

# Interreg Mediterranean



**MITOMED+**

**Models of Integrated Tourism in the Mediterranean Plus**

## CALL FOR TENDERS

PROCEDURE FOR THE CONTRACTING OF TECHNICAL ASSISTANCE  
FOR THE ELABORATION OF MITOMED+'S MEDITERRANEAN  
MARITIME AND COASTAL TOURISM MANAGEMENT MODEL



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### SUMMARY OF THE NEEDED SERVICE

An experienced entity specialised in Sustainable tourism is needed to assist the MITOMED+ project with the elaboration of its Mediterranean maritime and coastal tourism management model.

The profile of the applicants must comply with the following criteria:

- ✓ Expertise in and thorough experience related to sustainable tourism
- ✓ Expertise in tourism management and decision-making
- ✓ Knowledge of the characteristics of tourism in the Mediterranean area
- ✓ Experience in drafting similar documents

The main tasks to be performed are:

- Drafting the final version of the model by completing the draft version (prepared by the CPMR-IMC in close collaboration with all partners and to be issued in February 2019) and refining it on the basis of the outcomes of the project's policy learning seminars, taking place in each pilot destination
- Parallel activities:
  - Meetings with the contractors
  - Policy Learning seminars (deliverable 5.2.3)
  - Desk analysis
  - Taking part in MITOMED+ meetings and exchanging with the partners in charge of the elaboration of the model whenever needed
  - Drafting the Memorandum of Understanding to be signed by the regional governments and the observer's touristic destinations willing to replicate the MED M&C tourism management model

The contract shall enter into force once it has been signed (**in March 2019**) and **will last until 31 January 2020**.

## I. BACKGROUND INFORMATION

The Conference of Peripheral Maritime Regions of Europe (CPMR – [www.crpm.org](http://www.crpm.org)) and its Intermediterranean Commission (IMC) are participating in the Interreg MED Modular Project [MITOMED+](#), funded by Interreg MED Programme. MITOMED+ fits in the Interreg MED Priority Axis 3: “Protecting and promoting Mediterranean natural and cultural resources”; specifically contributing to the Specific Objective 3.1 of the programme: “To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area”. The Interreg MED programme is a transnational European Cooperation Programme for the Mediterranean area. It is co-financed by the ERDF (European Regional Development Fund), an instrument of the EU regional policy and of its new programming period.

### • Origin of the project

Although many Mediterranean tourist destinations have adopted local and regional integrated strategies for tourism development, there is no real governance for tourism activities at a wider transnational level and environmental governance is in practice still very fragmented. Sustainable tourism managed in an integrated way is the key to protect natural and cultural assets while using them as an economic driver.

M&C tourism integrated planning is hampered by the lack and poor comparability of data, at destination, regional or transnational level. Data are in some cases not available, or, if available, fragmented, not comparable, referred to different territorial levels. Despite some progress in recent years there is a need to identify and address the data gaps to improve planning and destination management. Specific indicators are needed to improve coherence and comparability of coastal and maritime tourism statistics across Europe and beyond. This is the rationale behind the MITOMED+ (Models of Integrated Tourism in the MEDiterranean Plus) project.

MITOMED+ is a follow up of the previous MITOMED project (MED Maritime), which has been working to promote the integrated management of M&C tourism by improving the knowledge of data, products, services through a set of indicators based on the NECSTouR model. MITOMED+ takes farther these results aiming to improve the coordination of strategies between territories at transnational level regarding the development of the M&C tourism through cooperation and joint planning between regions. The main objective of the project deals with the enhancement of sustainability and responsibility in M&C tourism, by improving local and regional strategies and policy actions and coordinating them at a wider MED transnational level.

### • MITOMED+ specific objectives and activities

The main objective of MITOMED+ is to enhance the sustainability and responsibility in Maritime and Coastal tourism. To achieve this objective, the project intends to:

- Increase knowledge and social dialogue regarding the development of M&C tourism in each partner region for better decision-making,
- Improve M&C tourism planning at destination level and its coordination for a transnational governance,
- Mainstream its results into local, regional and national policies
- Set up a MED M&C tourism management model.

The project partnership includes regional authorities, associations of local authorities, territorial development agencies, higher educational institution and research centres, and foresees the involvement of the relevant M&C tourism stakeholder.

