



REQUEST FOR PROPOSAL

Name and address of the contracting authority: <ASCAME>
Contact person: <Diana Truyol>
Title of the tender: Organization of Output 5.4 - Support Mediterranean Adventures Brand Exposure
Reference number: WP5.SS.PP1.89672

PART A: INFORMATION FOR THE TENDERER

1. INFORMATION ON SUBMISSION OF TENDERS

Subject of the contract:

The subject of this tender is:

- Provision of **services**, as indicated in the technical information in point 2 of this section

Deadline for submission of the tenders:

The deadline for submission of tenders is <27th June 2022 until 16:00h>. Any tender received after this deadline will be automatically rejected.

Address and means of submission of the tenders:

The tenderers will submit their tenders using the **standard submission form available in Part B of this tender dossier**. The tender will be submitted in 1 (one) original. In case of e-mail submission, the tenderer may provide a scanned original. Any tenders not using the prescribed form shall be rejected by the contracting authority.

If delivery by post or courier, the tenders will be submitted in two separate envelopes:

- **envelope one** for the tenderer's information, the tenderer's statement and the technical offer and
- **envelop two** for the financial information.

An envelope including both envelopes will contain the following information at the external part:

Name and address of the contracting authority

Contact person

Title of the tender

Reference number

Name and address of the tenderer

If delivery by e-mail, the message will clearly indicate:



Title of the tender

Reference number

Name and address of the tenderer

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

2. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below. In the technical offer, the tenderers will indicate more details on the deliveries, referring to the below table.

Background information

The Mediterranean (MED) region is one of the world's leading tourist destinations, which makes tourism a key driver for socio-economic progress & a key income source for many of its countries. Faced by growing competition & a deterioration of the political & security situation in the region, the destination has demonstrated symptoms of a slowdown, which makes the recovery of the sector an economic priority. This downturn may also present an opportunity to transform the tourism model into a sustainable & competitive one, addressing current sectorial challenges as the predominance of mass seaside tourism, dependence on the European market & territorial imbalances.

The hereby proposed initiative (MEDUSA project) is led by a mix of public/private/non-governmental organizations across the region with proven track record in the tourism & business development field. MEDUSA will tackle these joint challenges via targeted & inter-related capacity building & cross-border interventions to develop & promote Adventure Tourism (AT) in the region. Between 2010 & 2014, this tourism niche grew by 195%. The MED has every opportunity to become part of this international trend, which properly managed can make tourism more sustainable, providing a strong incentive for conservation, while creating jobs & more income for local communities. These major expected changes will occur in the medium/long-term. Also, the multiplier effect will be higher in comparison to other forms of tourism. The main results of the project are cross-border routes & itineraries, in the form of new and/or improved AT products, revealing lesser-known destinations & attracting tourists throughout the year. A long-term (LT) strategy is envisaged for the promotion & management of these destinations in a sustainable way with the participation of a wide array of stakeholders. The main beneficiaries are SMEs (Tourism Service Providers, Tour Operators (TOs), Travel Agencies, etc.), public authorities & the communities.

MEDUSA 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 has a duration of 36 months (until 31st August 2022). It counts on an overall budget of 3,317,314 EUR, which are co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- ✓ Barcelona Chamber of Commerce (Spain) – Lead Beneficiary



- ✓ Rene Moawad Foundation (Lebanon)
- ✓ Association of the Mediterranean Chambers of Commerce and Industry (Spain)
- ✓ Jordan Inbound Tour Operators Association – JITOA (Jordan)
- ✓ Royal Society for the Conservation of Nature – RSCN (Jordan)
- ✓ Puglia Region – Department of tourism, economy of culture and valorization of territory (Italy)
- ✓ WWF Mediterranean North Africa (Tunisia)

