ANNEX II: TERMS OF REFERENCE

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 4
3.1. Assumptions underlying the project 4
3.2. Risks 4
4. SCOPE OF THE WORK 5
4.1. General 5
4.2. Specific work 6
4.3. Project management 11
5. LOGISTICS AND TIMING 13
5.1. Location 13
5.2. Start date & period of implementation of tasks 13
6. REQUIREMENTS 13
6.1. Personnel 13
6.2. Office accommodation 14
6.3. Facilities to be provided by the contractor 14
6.4. Equipment 14
7. REPORTS 14
7.1. Reporting requirements 14
7.2. Submission and approval of reports 14
8. MONITORING AND EVALUATION 15
8.1. Definition of indicators 15
8.2. Special requirements 15

1. BACKGROUND INFORMATION

1.1. Partner country

< Albania>

1.2. Contracting authority

< MUNICIPALITY OF SARANDA >

1.3. Country background

< The administrative surface of Saranda Municipality reaches 60 km^2 while the population exceeds 55,000 inhabitants. Saranda is one of the main tourist destinations for Albania. The municipality aims to grow sustainably, with planned steps, where new developments will be supported by providing access to a level of local public services, where housing and employment will be sustainable solutions. The Municipality plans to be developed in a way in order to maximize the opportunity to travel by all transport alternatives, increasing accessibility for all. Also, the Municipality focus in urban and rural areas and their harmonious development, narrowing the differences at the infrastructural level, in fulfillment of the aim to offer as many local services as possible in each residential area. Additionally, the Municipality offers safe and high quality of live and facilitates living conditions, especially in the basic services of education, health, cleaning, water supply and the network of UZs, greenery, etc.

The municipality of Saranda has a rich cultural heritage that it aims to preserve and showcase to both locals and visitors. Interactive digital applications can provide innovative ways to present and interpret cultural artifacts, historical sites, and artworks in the Municipal Gallery, helping to preserve Saranda's cultural identity. Implementing these activities through a cross-border approach will enable Saranda to share resources, expertise, and best practices with other regions and institutions. >

1.4. Current situation in the sector

< The cross-border region between Greece and Albania is endowed with exceptional cultural, historical, and natural resources. However, these assets remain underutilized due to fragmented infrastructure, lack of modern interpretive tools, and limited cross-border cooperation in cultural heritage promotion. There is a pressing need to enhance the attractiveness, accessibility, and educational impact of local cultural venues to unlock their full potential for tourism, community engagement, and economic development. Despite the existence of significant cultural landmarks, many of these spaces lack modern infrastructure and the ability to offer engaging, inclusive experiences to contemporary audiences. Digital tools for storytelling, interpretation, and accessibility are either outdated or entirely absent. Additionally, the lack of integrated, cross-border cultural narratives weakens the potential for joint heritage promotion and cultural tourism development.

As a local governance body in Albania, the Municipality of Saranda holds full responsibility for the enhancement of local cultural services and infrastructure. The interventions foreseen in its Municipal

Gallery are aligned with its mission for integrated cultural and urban development. All procurement procedures will be conducted according to PRAG rules and Albanian national legislation. >

1.5. Related programmes and other donor activities

<N/A>

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

< The project DIVE IN ART ("Developing Digital and Interactive Storytelling Experiences in Art Galleries and Museums") aims to promote and enrich the cultural heritage of the cross-border area through the application of digital innovation in museums, galleries and cultural spaces.

The project will support cultural operators in enhancing their digital and communication tools, strengthening audience engagement and improving accessibility to arts and cultural history. By introducing interactive storytelling into exhibitions, DIVE IN ART will help create more inclusive, engaging and meaningful cultural experiences for citizens and visitors across the cross-border region. >.

