



## INFORMATION ON SUBMISSION OF TENDERS

Ref: MEDPEARLS\_MENT22

### 1. SUBJECT OF THE CONTRACT

The subject of this tender is to select a Mediterranean regional mentor to guide and coordinate the process of developing technological solutions to overcome the shared tourism challenges as part of the ENI CBC MED.

### 2. DEADLINE AND PROCEDURE FOR SUBMISSION OF THE TENDERS

The deadline for submission of tenders is 31<sup>st</sup> **August 2022 until 6 p.m. CEST**. Any tender received after this deadline will be automatically rejected.

If no tenders have been received by the deadline or the tenders received are not compliant with the Selection Criteria (Section 6), the deadline could be exceptionally extended.

The contract concerning this assignment will be managed by PICTI.

The content of the tenders shall address the requirements described in section Selection Criteria. The tenderers will submit their tenders by e-mail clearly indicating:

- *Title of the tender*
- *Reference code of the tender*
- *Name and address of the tenderer*

The tender submission form and any supporting documentation will be provided as attachment to the e-mail [megan.tannous@pita.ps](mailto:megan.tannous@pita.ps)

### 3. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below.

#### Background information



## 1. Introduction

Med Pearls (The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives) aims to internationally position the Mediterranean as an integral destination of quality and excellence for Slow Tourism by accelerating innovative initiatives built from public & private cooperation.

Tourism is a key driver for the development of local economies in the Mediterranean, directly contributing to 7.7 million jobs and indirectly to 20 by 2012 (according to the Joint Operational Programme SWOT analysis of the ENI CBC MED Programme). Projections are really promising, especially in fields like ecotourism or other forms of sustainable tourism. The outstanding variety and richness of cultural & natural assets throughout the region is a competitive advantage compared to other destinations.

Nevertheless, some barriers are undermining the possibilities of utilizing its full potential and of increasing its contribution to local development in a sustainable way. The mainstream model deployed so far relies too much on 'sun & beach' offer, characterised by being large-scale & low-cost, with a lack of innovation, diversification & reinvestment of profits into local economies, while causing high environmental pressures. Situation worsens because of a demand shift caused by political instability and the serious current global downturn in the tourism demand due to the COVID-19 pandemic.

To address these challenges, Med Pearls' approach proposes an alternative model based on 4 pillars to reposition the area as a quality destination for Slow Tourism (ST):

- I. Deseasonalization (taking advantage of the exceptional weather conditions);
- II. Diversification (developing new tourist products & experiences for niches & new segments based on Slow Tourism and valorising the rich existing heritage);
- III. Innovation (introducing ICT & digitalisation to bolster the most promising tourist product ideas coming from local MSMEs);
- IV. Local economy development (by supporting Slow Tourism, around 66% of the trip costs from packages remain in local destinations (as estimated by the ATTA 2014 Snapshot), thus at local stakeholders, while in mass tourism packages up to 80% of travellers' expenditures go to airlines, hotels or other international companies, according to UNEP).

Med Pearls project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started on 1st September 2019 and will until 31st May 2023. Its total budget amounts to 3.015.132 EUR, which is co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- Lead Beneficiary: Spain: Catalan Tourist Board
- Project partner 1: Egypt: Confederation of Egyptian European Business Associations
- Project partner 2: Greece: Municipality of Thessaloniki
- Project partner 3: Jordan: Discovery Travel & Tourism LLC
- Project partner 4: Italy: APS Mediterranean Pearls
- Project partner 5: Palestine: Palestine information & communications technology incubator
- Project partner 6: Palestine: Palestine Wildlife Society
- Project partner 7: Egypt: Alexandria Chamber

Read more about Med Pearls at our website: <http://www.enicbcmed.eu/projects/med-pearls>

## 2. Objective of the call of expression of interest

The Med Pearls project invites applications from individual experts to express interest in providing coordination and technical expertise in the field of ICT solutions applied to tourism.

**The selected mentor** will coordinate at Mediterranean regional level the development of the 12 ICT solutions to ensure progression, standards of quality and alignment with the needs of the tourism pilot areas of the project, the tourism products being developed and Med Pearls' project principles in general.

Med Pearls project is currently developing **a network of 20 Slow Tourism products** across the 6 project countries.

These products which share similar characteristics are currently being developed following the Slow Tourism spirit and offering equivalent experiences in the different countries, although fully adapted to each local context. Thus, the Mediterranean region will become a unique platform to enjoy Slow Tourism experiences for international visitors looking for genuine tourism experiences at a reduced pace.