This specific tender falls under OUTPUT 5.4 – Cross-border Adventure Tourism Trade Mission and Networking event – which aims at bringing cooperating tourism providers & inbound tour operators, together with other key stakeholders, to attend an international tourism fair/exhibition & exhibit under the Mediterranean Adventure Treasures Alliance, providing marketing & promotional materials in a joint stand. Includes a workshop & networking event to discuss further steps to consolidate a Mediterranean Adventure Treasures network of stakeholders working together to promote the region as a sustainable destination. It is intended to promote the Mediterranean as a destination that offers more than Sea, Sand & Sun, while increasing the sales & lowering the operational costs of participating tourism professionals. To achieve this goal the project is planning on promoting the Mediterranean Adventure Brand through creating linkages among tour operators of partner countries and target markets, through direct B2B engagements.

More information is available at: <http://www.enicbcmed.eu/projects/medusa>.

The Mediterranean Adventures Marketing Plan

The 5 MEDUSA destinations Catalunya, Jordan, Lebanon, Tunisia, and Puglia were all facing similar challenges when they started the MEDUSA project to jointly develop and promote sustainable adventure tourism in the Mediterranean region. The so-called “**3 S tourism model**”, standing for sea, sand and sun, was a pre-dominant tourism model creating limited seasonal jobs and the Covid-19 crisis has additionally enforced the economic slowdown of local tourism industries in the destinations. Uncontrolled spread of visitor flows (“over-tourism”) resulting in growing pressure on natural resources and social impacts, along with a lack of knowledge about the competitiveness of sustainable tourism practices and innovative sustainable tourism, all paved the way for a new and more sustainable tourism model: **Sustainable Adventure Tourism (SAT) for the MED region**.

Positioning the MEDUSA destinations and their SAT flagship products as a new Sustainable Adventure Tourism destination on the regional, European, and international market, is quite a challenging task, because more and more tourism destinations are fighting for a “share” of the international tourism market. This is especially true since developing or emerging countries have discovered rural, nature or mountain tourism as a job generator and instrument to counter migration in remote areas.

Moreover, the 5 MEDUSA destinations are **not yet strongly positioned** and **known on the sustainable and specialised international tourism market** and each of the 5 destinations shows very different development stages in terms of sustainable tourism infrastructure and institutional capacity. While, for example, Jordan already has an image of an adventure tourism destination in the sustainable tourism



field, Tunisia is just starting to emerge towards sustainable tourism development and Lebanon is not yet known as a sustainable tourism destination at all.

How can the 5 M destinations possibly be successful in a highly competitive market?

The 5 MEDUSA destinations feature **strong potential** to become competitive **authentic** and **sustainable tourism destinations**.

Strong **market positioning** and **added value will be achieved through joint marketing activities** as “one joint product “under one umbrella (brand) - “Mediterranean Adventures”.

All 5 destinations already have **strong SAT Flagship products** in place and the design of innovative, sustainable adventure tourism products is ongoing (Mediterranean Adventure Tourism Sub-granting Competition).

Therefore, to ensure a strong marketing positioning, the project developed a marketing strategy and plan of action that will help the partners achieve this objective.

The Plan Objectives - The ambition of the project is to **increase the visibility and attractiveness of less well-known destinations**, resulting in **increased international tourist arrivals** in the targeted regions. Furthermore, an equalization of tourist streams in terms of seasonality and geographical areas results in more balanced distribution of income and strain on the territory and population. A sustainability-oriented approach to tourism management safeguards biodiversity, wildlife, natural and cultural resources, as well as rural communities.

Long-term objective of the MEDUSA project. The marketing strategy aims to promote the MEDUSA partner destinations in a sustainable manner and turn them into competitive emerging sustainable adventure tourism destinations. The multi-stakeholder initiative counts on the participation of a wide range of tourism actors from the private sector, such as tourism service providers, tour operators (TOs), travel agencies, public authorities, and communities.