2.2. Specific objective(s)

The specific objectives (Outcomes) of this project are as follows:

- Enhanced Cultural Spaces with multimedia installations, projection mapping, and digital storytelling in museums and galleries (D4.3), increasing visitor engagement and linking to the programme result indicator of improved cultural heritage sites.
- Increased Cross-Border Cultural Exchange with the organization of joint initiatives such as joint exhibitions, cultural history events, and student field trips (D5.1, D5.3), fostering knowledge-sharing and cultural understanding.
- Design Innovative exhibition tools supporting accessibility with the development of digital applications, AR/QR-based accessibility features, and audio guides (D4.2, D4.4), improving access for visually and hearing-impaired visitors, contributing to an inclusive cultural environment.
- Improve the Capacity Building for cultural institutions through the organization of training seminars and educational content (D5.2) for museum professionals, increasing their ability to implement modern, engaging exhibition techniques.

2.3. Expected outputs to be achieved by the contractor

The service will be paid on the basis of the delivery of the specified output(s). Payments might be totally or partially withheld if the contractual result(s) have not been reached in conformity with the detailed terms of reference. Payment(s) is/are based on the approval of this/these deliverable(s). Partial payment has to be determined according to the partial implementation of the output(s).

The expected outputs of this contract are as follows:

Outputs	Title
1.3	Project Management Activities
1.2	Project Meeting
2.2	Media Content Development and Management
2.3	Project Promotional material
2.4	Project Info-Day
5.1	Targeted cultural history events for students in the cross-border area
5.2	Training seminars for cultural institutions
5.3	Organization of cross-border exhibitions and events for the public
3.2	Selection of exhibits and processing of content for digitization
3.3	Digitization of exhibits according to common practices/guidelines
3.4	Identification and development of accessibility tools for people with disabilities
4.1	Study and definition of interactive exhibitions content
4.2	Development of interactive storytelling experiences
4.3	Pilot Actions- Development of Interactive Exhibitions
4.4	Development of Exhibition Guide& Catalogue

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

The main assumptions underlying the project are the following:

- The maturity of the project activities is at satisfactory level. Sufficient capacity of the involved stakeholders and target groups to participate in the project events/activities.

- Previous studies including reports, planning activities, financial and economic incentives, methods of analysis of the Cultural Industry and Heritage in the Vlora Region and in country level will be available.

- The project's activities will be in line with the needs of the stakeholders involved and political support will facilitate the integration of this in the concerned areas.

3.2. Risks

Risk	Weight	Probability of occurrence	Mitigation measure
Inability to elaborate the necessary communication means as requested in by the Contract.	High	Low	The contractor is requested to have experience in EU projects.
Low capacity of the region and the country to implement the proposed measures-activities.	High	Low	Strong political commitment is in place to meet the sustainable development requirements and impose the necessary measures.
Convid19 – New lock Down	High	Medium	A risk assessment plan will be developed, and alternative solutions will be proposed (webinars) for the implementation of the project's workshops.
Low capacity of the involved stakeholders and target groups to participate in the project activities / events.	Medium	Medium	The invitation approach / the communication channels and the agenda of the events will be redesigned. New dates will be chosen, if necessary, to address the requirements of most stakeholders.
Possible delays in project implementation	Medium	Medium	The project timetable will be re-designed, if necessary. A prolongation request will be submitted in case of major delays.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

< The scope of the assignment is to provide integrated consulting support to the Contracting Authority for the implementation of the project deliverables listed in section 4.2. >

4.1.2. Geographical area to be covered

< Albania, Saranda Municipality >

4.1.3. Target groups

< The project's main target groups are:

a) Cultural Institutions & Museums, improving their management and exhibition capabilities through digital transformation,

b) Students & Young Audiences, having the opportunity to participate in interactive educational experiences promoting cultural appreciation,

C) Local communities and visitors, benefiting from the enriched cultural sites with digital storytelling and enhanced accessibility,

D) People with disabilities, by providing inclusive experiences via raille-friendly digital guides, sign language videos, and audio descriptions in the interactive exhibitions.>

4.2. Specific work

LOT1 – Project Management

Del.	Title	Description	Deadline
1.3	Project Management Activities	Technical Assistance for the support to the project management, coordination of partners & monitoring of the project financial and physical object progress throughout the project implementation	*Every progress report will be submitted within one month after the closing of the reporting period until the Project end 13/10/2027*

