Tender for a Framework Contract for Technical assistance service to support 10 pilot areas in co-designing eco/blue economy tourism products/packages

Project REBOOT MED - Recovering, Experiencing and Boosting eco-tourism in the WestMed area

WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism packages”, Activity T3.2 “Co-design of eco/blue economy tourism products/packages”

Deadline: 29 May 2023
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I. BACKGROUND INFORMATION

- About REBOOT MED project

REBOOT MED - Recovering, Experiencing and Boosting eco-tourism in the WestMed area - is a 24-month flagship project aiming to encourage public-private partnership co-defining Blue Economy Action Plans for the Recovery of the tourism sector, and to incubate, accelerate and test new eco/blue economy tourism products/packages in 10 pilot areas in 6 WestMed countries:

1) Diawling National Park (Mauritania)
2) National Park of Al Hoceima (Morocco)
3) Coastal area of Tétouan-Oued Laou (Morocco)
4) Coastal area of Tabarka (Tunisia)
5) Coastal area of Gear el Melh (Tunisia)
6) Coastal area of Bonifacio (France)
7) Valinco Valley (France)
8) Coastal area of Grosseto (Tuscany, Italy)
9) Coastal area of Sciacca (Sicily, Italy)
10) Balearic Islands (Spain)

REBOOT MED is implemented through 3 result-oriented pillars

1) capacity building and awareness raising on the competitiveness and sustainability of the coastal and maritime tourism ecosystem are implemented through local clusters and a series of exchanges organised in collaboration with the WestMed Initiative
2) promoting asset-based development approach and leveraging on local assets to create sustainable growth and a healthier environment are implemented to support and stimulate tourism SMEs, coastal communities and potential pioneers (women, NEETs, startups) to play as actors of change in re-imagining and re-building coastal and maritime tourism. Their disruptive role will be supported by REBOOT MED through targeted go-to-market services and testing activities
3) to close the loop, lessons learnt will be shared and capitalised at local and WestMed level.

The duration of the project is 24 months from September 1st, 2022. The end of activities is scheduled for August 31st, 2024.

9 Partners and 5 Associated Partners from 4 EU and 3 non-EU countries will implement the project:

- Coopérative Petra Patrimonia Corsica (France)
- PRISM Impresa Sociale srl (Italy)
Conference of Peripheral Maritime Regions of Europe - CPMR
- Association of the Mediterranean Chambers of Commerce and Industry - ASCAME
- F.A.R. Maremma (Italy)
- WWF Med (Tunisia)
- Agency for Tourism of the Balearic Islands (Spain)
- Chamber of Commerce, Industry and Services of Tangiers-Tétouan-Al Hoceima (Morocco)
- Diawling National Park (Mauritania)
- Region Sicily (Italy) [AP]
- International Union for Conservation of Nature - IUCN [AP]
- Tetouan Provincial Tourism Council (Morocco) [AP]
- Corsican Tourism Agency (France) [AP]
- Malta Tourism Authority (Malta) [AP]

Justification of the call

This tender is for a Framework Contract for technical assistance to support 10 pilot areas in co-designing the eco/blue economy tourism products/packages within the project REBOOT MED - Recovering, Experiencing and Boosting eco-tourism in the WestMed area.

The CPMR – Intermediterranean Commission is the partner in charge of the selection of the provider using its own budget registered under the cost category “B. Subcontracting costs”.

Description of WP3

WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism packages” aims a) to concretely support starting up of new ideas/projects/proposals as well as jobs creation in the ecotourism niche market in the WestMed area: b) to co-design and test new eco/blue economy tourism products/packages as well as selected environmental assessing and measure tools at WestMed level.

The WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism products/packages” is coordinated by PRISM and structured as the following:

Activity T3.1: Selection, starting-up and go-to-market services. Disruptive proposals in the field of eco/blue economy tourism will be collected through a call for ideas/projects/proposals. 10 winners from 10 pilot areas in 6 WestMed countries will individually benefit from 300+ hours of starting-up and go-to-market services provided by the project. The projects will be selected between M9 and M10 (01/05/2023 to 31/06/2023)

Activity T3.2: Co-design of eco/blue economy tourism products/packages. Collaboration among the 10 winners will be facilitated locally through specific co-design labs aiming to co-create and co-design 10 eco/blue economy tourism products
and packages, at least 1 per pilot area: 2 in Morocco, 1 in Mauritania, 2 in Tunisia, 2 in Italy, 1 in Spain, 2 in France. It will be implemented from 01/06/2023 to 31/05/2024.

