

## Call for Action

### TERMS OF REFERENCE

Research Institutions

#### ENI CBC MED Strategic projects

<b>Project Titles:</b>	B_A.2.1_0056 - iHERITAGE
<b>Programme:</b>	ENI CBC Mediterranean Sea Basin
<b>Financing:</b>	European Union
<b>Contracting authority:</b>	CEEBA – Confederation of Egyptian Business Association
<b>Experts to be selected:</b>	Research Institutions
<b>Location of the contract:</b>	Egypt, Alexandria

The Confederation of Egyptian Business Associations – CEEBA is seeking the services of research institutions to provide research results in cooperation with SMEs as input for the development and preparation of identifying 50 Intangible Cultural Heritage (ICH) elements for the EU funded ENI CBC MED iHERITAGE Project.

The Confederation of Egyptian Business Associations – CEEBA is the Egyptian Partner of the EU funded ENI CBC MED iHERITAGE project that aims to promote the creation of new products using the latest ICT technologies such as AR/VR/MR to enhance the level of interpretation of Mediterranean UNESCO of intangible Cultural Heritage. The ENI CBC Program aims to improve the lives of men and women across the region, 2014-2020 ENI CBC “Mediterranean Sea Basin Programme” as the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the (ENI) European Neighbourhood Instrument. The Programme brings together the coastal territories of 14 EU and partner countries in view of fostering fair, equitable and sustainable development on both sides of the EU’s external borders).

The iHERITAGE project aims to provide new solutions for the intangible heritage through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT): Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR). The project will address socioeconomic challenges at cross-border level through the active involvement of young people, women and NEETs who will take part in the Living Labs, training courses, and the creation of spin-offs, thus contributing to increase employment opportunities and foster innovation. The project will support collaborations among



universities, SMEs, start-ups, and spin-offs devoted to the creation of AR/VR/MR products. Eventually, iHERITAGE will improve access to UNESCO cultural heritage, on site and off site, and will contribute to the establishment of the Regional Centre for Safeguarding and Valorization of Mediterranean Intangible Cultural Heritage, to be recognized under Category 2 of UNESCO.

The project has 9 partners from Italy, Egypt, Spain, Jordan, Lebanon, Portugal. The period of the project is the 15th of September 2020 to the 14th of August 2023. The project has a total budget of 3.8 million Euro with a 90% EU contribution of 3.4 million Euro.

### **Our target audience includes:**

- Universities, Students and Student Organizations
- Technology Commercialization and Innovation Research Centres
- ICT SMEs and Start-ups/ Entrepreneurs
- National, Regional and Local Public Authorities
- Heritage and ICT Industry Representatives
- Travel Agencies and DMCs
- International and local tourists
- NEETs, young people and women
- General public/local communities

### **Eligible Applicants:**

Only research institutions from the ENI CBC MED programme areas are eligible for this call. for Egypt, these are: Marsa Matruh, Al-Iskandanyah, Al Buhayrah, Kafr ash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma'iliyah, Bur Sa'id Al Gharbiyah, Al Minufiyah, Al Qalyubiyah, As Suways

For more information, please check out the programme' s website:

[Cooperation area | ENI CBC Med](#)

### **Scope of Call for Action:**

In the framework of the iHERITAGE project, CEEBA is launching a call for action for 2 research institutions and SMEs to provide the scientific research needed to define 50 elements of intangible cultural heritage - scientific and historical definition.

The awarded institutions must provide the input required for each element in the official form for iHERITAGE with real photos for each element



### **Deliverables:**

Comprehensive definition for ICH element includes: description, ways of transmission, social functions and cultural meaning including the social context (for craftsmanship material without details of technicality, if the element in risk or not) The file for each element should include 2 high resolution, copyright free professional photos of the element, with a word minimum of 180 word and a maximum of 200 words.

If the element is in risk, please propose two safeguarding measure to ensure its continuity.

The objective is to:

- reconnect the intangible heritage finds with the original story of the intangible element, using any of the technologies mentioned above for long-term documentation
- use of technologies supported by the project to document and market the elements of intangible heritage
- integrate the elements of the intangible heritage with the technologies referred to, whether they are (folk proverbs, handicrafts, foods, clothes and folk costumes, occasions, and celebrations.

### **Production of Co-publication:**

Each research institution involved in the contract is also responsible for publishing 1 co-publication, involving contributions from researchers working on Living Labs, with special attention to contents related to the ICH elements will be devolved

### **Period of the contract**

The contract is expected to begin in December 2022 and will end with the completion of the iHERITAGE project by the end of 2023.

### **Instructions for submitting the proposal Technical Proposal:**

Please make sure to include the following information in your submitted proposal:

1. Indicate for which elements you offer to implement and coordinate the research including the methodology, staff involved and time frame
2. Provide references of your institution relevant to the action, the staff assigned to the project, their expertise, and CVs
3. Include the cooperation with SMEs

### **Financial proposal:**



Please send your detailed proposal mentioning the number of man-days in Euro.

### **Selection Criteria**

- 45% for methodology and calendar on how to carry out the assignment
- 45% experience in similar assignments: a portfolio will be required
- 10% Price. The most economically advantageous offer will get 10 points. The financial offer to be evaluated will be the offer all taxes included.

### **Application deadline**

All submissions (technical and financial proposal including references, portfolio and other supporting materials useful for the evaluation) must be consistent with this TOR, written in English and should arrive no later than the 15th of January 2023 by email to: [info@ceeba.org](mailto:info@ceeba.org)

For more information about the iHERITAGE project, [please visit this link](#).