MITOMED Plus focuses on the following types of action: improvement of public policies, joint planning tools; action plans and transfer of practices. Its actions include:

- Development of a system of indicators as well as an online common open platform gathering data so as to help local and regional policy makers monitor social and environmental impacts of maritime and coastal tourism, and benchmark with other M&C tourism destinations;
- Support to social dialogue with local and regional stakeholders through meetings and workshops aiming to share information and knowledge about M&C tourism management (e.g. policy learning seminars)
- Creation of the 'Green Beach' model: this implies the study of existing practices, standards and regulations the approval of the rationale and criteria to be used, and then the testing of the eco-sustainable beach model in 12 public beaches located in Tuscany, Catalunya, Cyprus and Istria
- Production of practical documents to be used for the transferring (indicators system tool box, list of green beach criteria, reports, guidelines, etc.)
- Organisation of 5 policy learning seminars and 2 EU wide conferences to extend the results to other tourism destinations, both inside and outside the project's partnership
- Development of an integrated MED M&C tourism management model by capitalising on the results of the MITOMED+ project and other EU funded and MED projects
- Mainstreaming results in regional policies through a policy paper
- Engagement of regional governments for the replication of the MED M&C tourism management model

For further information:

- [MITOMED+'s brochure](#)
- [MITOMED+ partners](#)
- [MITOMED+'s main deliverables](#)

## II. SCOPE OF THIS WORK

The selected applicant will be in charge of supporting the CPMR with the elaboration of its Mediterranean maritime and coastal tourism management model.

Under the MITOMED+ project's partnership agreement, the CPMR has taken responsibility for the elaboration of the project's **Mediterranean maritime and coastal tourism management model**, included in the project's Work Package (WP) 5 on Capitalisation. The CPMR-IMC is responsible for the elaboration of the model, which aims to improve sustainable and responsible maritime and coastal tourism planning in the Mediterranean area, builds on the results and outputs of past and current EU and MED projects related to sustainable tourism management.

The model stems from the Interreg MED MITOMED project (2007-2013 programming period), which sought to promote an integrated management of maritime and coastal tourism by improving knowledge on data, products, services and policies through an assessed set of indicators based on the NECSTouR model. It also feeds on current projects and initiatives, in particular the activities and outputs of the Interreg MED [Sustainable Tourism thematic community](#) (BleuTourMed) - including some of its modular projects (i.e. [CO-EVOLVE](#), [ALTER ECO](#), [SIROCCO](#), [HERIT-DATA](#), [DESTIMED](#), etc.), as well as the EU legislation and actions related to sustainable tourism.

It builds on the [Athens Declaration](#) of the Sustainable Tourism Community of the INTERREG MED Programme and especially aims to contribute to reaching its third objective “to strengthen planning and management practices towards sustainable tourism” by the end of 2019.

The model also acknowledges and feeds on the CPMR Intermediterranean Commission (IMC) Political Agenda ‘[Promoting Sustainable Tourism in the Mediterranean Regions](#)’, which was approved by the IMC Political Bureau in Cartagena (Region of Murcia) on 15 February 2018 and updated on the occasion of the IMC General Assembly in Patras on 28-29 June 2018. This document details joint present and future actions carried out by the IMC Regions, as well as political messages to EU and Euro-Mediterranean Institutions, towards a more sustainable and responsible maritime and coastal tourism planning in the Mediterranean area. In this document, the IMC Regions identify the main issues related to the promotion of sustainable tourism at Euro-Mediterranean level.

The elaboration of this document is part of a global process leading to the adoption and implementation of an integrated MED Maritime and Coastal tourism management model by a set of Mediterranean territories willing to improve Maritime and Coastal tourism planning and management in the Mediterranean area.

The concept and draft idea of the model were presented to a wide range of sustainable tourism stakeholders and key players in the frame of MITOMED+’s capitalisation workshop in Brussels on 8 November 2018. Their feedback was used to inform this first draft document, which was shared with project partners.

The document will be refined through both the contribution of the partners/external stakeholders and the regional policy learning seminars taking place in the regions participating in the project – i.e. Tuscany, Andalusia, Istria, Cyprus, Catalonia – that will involve stakeholders; local, regional and high-level policy makers as well as experts.

Policy Learning seminars aim to discuss the outcomes of the implementation of the pilot actions with stakeholders (i.e. HL policy people, local/ regional policy makers, expert’s community, research and academic institutions as well as EU institutions -e.g. DG Mare, DG Growth, DG Regio, Tourism Committee of the EU Parliament-, etc.).