LOT2 – Event Organisation & Communication

Del.	Title	Description	Deadline
1.2	Project Meetings	Organization of the 2nd PM meeting (2-days) in Saranda covering the costs for venue rent,	

		interpretation services (if required), Agenda, logistics of the meeting, technical support, secretariat support, coffee break services.	Up to 13/10/2026
2.2	Media Content Development and Management	Communication services for the creation, implementation & management of media related content for the project (press releases, social media content, press conference, preparation of publicity articles/content for websites [Programme website-partners website], e-media, publicity relations management for the project) & monitoring - management of content creation by the other partners. It includes the costs for: a) Monitoring of Content Calendar and Editorial Planning for the regular publication of content on social media (including High-quality Images, typology for social media posts, Infographics, contribution/ administration of FB & insta pages of the project created by LB), posts for publicity of PBs activities on Programme website & partners website (including articles template) (duration until project end).	Up to 13/10/2026
2.3	Project Promotional material	Production of digital and printed promotional material for the dissemination of the project activities to be used during events & digital promotion of the project activities & results. 2 banners/ 4 Project Posters/20 stickers of the project for equipment, Project Web banner (horizontal & vertical/suitable for website & social media use) & Digital Infographics, Promotional event kit (100x eco-memo holders & 100x eco-bags & 100 fans & 100 x eco-coloured pencils package with logo)	Up to 13/10/2026
2.4	Project Info-Days & Final Event	Organization of the 1day Info-day of the project in Sarande for the presentation of the project results to local stakeholders. (Number of participants approx. 20 -open to public) / organization of venue, technical support and equipment (if required), catering services (coffee-break), photo & video coverage, media coverage, Agenda, Banner, Posters, notebooks & folders).	Up to 13/10/2026
5.1	Targeted cultural history events for students in the cross-border area	In the context of the cultural history event in Sarande. PB3 will host students from Corfu (approx.20) and local students (approx. 20). It will also cover the transportation costs for participation of the students from Sarande (approx.20) to the	Up to

		respective event in Corfu. The expertise assigned will be responsible for supporting the organization of the cultural event in Sarande and covering the expenses for the transpotation of the local students in Corfu. / Organization of Cultural History event (educational art experience) for students in Sarande including: a) costs for organization of event in Sarande (compensation of artists, catering services, event materials, secretarial support, technical support of the event) and b) trasportation cost for local students (approx.20) for participating in the respective event in Corfu (bus rental & ferry costs for a day trip from Sarande to Corfu [round trip]).	13/10/2027
5.2	Training seminars for cultural institutions	Expertise for the organization of an educational seminar in Sarande for the use and familiarization of applied technology and digital presentation in galleries and museums. The seminar will be addressed to the staff of the gallery & staff of other local cultural inistitutions of the area, including training in the new technolological means for digital presentation, the interactive exhibition experience and the accessibility aspects. (Number of participants approx. 12 persons, Hours of seminar: 3-4 hours direct training & 1-2 hours Q&A, discussion, informal interaction) / It includes: a) organization of the seminar (venue, technical & secretarial support, coffee-break), b) costs for the speakers of the seminar, c) design and printing of material for the seminar (folders, workig material, etc.).	Up to 13/10/2027
5.3	Organization of cross-border exhibitions and events for the public	organization of the joint cross-border exhibition in Sarande with the aim of jointly promoting cultural exchange, understanding the cultural background and experientially engaging visitors to the exhibitions through interactive storytelling experiences. A cooperative initiative between the branch of the National Gallery in Corfu and the Municipality of Sarande will be promoted through the event. (Number of participants approx. 50 persons- open to public) / It includes :a) cooperation with PB2 expert for the joint curation of the exhibition, focusing on interactive storytelling techniques for presenting common cultural themes of the two areas Corfu & Sarande) (art & painting). b) event logistics & material for	Up to 13/10/2027

		Corfu (organization of event space, set-up of exhibition material/ technical means, creation of informational brochures) c) event promotion (posters, Banner, social media campaign, invitations), d) costs for transferring & insurance of art copies from Corfu to Sarande for the exhibition to be presented there.	