Objective, purpose and expected results

The overall objective of this tender is soliciting 3rd party expertise to manage MEDUSA project partners and stakeholders’ participation in a specialized adventure tourism exhibition/forum and support pre-event activities that aim at promoting the Mediterranean Adventure brand leading to the actual event. The tenderer shall also support the MEDUSA project FAM trips in the 3 out of 5 MEDUSA territories that will follow the international exhibition (through October and November) by soliciting participants. Therefore, the tenderers are expected to propose a management fee that will allow successful follow up on MEDUSA project upcoming activities as per the below specifics.

The tenderer is expected to support the MEDUSA project in the following activities:

- Update MEDUSA database of specialized adventure tour operators and adventure tourism media in the target countries (US, UK Germany, France and Norway) as well as in MEDUSA partner countries based on a set criteria (to be proposed by the tenderer and agreed with the project) to be used by the project for outreach purposes and to create linkages and networking opportunities for international tour operators and those in the 5 MEDUSA territories, thus encouraging conclusion of commercial agreements amongst them.



- Coordinate MEDUSA team and stakeholders' participation in a specialized adventure tourism exhibition/forum in Europe or Mediterranean countries, that covers all or most of the target market countries identified by the MEDUSA marketing strategy - US, UK, France, Germany and Norway (examples WTM, ATTA Global summit, others). The exhibition should take place in the period between September and November 2022. MEDUSA Project team is already in discussion with 2 potential expos. Any agreements and special deals that may have been reached by the project team with the organizers will be passed on to the winning tenderer for completing and processing.
- The tenderer will be required to connect with the exhibition management through MEDUSA team and enter into a contractual agreement on behalf of the MEDUSA project, to coordinate thereafter all necessary elements of the MEDUSA participation including stand set up and branding if required, registration coordination for private sector participation, activities on the stand (e.g., media lounge sponsorship) and any other details that may be agreed.
- Once plan and cost of participation is finalized, the MEDUSA project will transfer to the tenderer the cost to pay on behalf of the project to the event organizers. The preliminary plan includes conducting a webinar and issuing a number of publications to promote the Mediterranean Adventures brand, in addition to the participation in the event and organization of a smaller private event alongside, all of which will be handled by the selected exhibition organizers and will only be overseen by the tenderer from a contractual perspective, who shall be responsible of issuing a contract corresponding to the agreed plan on behalf of the MEDUSA project.
- The tenderer shall not be responsible for any travel arrangements nor accommodation of the private sector participants (10) from the 5 destinations nor the MEDUSA team (7 people). Travel tickets and accommodation shall be done directly by the participants and communicated to the tenderer for coordination purposes if needed. The tenderer will not be required to travel to the exhibition.
- The tenderer shall be required to issue a small tender on behalf of the MEDUSA project to solicit participation of adventure tour operators from the 5 MEDUSA destinations in the said exhibition. The tenderer shall agree with MEDUSA team on the eligibility criteria for the tour operators from the MEDUSA destinations and shall be responsible for conducting a fair selection in line with ENI rules and regulations. The process will be overseen by the MEDUSA team to ensure conformity.
- The tenderer shall be required to support the MEDUSA project in issuing a solicitation and selection process for international adventure tour operators and specialized media (targeting UK, Germany, France, and Norway) to participate in international FAM trips to 3 out of the 5 MEDUSA destinations (Catalonia, Puglia, and Jordan). The FAMs will be organized and operated by the partners between October and November 2022, with approximately 5 days in each destination. It is expected that some 10 adventure tour operators and 5 specialized adventure media shall participate in these FAMs. The tenderer shall be responsible for developing eligibility criteria for the FAM trips participants in coordination with the MEDUSA team and shall be responsible for conducting registration and selection of the eligible tour operators and media well in advance of the FAMs. The tenderer shall also be responsible for organizing a post FAM trip satisfaction survey



and compile the results in a report for all 3 destinations. The tenderer will not be required to join the FAMs.