- Activity T3.3: Testing of eco/blue economy tourism products/packages: Tourism products and packages created within the T3.2 will be tested and piloted thanks to high level technical support and starting-up, go-to-market services and non-financial support services, such as technical assistance, sustainable product development, business incubation, training, networking, provided by REBOOT MED to each product/package. It will be implemented from 01/08/2023 to 31/05/2024.

- Activity T3.4: Measuring and improving the ecological footprint of eco/blue economy tourism packages. During the testing phase, this activity aims to measure the Ecological Footprint of the eco/blue economy tourism packages developed within Activity T3.2. A report will be developed to improve their sustainability. It will be implemented from 01/06/2023 to 31/05/2024.

WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism products/packages” will produce 2 official deliverables, namely:

- Deliverable D3.1: Ecological baselines for sustainable tourism at WestMed level to be released in English at the latest by the end of M14 (31/10/2023)
- Deliverable D3.2: Final evaluation report of the testing phase/simulation (including the Ecological Footprint assessment) to be released in English at the latest by the end of M22 (31/05/2024).

II. DESCRIPTION OF TASKS

● Scope of the work

In the framework of the Activity T3.2 “Co-design of eco/blue economy tourism products/packages” the Conference of Peripheral Maritime Regions – through its Intermediterranean Commission is looking for a high-level technical assistance provider to define a joint methodology and guidelines for the co-design of 10 eco/blue economy tourism products and packages in the project’s 10 pilot sites through the support of the organization of co-design labs.

The service provider will be required/requested to work on the following tasks, under the coordination of the CPMR – Intermediterranean Commission as coordinator of the consultancy and of PRISM as WP3 Coordinator:

To prepare a timetable gathering all the requested activities, their delivery, including the intermediate steps (June 2023). Regular online meetings between the provider and the CPMR-Intermediterranean Commission will need to be scheduled in order to discuss the different steps and review the work done. A first meeting will have to be organised beginning of June
2023 in order to share, discuss and validate the planning and monitoring documents that will be produced by the service provider.

1) To support the implementation of Activity T3.1 (June 2023):
   a) Contribute to the evaluation process of the project proposals.
   b) To support the selected projects with refining the identification of the technical assistance needed (June-August)

2) To support the implementation of Activity T3.2 (01/06/2023 - 31/05/2024):
   a) to develop a joint top-level methodology and guidelines for the development of eco/blue economy tourism product/package (01/06/2023 - 31/07/2023)
   b) to support the organisation of co-design labs aiming to co-create and co-design 10 eco/blue economy tourism products and packages, at least 1 per pilot area (2 in Morocco, 1 in Mauritania, 2 in Tunisia, 2 in Italy, 1 in Spain, 2 in France): joint methodology for the animation of the co-design labs, preparation of key template tools to be used to facilitate the activities. (01/08/2023 - 31/10/2023)
   c) to support companies to start ecotourism business and to adhere to ecotourism and nature labels
   d) to support the necessary improvement of the products/packages until the end of the testing phase, provided via the mentoring sessions (01/01/2024 - 31/05/2024)

3) To support Activity T3.3 (01/06/2023 - 31/05/2024):
   a) Provide mentoring support to the different developers of the eco/blue economy tourism products/packages in coordination with the technical assistance selected by each pilot site;
   b) to support the development approach, methods and tools for the testing activities;
   c) to develop one report summarizing the main information on the ecotourism products and packages produced.

4) To support the implementation of Activity T3.4 (01/06/2023 - 31/05/2024): contribute to ensure the alignment between the ecological footprint assessments, the co-design of the products/packages and the testing activities.

5) To support Activities T4.1 Organisation of local and WestMed lessons learnt meetings and T4.2 Development of policy recommendation at local and WestMed level (01/06/2024 - 31/08/2024): Support the CPMR – Intermediterranean Commission with the preparation of 10 local lessons learnt meetings organised in 6 WestMed countries (1 per pilot area) and with organisation and development of 1 WestMed lessons learnt meeting organised in Tunisia [within the WestMed Final Conference] and the development of policy recommendations at local and WestMed level by sharing the main conclusions of the WP3 activities: guidelines for the organisation of the lessons learnt meetings, share the results of WP3 with a view to developing policy
recommendations and participation and support for the organisation of the WestMed lessons learnt meeting organised in Tunisia.