LOT3 – Technical activities / Interventions

Del.	Title	Description	Deadline
3.2	Selection of exhibits and processing of content for digitization	Provision of external expertise services for the specialized in Cultural Heritage Digitization or Museum/Art Curation for identification of exhibits for the gallery in Sarande and proposal of the themes for the interactive exhibition to be developed for the gallery, including : a) Identification of exhibition themes, b) development of proposal for the digital interactive exhibition for Sarande and the type of material/content required for digitalization.	Up to 13/10/2027
3.3	Digitization of exhibits according to common practices/guidelines	Provision of external expertise services specialized in Cultural Heritage Digitization or Museum/Art Curation for photographing, scanning, and digital processing of exhibits/paintings for the Municipal Gallery in Sarande, including: a) Photographing and scanning of exhibits, including on-site setup, use of high-resolution professional equipment, and lighting; b) Digital post-processing and optimization, involving color correction, image enhancement, file formatting, and metadata tagging in line with project standards; c) Delivery and archival preparation of digital files, ensuring files are transferred in standardized formats suitable for digital platforms and long-term storage	Up to 13/10/2027
3.4	Identification and development of accessibility tools for people with disabilities	Provision of external expertise services specialized in Cultural Heritage Digitization and Accessibility expert for assessment of accessibility needs of the Gallery in Sarande and identification of required tools for accessibility, including: a) initial assessment of digital accessibility needs of the Gallery, b) identification of required tools such as subtitles, alt text, and audio descriptions based on the identified content for digitalization, c)	Up to 13/10/2027

		accessibility report for improving the experience of people with disability in the gallery.	
4.1	Study and definition of interactive exhibitions content	Provision of external expertise services in Museum or Art Curation for contribution to the study on the digital exhibition concept for the Gallery in Sarande. The expert will coordinate with PB4 that will implement the study to ensure the exhibition aligns with the historical value of the area and the permanent collection of the gallery, as well as with its educational programmes, ensuring also accessibility aspects. Required services: Collection of data (art & historical data) for the report on the digital exhibition concept for the Gallery in Saranda, b) Definition of the interactive storytelling elements, digital displays, and multimedia content models, c) Cooperation with experts of in archaeology, history, and digital exhibitions for definition of themes for the interactive exhibition in the Gallery of Saranda.	Up to 13/10/2027
4.2a	Development of interactive storytelling experiences	Assignment of experts in history, artists and storytellers for the development of narratives for the interactive exhibition in the Gallery of Saranda. The experts will contuct the research on the selected artifacts and artworks, structuring immersive narratives based on the historical context. Development of the scripts in Albanian and English. Required services: a) research and development of the narratives of the interactive exhibition with the drafting of the scripts suitable for audio and video production content, b) artistic review of the scripts and translation in English.	Up to 13/10/2027
4.2b		Assignment of experts in audio & video production and multimedia content creation for the development of the audio stories, animations and digitals illustrations for the interactive exhibition in Sarande. The development of the multimedia content of the interactive exhibition will be based on the themes and scripts developed for the exhibition. Required services: a) audio & video production, digital illustrations development, b) formatting of content (scripts) for digital use, c) creation of soundscape content (music & sounds) based on the theme of the interactive exhibition, d) production of video with sign language or subtitles.	Up to 13/10/2027

4.3	Pilot Actions- Development of Interactive Exhibitions	Assignment of experts (museum curators or designer and interactive technology consultants) for the development of the spatial layout for digital and interactive exhibition, planning & implementation of digital installations and creation of immersive environment through synchronized lighting and sound. Required services: a) technical plans for the interactive installations, b) lighting and sound integration design for an engaging atmosphere, c) projection mapping set-up, d) implementation of testing of the application of the interactive exhibition & improvements based on the feedback collected by participants/ visitors.	Up to 13/10/2027
4.4a	Development of Exhibition Guide& Catalogue	Provision of external expertise services (exhibition content writers, translator, graphic designer & braille translator and printing specialist) assigned for the development of: a) guide of the interactive exhibition (Digital & print in AL & EN) & b) Accessibility version of the catalogue (Braille-compatible text & audio). Required services: a) Standard Exhibition Guide (Digital & Print, GR & EN (max. 50 pages) including content writing & translation, graphic design and layout, printing & b) Braille Printing (Tactile Map + Key Exhibit Descriptions) & QR printing	Up to 13/10/2027
4.4b		Provision of external expertise services (IT expert & accessibility expert) for the development of website for the Gallery & a digital application including accessibility features for the disabled in order to enhance accessibility to the collection of the gallery in Sarande. The website and application will integrate the guide of the exhibition, digitalized material & multimedia content including also accessibility features (audio description of the guide & video in sign language) in EN & AL. Required services: a) development of website of the gallery, b) digital application development incorporating content of the permanent & interactive exhibition of the gallery.	Up to 13/10/2027