The following overall results are expected to be achieved:

RESULT N°1: Updated database of adventure specialized media and tour operators in the 5 MEDUSA destinations (Jordan, Lebanon, Tunisia, Spain/Catalonia and Italy/Puglia) and the 5 target markets (UK, US, Germany, France and Norway).

RESULT N°2: Participation in international tourism exhibition specialized in adventure tourism and solicitation of private sector participants from the 5 MEDUSA destinations.

RESULT N°3: Solicitation and selection of targeted participants in 3 FAM trips to Jordan, Catalonia and Puglia.

Start date and period of implementation of the tasks

The intended **start date is June 30th, 2022**, and the period of implementation of the contract will be **until December 30th, 2022**, unless otherwise agreed.

Reporting requirements

The contractor will submit the following reports in English in Electronic format:

- Clear implementation plan and timeline of all activities and expected results
- Full database with contacts of specialized adventure Tour Operators and media (with a clear indication if members of the database from target markets are already working in any of the MEDUSA destinations).
- Full report of the results of the exhibition, including analysis of meetings, commercial results, cooperation agreements, number of registered meetings and any other useful information to assess the impact of participation.
- Full report on the selection process and eligibility criteria developed for the FAM trips and follow up to ensure clear registration and participation outcome, including a satisfaction survey among participants with any recommendations that might arise in regard to marketing, planning, product, experiences, etc.

3. FINANCIAL INFORMATION

The maximum available value of the contract is <11,000.00><EUR incl. VAT ¹. This amount covers only tenderer management fees to ensure the successful completion of the 3 results and does not include

¹ This amount shall include all expenses related to participation in the exhibition of 15 people (including 10 tour operators and 5 MEDUSA team members), such as the stand costs, branding, catering, company stands for 10 tour



cost of contract with exhibition management. The cost of contract with exhibition management shall not exceed 45,000 Euro, and will be transferred to the subcontracted company upon company's signing agreement with the exhibition management in agreed instalments.

4. ADDITIONAL INFORMATION

Questions and Answers:

Companies can submit questions in writing to Ms. Diana Truyol – dtruyol@ascame.org and Ms. Lina Al-Khaled – lina@jitoa.org , no later than June 21st, 2022. All questions and responses will be shared with all no later June 24th, 16:00 CET.

The selection criteria are:

Economic and financial standing (10%):

- Proof of financial capacity to manage this contract.
- The candidate must have at least one year of existence.
- Must be a registered company.
- Tax residence certificate

Technical Capacity (45%):

- At least 1 contract of similar nature undertaken in the past 3 years (contract proved)
- At least 5 years of professional experience in tourism events organization and exhibition marketing. Experience in international adventure tourism is preferred (past experience to be shared)
- Qualified staff with adequate experience to complete all activities in the best professional manner (staff credentials to be shared)
- Ability to connect with all markets mentioned in the proposal (explain methodology).

Financial Offer (45%):

- Clear and detailed budget that does not exceed the available resources. (Which clearly indicates the budget allocated as tenderer administrative fees and other 3rd party costs if applicable).

operators, 1 stand for MEDUSA team, entry tickets, any administrative and logistics costs incurred by the tenderer (without accommodation, transportation or any other personal expenses of MEDUSA team and the Tour operators).



The award criterion is:

- Best value for money, weighing 50% Economic and technical capacity and 50% price

The candidates can prove their competencies in the above-mentioned selection criteria by presenting their Curriculum Vitae, examples of previous similar assignments, in addition to any other relevant document that the candidate considers adequate.

The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is <5> working days from the deadline for submission of the tenders.

Start date and period of implementation of the tasks

The intended start date is June 30th, 2022, and the period of implementation of the contract will be until December 30th, 2022.

5. FORMAT OF CONTRACT

CONTRACT TITLE: <title of the contract>

REFERENCE: <reference number>

Concluded between:

<Name of the contracting authority>

<Address of the contracting authority>

Represented by: < name of legal representative><position>

AND

<Name of the contractor>

<Address of the contractor>

Represented by: <name of legal representative><position>

Article 1: Subject of the contract

The subject of the contract are the services/supplies/works as indicated in the contractor's offer.