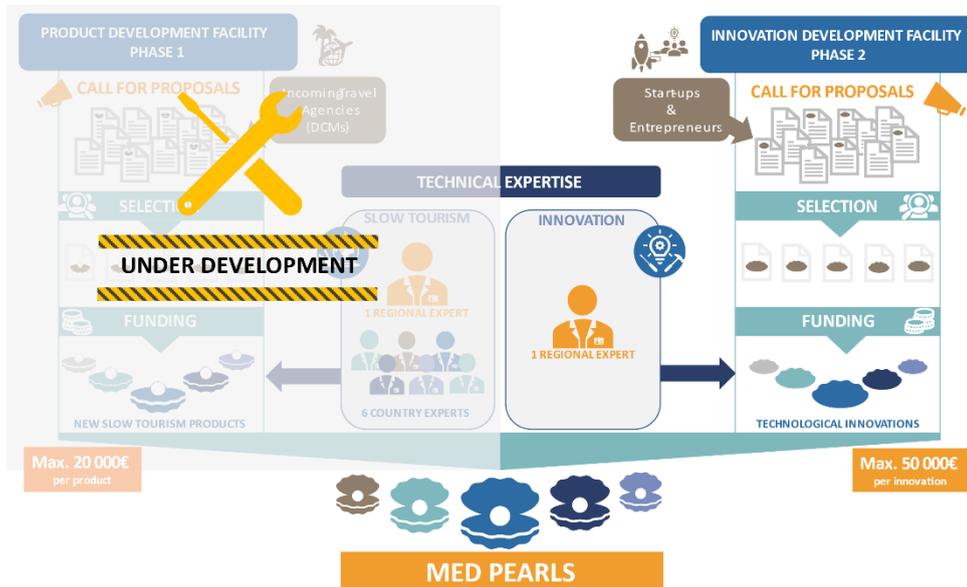


Figure 1 – Pilot areas where the Slow Tourism Products are being developed

Following the spirit of the Med Pearls project, **these new Slow Tourism Products should be enhanced with innovative and creative solutions based on ICT technologies**. Thus, solutions coming from ICT start-ups, entrepreneurs or companies from the eligible areas of the Mediterranean region are going to be implemented in the coming months to **make the Med Pearls tourism experience much more exciting, professional and competitive in the international markets**.

In order to integrate the ICT solutions into the newly developed products, the **Med Pearls project is seeking a mentor with the technical expertise to provide guidance to these companies implementing their solutions**.

He/she will mentor them in the conceptualization, implementation and testing phase of the most relevant solutions for the new offer of tourism experiences / products. The expert will give regional coherence and consistency to the different solutions provided.



## 2.2. Expected activities of selected mentors

This Mentor will be expected to have these competences:

- Ability to deliver hands-on support.
- Ability to advise on business modelling, management and strategy.
- Ability to provide technical support and advise, based on new industry and technology trends.
- Experience in training, coaching and mentoring especially for start-ups.
- Good knowledge of the entrepreneurial echo system including Venture Capital and fund raising and teaching.
- Proven innovation and design thinking skills.
- Excellent communication skills.
- Excellent problem-solving skills.
- Proven project management skills.
- Experience in training and teaching.
- Ability to influence and inspire.

And to fulfil the following activities:

- An introductory meeting with the implementing companies to identify where they may need mentorship and adjust if needed the originally planned timeline to ensure delivery within 5-months. The mentor will share any supporting documentation, including a summary of initial recommendations, points for attention about ICT applied to Tourism, etc.
- Ongoing support over the implementation period, including providing feedback periodically on



## Med Pearls

beneficiaries' progress towards the Project Partners. This may on average be a bimonthly meeting to review progress with each beneficiary and then reporting back to the Project.

- Participate in monthly progress meetings of the Med Pearls project.
- Participate in the mid-term and final evaluation exercises to ensure good progress and quality.

The above activities for the regional mentor are estimated to consist of 48 hours (including preparation hours) over the 6 months of implementation.

### 3. Registration procedure

Experts should submit:

- **An updated CV**, indicating how their areas of competences and professional experience correspond with the objectives of this call.
- **A cover letter** of 1 page, describing in detail the relevancy of their professional experience and skills.
- **References:** We recommend adding references of experiences that are relevant for this call.

Once confirmed, the Med Pearls project will evaluate the experts' applications and determine their eligibility in line with **point 4**.

### 4. Criteria for selectin

#### 4.1 Exclusion criteria:

Experts shall be excluded from participation if:

- (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 the 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 or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgement of a competent party of a Member State which has the force of *res judicata*;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting party can justify including by decisions of the European Investment Bank and international organizations;
- (d) they are not in compliance with their 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 party or those of the country where the contract is to be performed;
- (e) they or persons having powers of representation, decision making or control over them have been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement

- in a criminal organization, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union's financial interests;
- (f) they are subject to an administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting party as a condition of participation in a procurement procedure or failing to supply information, or being declared to be in serious breach of their obligation under a contract covered by the budget;
- (g) they have a conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest.

#### 4.2 Selection criteria:

##### Regional ICT mentor

The ICT mentor candidates must fulfil the following requirements:

- Have at least **5 years of professional experience** in the creation of technological solutions;
- Have professional experience in ICT solutions applied to tourism sector;
- Have experience in design thinking and/or product/market validation;
- hold a **university degree** in a relevant field;
- Have an excellent working knowledge of **English**.

For the shortlisted mentors, the following aspects will be evaluated for the final selection of the regional mentor:

- (a) Have experience in the coordination of teams from different countries. (1 point per project, max 3 points)
- (b) Experience in the creation of technological solutions. (starting from 5 years =1-point, +1 point per extra year of experience, max 5 points)
- (c) Professional related experience in ICT solutions applied to tourism sector (1 point per experience, max 6 points)
- (d) Experience of having participated in a multi-country project (1 point per project, max 3 points)
- (e) Experience in design thinking and/or product/market validation (1 point)

#### 5. Financial information

The maximum contract value is of is **5.000 EUR all taxes included**.

#### 6. Contracting

The selected mentors and the corresponding Med Pearls project partner will sign a ‘*Mentor Agreement*’<sup>1</sup>.

## 7. Place of work

Tasks will be carried out remotely, using electronic communication tools.

## 8. Timetable

Stages	Dates
a) Deadline for submission of the applications	Rolling admission of mentors until at least the end of 31 <sup>st</sup> August 2022 or until all necessary profiles are covered adequately
b) Evaluation period*	September 2022
c) Information to applicants*	September 2022

\*Indicative

## 9. Processing of personal data

The reply to this call involved recording and processing of personal data (name, address and CV). Such data will be processed pursuant to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

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<sup>1</sup> To be provided