4.3. Project management

4.3.1. Responsible body

< The Saranda Municipality as a local public authority is interested in implementing activities and initiatives fostering sustainable economic and social development in its territory. Enhancing the role of culture and sustainable tourism in economic development is also priority for the Saranda Municipality and can be achieved though the elaboration and implementation of local strategies policies. Moreover, it has the capacity in networking with all the stakeholders on local, regional, national and international level in order to effectively achieve its goals.

Regarding EU-funded interregional project management, the Mayor of Saranda is given by law the authority to sign contracts, initiate procurements procedures, cooperate with third parties and take key actions on the best interest of the municipality. He can delegate other aspects of the project management to the deputy mayors or other staff members. The Project Management Unit is composed by the Project Manager who has operational responsibility for the implementation of the overall project and will ensure timely commencement of the entire project within the time schedule. The Financial Manager has the responsibility to enable efficient overall financial and budgetary management of the operation. The Communication Manager has the responsibility to communicate internally and externally all-important aspect of the project. The Project Management Team is composed by experienced staff members of the Municipality and reports and informs the mayor periodically throughout the implementation of the project.>

4.3.2. Management structure

< The Saranda Municipality as a local public authority is interested in implementing activities and initiatives fostering sustainable economic and social development in its territory. Enhancing the role of culture and sustainable tourism in economic development is also priority for the Saranda Municipality and can be achieved though the elaboration and implementation of local strategies policies. Moreover, it has the capacity in networking with all the stakeholders on local, regional, national and international level in order to effectively achieve its goals.

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The Department "EU Projects and Programmes" will be responsible for the preparation and execution of the project activities.

>

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

< N/A>

5. LOGISTICS AND TIMING

5.1. Location

Saranda Municipality, Albania

5.2. Start date & period of implementation of tasks

The intended start date is <10/3/2026> and the period of implementation of the contract will be <19> months from this date. Please see point 3 of the main conditions for the actual start date and period of implementation.

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 able to provide input 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 on any potential interference or conflict of interest of the proposed expert in his/her function as expert and his/her present or previous functions working as civil servant. Moreover proof should be submitted that the expert is seconded or on personal leave.

The selection procedures used by the contractor to select the experts who provide input to the contract 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.

[The Organisation & Methodology must include a paragraph demonstrating that a gender sensitive experts' selection procedure has been applied[1]]

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

6.1.1. Experts

Key experts are not required

The Organisation and Methodology will demonstrate how the contract will comply with these requirements to accomplish the desired output(s). The Organisation and Methodology may include the name of the contractor's project's team and golder paragraph. Their CVs profile will be given

[1] Note that gender balance refers not only to numerical parity, but also to the level of employment and remuneration, roles and functions.

respecting the Compliance (yes/no answer) of the team (as a whole) with the requirements will be checked, but there will be no marks given to the experts.

6.1.2. Support facilities & backstopping

The costs for support facilities, including backstopping, are included in the tenderer's financial offer.

6.2. Office accommodation

Office accommodation for each project team member providing input to the contract is to be provided by [the contractor].

6.3. Facilities to be provided by the contractor

The contractor shall 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.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in <English> in one original and one copy:

- **Inception Report** of maximum 12 pages to be produced after one month from the start of implementation. In the report the contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.

- **Draft final report** of maximum <20> pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.

- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 15 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on CCI sector. The detailed

analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

7.2. Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

< No special requirements are envisaged >

8.2. Special requirements

< No special requirements are envisaged.>

* * *