● Competences required

1) Expertise of the applicant in Co-design of eco/blue economy tourism products and packages

Given the nature of the activity T3.2 “Co-design of eco/blue economy tourism products/packages”, a key minimum requirement is for the applicant to have full proficiency in the co-design of eco/blue economy tourism products/packages methodology and guidelines. Familiarity with the West Mediterranean context will be an asset.

2) Experience to provide a joint methodology for the co-design of eco/blue economy tourism products/packages

Due to the very short time to deliver the joint methodology for the co-design of eco/blue economy tourism products/packages and the support in the organisation of co-design labs, a key requirement is for the applicant to have proven experience in similar tasks. As such, previous involvement in defining a joint methodology and guidelines for the co-design of eco/blue economy tourism products/packages will be considered a main requirement for application.

3) Experience and expertise of the applicant in co-design labs, specifically for the co-creation of eco/blue economy tourism products and packages

The common methodology will need to be shared/explained in the context of labs - for this reason, the applicant will need to have some experience in developing guidelines to facilitate the organisation of the local event (co-design labs) which will be organised under the co-coordination of the partners' technical assistance.

4) Experience of the applicant in working on multi-countries cooperation projects or similar initiatives

Given the type of project and the heterogeneity of the consortium, a preferable requirement is for the applicant to demonstrate previous experience in working in multi-countries cooperation projects or similar initiatives. Applicant’s capacity to work in a multilingual, and multicultural environment and be familiar with transnational project procedures will thus be an asset. This competence should allow a smooth collaboration with the partners and stakeholders and simplify the project management activities.

English is the minimum language requirement; French is a plus.
5) Capacity to summarize the results into lessons learnt

The applicant should be able to write an exhaustive document summarizing the lessons learnt in order to allow the capitalisation of the joint methodology and its application to other territories and provide some policy recommendations for its mainstreaming into public policies.

III. CONTRACTUAL AND FINANCIAL TERMS

Administrative details of the Contracting Authority:

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

The available budget to carry out this technical assistance is 33.300 EUR, VAT not included.

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 trip to Tunisia at the end of the project (WestMed lessons learnt meeting organised in Tunisia [within the WestMed Final Conference]) as well as any other travel that may be necessary for the successful completion of the activities foreseen in these terms of reference will be covered 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 made by bank transfer (bank account details will be asked) according to the delivery of the different tasks. 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.

IV. HOW TO APPLY

Providers must send their technical and financial proposal in English before 29 May 2023 at 23:59 (CET) via email to flora.leroy@crpm.org.

The object of the email must be:
“Framework Contract for technical assistance – REBOOT MED project”

The following documents are required:
1) A detailed technical proposal which sets out methods, tools and the chronological organisation of the required
2) A description of the team, accompanied by their CVs
3) A review of their experience in similar matters in the context of projects and/or European funds
4) A detailed financial proposal

Further information could be asked to Ms Flora LEROY (flora.leroy@crpm.org)

V. SELECTION PROCESS

Proposals will be evaluated on all of the documents requested.

A proposal may be judged inadmissible if it is not accompanied by all the documents requested or if it does not provide sufficient technical, professional and financial guarantees.

The evaluation of the proposals will be carried out by the CPMR – Intermediterranean Commission as Task Coordinator, PRISM as WP Coordinator and Petra Patrimonia Corsica as Project Coordinator.

The selection of the consultant will be based on the evaluation of the technical and financial offer.

- Evaluation of methodological approach. Maximum 30 points.
- Evaluation of the experience of the organisation and/or CV of the candidate. Maximum 40 points.
- Evaluation of the economic offer. Maximum 30 points.

The offer that gathers the maximum score will be selected.

VI. REVIEW OF PROPOSALS AND AWARD CRITERIA

The CPMR – Intermediterranean Commission, 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 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 fulfillment of the tax and social security obligations by the tenderer will be mandatory.
VII. AWARDING

The contracting authority shall award the contract to the most economically and technically advantageous proposal, with a maximum date of 2nd of June 2023. The award will be final.

VIII. 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 (2nd of June).

IX. 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 European Maritime, Fisheries and Aquaculture Fund (EMFAF) is open to the public and free of rights. The activities/documents and results of the project should be accessible and available for free to the general public in a usable format. 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.

X. 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 it respects its confidentiality and does not disseminate it, forward it to third parties or use it without prior written consent from the CPMR.

XI. USEFUL REFERENCES

Reboot Med | Reboot Med Project website (reboot-med.eu)
REBOOT MED Project’s factsheet
REBOOT MED Policy Brief “Another Eco-tourism is possible”