Article 2: Contract value

The total contract value for implementation of services/delivery of supplies /execution of works indicated in the Article 1 is: <XXX EUR/national currency> (in case of fee-based service contracts,



indicate a maximum amount and a breakdown of daily fees, number of days and maximum amount of incidental expenditure)

Article 3: Contracting documents

The documents which form the part of this contract are (by the order of precedence):

- Contract agreement
- Contractor's offer as provided in the tendering phase (see documents in "Part B: Format of offer to be provided by the tenderer")
- Any other supporting documentation if applicable (in case of request for registration of company, compliance with tax obligations or other documentation)

Article 4: Deliveries and payments

The contractor will deliver without reservation the services/supplies/works indicated in the contractor's offer. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor the services in the amount indicated in the Article 2 of this contract document. The payments will be issued by the following time schedule (this is an estimation and will depend on agreement with the exhibition).

Month		<EUR/UAH/BYN>
1	Initial payment of management fees upon signing the contract with the Expo	<30% of the contract value> + part expo payment
2	Remaining part expo payment	complete
3	Interim payment – Upon completion of exhibition	<40% of the contract value>
4	Balance payment Upon completion of assignment	<30% of the contract value>
Total		<Total contract value>

The contractor will provide contracting authority with the report on execution of the services.

Article 5: Duration of the contract

The duration of the contract is <XX> months.



Article 6: Cancellation of the contract

The contract can be suspended by the Contractor if the contracting authority does not fulfil payment and other obligations.

The contract can be terminated by the contracting authority due to one of the following reasons:

- The Contractor is in serious breach of the contract, failing to meet contractual obligations
- The Contractor is bankrupted or being wound up, is having its affairs administrated by courts, has entered into arrangements with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situations arising from a similar situation provided for in national legislation or regulations.

Article 7: Resolving of disputes

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of (specify responsible court or arbiter body in accordance with the national legislation of the state of the contracting authority).

For the Contractor

For the contracting authority

Name:

Name:

Position:

Position:

Signature:

Signature:

Date:

Date :



PART B: FORMAT OF OFFER TO BE PROVIDED BY THE TENDERER

1. TENDERER'S INFORMATION

Offer submitted by:

Name of legal entity or entities submitting the tender	
Address	
Legal registration number	

Contact person:

Name	
Telephone	
e-mail address	

2. TENDERER'S STATEMENT

I undersigned hereby confirm that the services/supplies/works offered in this tender are in full conformity with the specifications submitted to us by the contracting authority. The detailed description of the offered services/supplies/works is provided in the technical offer.

In addition, I confirm that our entity is fully eligible for providing services/supplies/works under a contract financed by the EU and it is not in any of the situations that would mean an exclusion from a tender.

Finally, I declare to have no conflict of interest with any other concerned party in the tender procedure at the moment of submitting this tender.

3. TECHNICAL OFFER

Please provide details on the offered services/supplies/works by using the standard tables below (choose one of the tables, except for hybrid contracts) and by adding any other relevant information and/or documentation.

	Title of item	Description of services offered	of Proposed timeframe	Proposed inputs
1				
n				

4. FINANCIAL OFFER

The total price for the offered services/supplies/works is <XX.XXX,XX><EUR/UAH/BYN>. This price does not include VAT².

The offered price includes the execution/delivery of the items described in the technical offer, as well as all the related incidental costs, such as transport, logistics, etc., when required.

Please include a detailed breakdown, in accordance with the items in the technical offer. For fee-based service contracts, include the number of expert days and the daily fees, as well as the breakdown of the incidental costs.

Name	
Signature	
Date	

² Beneficiaries of ENI CBC grants in Mediterranean Partner Countries may be tax exempted, so the contractors must issue the invoices without VAT