered

Tirana, Albania

4.1.3. Target groups

Young people

Artists, professionals in the field of culture heritage experts

Local, institutions, Schools Central Institutions which will be able to promote improve their intangible cultural heritage policy

4.2. Specific work

The expert will: Review and analyze a selection of traditional intangible stories provided by the reserch team or gathered from community sources; Adapt and enhance the stories to ensure clarity, emotional resonance, and artistic depth; Ensure that the adapted stories maintain cultural authenticity and respect traditional values; Provide finalized versions suitable for use in various formats: print, educational materials, audio/video, and digital platforms.

4.3. Project management

4.3.1. Responsible body

Forumi i Politikave te Integrimit/EU Policy Hub

4.3.2. Management structure

Decision – making process is regulated by Contracting Authority

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

N/A

5. LOGISTICS AND TIMING

5.1. Location

This contract will be implemented in target areas of: Tirana

5.2. Start date & period of implementation

The intended start date is **28 July 2025** and the period of implementation of the contract will be **<20 >** days from this date.

6. REQUIREMENTS

6.1. Personnel

Note that civil servants and other staff of the public administration, of the partner country or of international/regional organisations based in the country, shall only be approved to work

as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

The selection procedures used by the contractor to select the experts must be transparent, must guarantee the absence of professional conflicting interests and the absence of any discrimination based on former or current nationality, gender, place of residence, or any other ground. The findings of the selection panel must be recorded.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

6.1.1. Expert services requirements:

Qualifications and skills

- Degree in Literature, Journalism and or a related field.
- Good computer skills
- English language skills

General professional experience

- Proven experience in creative writing, oral storytelling, or narrative development.
- Background in Literature, languages or cultural heritage, is desirable.
- Ability to convey complex cultural elements in an accessible and engaging way.
- Knowledge of intangible cultural heritage principles, practices, and policies, particularly in the Albanian context.
- Previous relevant working experience with EU or other donors funded project will be an asset.

Specific professional experience

- Minimum 3 years of experience in storytelling, creative writing, or oral history, with a focus on cultural or heritage-related content.
- Previous engagement in content storytelling (e.g., books, brochures, articles) is considered an asset.
- Previous experience in similar projects.

6.1.2. Support staff & backstopping

The contractor will provide support facilities to their team of experts, including back-stopping, during the implementation of the contract.

Backstopping and support staff costs must be included in the fee rates.

6.2. Facilities to be provided by the contractor

The contractor must 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.

7. REPORTS

7.1. Reporting requirements

Main deliverables of the assignment include the following:

- More than 35 enhanced and finalized stories in written format.
- A short report outlining the storytelling methodology used.
- Recommendations for future use or dissemination of the stories.

7.2. Submission & approval of reports

Final approval is contingent upon acceptance of the services delivered by the beneficiary, from EU Policy Hub

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- More than 35 stories on intangible heritage elaborated

8.2. Special requirements

N/A

* * *