The content of the seminars will be based on the one hand on the problems encountered within or from destinations in the region - exchange between the pilot destinations and the destinations outside the project. Specific problems should be addressed by the partner organising the seminar in order to gather a list of solutions spontaneously proposed by the external stakeholders.

The final version of the model, after endorsement, will then be officially presented on the occasion of MITOMED+’s Capitalisation conference, to be held in Brussels (tbc) in the last semester of 2019.

Memoranda of Understanding will finally be signed with interested territories (regions and destinations), among the CPMR-IMC and NECSTouR’s members, that will commit to implementing and transferring the model (and specific pilots).

### III. EXTENT

The overall task consists in (but not limited to) **assisting the MITOMED+ project with the elaboration of its Mediterranean maritime and coastal tourism management model.**

The successful bidder shall prepare the final version of the model by completing the draft version (prepared by the CPMR-IMC in close collaboration with all partners and to be issued in February 2019) and refining it on the basis of the outcomes of the project's policy learning seminars, taking place in each pilot destination. In concrete terms, the task will first and foremost consist in carrying out a desk analysis and some research to complete and further detail several parts of the document (i.e. description of the model itself, key measures and principles, implementation of the model), by feeding on the project's results as well as other relevant projects/initiatives and practices (including the work of the Interreg MED Sustainable Tourism community on capitalisation). In addition to this, successful bidder shall refine the model through the outcomes of the project's policy learning seminars, which will bring together local stakeholders and key players in each pilot destination.

### IV. PARALLEL ACTIVITIES TO BE CARRIED OUT

- **Meetings with the contractors**

A representative of the CPMR-IMC and the successful applicant should meet on the following basis:

- First coordination meeting: first meeting, upon the contract assignment, in which all the works and calendars for each task will be revised.
- Monitoring meetings (once a month): in these (online) meetings, the successful applicant will update and present a preliminary report of the execution of the requested tasks.
- Closing meeting: to review and approve the document.

- **Policy Learning seminars (deliverable 5.2.3)**

The *selected applicant* will take part in the Policy Learning seminars, remotely or in person, (*to be further defined after the signature of the contract*) -that aim to discuss the problems encountered within or from destinations in the region, exchange with the pilot destinations and the destinations outside the project and set up a list of possible solutions together with stakeholders- so as to refine the model. The expert will be also assisting the organising partner in the preparation/follow-up of the seminars (methodology approach; wrap up; feedback, etc.).

- **Desk analysis**

Desk analysis and research to complete and further detail the main parts of the document (i.e. description of the model itself, key measures and principles, implementation of the model), by feeding on the project's results as well as other relevant projects/initiatives and practices, including:

- Lessons learnt from MITOMED+'s pilot actions - the added value of a model on indicators ([MITOMED+'s Manual of transfer of best practices](#))
- [Interreg MED Sustainable Tourism Community](#)'s work on capitalisation
- Interreg MED [CO-EVOLVE](#)/MEDCOAST4BG UfM labelled project
- Other Interreg MED 3.1 projects: [ALTER ECO](#), [SIROCCO](#), [HERIT-DATA](#), [DESTIMED](#), etc.
- Interreg MED Axis 4 ([PANORAMED](#)) Strategic Projects on sustainable tourism
- Relevant projects from other programmes: e.g. [CIVITAS Destinations](#) (sustainable mobility)
- [WestMed initiative](#)

- **Assisting MITOMED+ partners with the implementation of the model**  
The implementation of the model consists in selecting destinations beyond the consortium (i.e. Regions outside the partnership who signed a letter of support and committed to replicate the project's pilot actions) and assist them with the replication/implementation of pilot actions included in the model.
- **Taking part in MITOMED+ meetings and exchanging with the partners in charge of the elaboration of the model whenever needed**

## V. EXPECTED SCHEDULE

The contract with the expert/consultant is expected to start in March. A tentative schedule, which can be refined in the applicants' offers is the following:

### **Beginning of March 2019:**

- First coordination meeting with the contractor and other MITOMED+ partners

### **Between March 2019 and June 2019:**

- Desk analysis and information gathering (including inputs from Policy Learning seminars)
- Participation in MITOMED+'s Policy Learning seminars
- Memorandum of Understanding

### **Between June 2019 and August 2019:**

- First version of the model

### **Within September 2019:**

- Feedback from partners/and external stakeholders
- Final version

## VI. SELECTION PROCESS

The tenderer must prove a conceptual, methodological and technical domain, adequate for the execution of the contract and reflect the technical capacity proven to serve in the development of the intended object and for the achievement of marked objectives.

The objective criterion of the technical proposal has a weight of 70% in the total evaluation according to the following objective evaluation criteria:

- Methodological approach (30%)
- Evaluation of the experience and CV of the candidate: especial emphasis on the understanding of the latest research and policy developments on sustainable tourism, and experience and capacity in drawing similar documents (40%)
- Economic offer (30%)

The final score will be the sum of the percentages resulting from the technical valuation and the economic valuation.

## VII. CONTRACTUAL AND FINANCIAL TERMS

Administrative details of the Contracting Authority:

CPMR  
6, rue Saint Martin  
35700 Rennes – France  
VAT: FR315305 483 61

The maximum amount available for this service is **€10,000 without VAT (€2000 of VAT to be directly paid to French taxation authorities by the CPMR).**

For this work the CPMR will be responsible for paying VAT in France, therefore, the fees to be charged by the consultant will be submitted net of VAT. The fees will be paid in three instalments on presentation of a duly-issued invoice:

- 30% after signature of the present agreement.
- 30% on submission of the draft version of the final model (or specific sections of it) in summer 2019.
- 40% once the contract has been fulfilled within October 2019.

The travel costs for the participation of the expert in the events relevant to the scope of this contract will be borne by the CPMR. The acceptance of the offer of the successful tender implies the acceptance of the conditions and schedules detailed in these ToRs.

The payment term for the invoice will be: bank transfer (bank account details will be asked). The CPMR maintains the right to require additional fiscal documentation if considered needed. The tax legislation in force at the date of acceptance of the offer will be applied.

## VIII. HOW TO APPLY

The offer must be sent in **one file on PDF format** to the following e-mail addresses: [emmanuel.maniscalco@crpm.org](mailto:emmanuel.maniscalco@crpm.org); [flora.leroy@crpm.org](mailto:flora.leroy@crpm.org) and [claudia.guzzon@crpm.org](mailto:claudia.guzzon@crpm.org) with the following subject: 'Consultancy offer for technical assistance – MITOMED+ project' by **23.59 of Tuesday 12 March 2019 at the latest**. The successful candidate will be notified on **Friday 15 March 2019**.

## IX. REVIEW OF PROPOSALS AND AWARD CRITERIA

The IMC, as a contracting body, will proceed to examine the documentation provided to verify compliance with the technical and economic requirements of the bids, and may request from the tenderer any additional documentation required. The contracting authority shall exclude from the valuation and proposal of award the bids that do not comply with the requirements of the contract.

Following the examination of the proposals, and after a detailed assessment of the selected offer, a team -which composition shall be determined internally- will formulate the corresponding final proposal of award, in accordance with the provisions of Annex I of this Bidding Document.

In the event of observing omissions or deficiencies in the documentation provided, the applicable legislation for the correction of defects and omissions in documentation will apply.

The presentation of the certifications accrediting the fulfilment of the tax and social security obligations by the tenderer will be mandatory.

## **X. AWARDING**

The contracting authority shall award the contract to the most economically and technically advantageous proposal, with a maximum date of **18 March 2019**.

The award will be final and final.

## **XI. FORMALISATION OF THE CONTRACT**

The contract must be formalised in writing within a period of ten working days, from the following to the notification of the award (**15 March 2019**).

## **XII. INTELLECTUAL PROPERTY**

In the spirit of cooperation and exchange, the ownership of the work covered by the contract related to these Terms of Reference and co-funded by the Interreg MED Programme is open to the public and free of rights. The deliverables and results of the project should be accessible and available for free to the general public in a usable format. The Managing Authority/Joint Secretariat and any other relevant Programme stakeholder can use them for information and communication purposes. The authorship of the work covered by the contract related to these Terms of Reference is co-shared between the author and all the partners of the engaged projects.

## **XIII. CONFIDENTIALITY CLAUSE**

Despite the public execution of the project, part of the information exchanged for the development of the purpose of this contract between the CPMR and the selected specialist, may be confidential. On this basis, only the documents and other pieces of information provided explicitly with the statement "confidential" will be dealt with as such. The selected expert ensures that respect its confidentiality and do not disseminate it, forward it to third parties or use it without prior written consent from the CPMR.