

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Republic of North Macedonia

Promotion of Old Bazaar tourism in Municipality of Cair

Sub- Grant No.: LRCP-1/17-SG-5

Assignment Title: Consulting Services for Visibility and promotion of the sub-project “Promotion of Old Bazaar tourism in municipality of Cair” and achievements activity for the project

Reference No. (as per Procurement Plan): LRCP-1/17-SG-5-CQS-2.1

The Municipality of Cair intends to use sub-grant funds from Local and Regional Competitiveness Project sub-grant scheme (funded by European Union Instrument for Pre-Accession - IPA 2), towards the cost of the sub-project Promotion of Old Bazaar tourism in Municipality of Cair”, and intends to apply part of the proceeds for consulting services – firm selection..

The consulting services (“the Services”) include activities related to visibility and promotion of the sub-project achievements.

Expected duration for the above referenced consulting services is 7 months. The Terms of Reference (ToR) are available below.

The Municipality of Cair now invites eligible consulting firms (‘Consultants’) to indicate their interest in providing the Services. Interested Consultants should provide their information demonstrating that they have the required qualification and relevant experience to perform the Services.

The shortlisting criteria are:

- At least 5 (five) years’ experience in communication and marketing; public communication, especially in the field of donor assistance.
- The Company should provide evidenced record in designing and delivering of at least 3 public communication campaigns.
- Previous Communication and PR experience in EU funded project and knowledge of EU and World Bank visibility requirements will be considered as an asset.

The selected firm should confirm availability of experts in the following areas. Bio data/CVs of individual key experts are not required for the purpose of expressions of interest, just confirmation of availability of required experts:

- Communication Expert

- Event Manager
- Marketing Manager
- Graphic designer

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The “association” may take the form of a Joint Venture or a sub consultancy. In case of a Joint Venture (JV), all members of the JV will be evaluated jointly for the purpose of short listing and shall be jointly and severally liable for the assignment and shall sign the contract in case of award is made to that JV group. Interested consultants should clearly indicate the structure of their “association” and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of “in association with” and/or “in affiliation with” and etc. may not be considered for short listing. Keeping one expression of interest per firm as principle, a consultant firm may decide whether it wishes to participate as a sub consultant or as an individual consultant or as a partner in a joint venture. Please note that a firm shall submit only one expression of interests in the same selection process either individually as a consultant or as a partner in a joint venture. No firm can be a sub consultant while submitting an expression of interests individually or as a partner of a joint venture in the same selection process. A firm, if acting in the capacity of sub consultant in any consultant or JV, may participate in more than one consultant, but only in the capacity of a sub consultant.

A Consultant will be selected in accordance with the Selection Based on the Consultants’ Qualifications method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from 9:00 – 17:00 hrs local time.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by 31/05/2019.

Municipality of Cair
Attn: Selman Reci, Project Coordinator
Bul Hristijan T. Karposh 5
Tel: +389 75 462 064
Fax: + 389 2 2616 867
E-mail: selman@cair.gov.mk

Terms of Reference and Scope of Works

Sub-Project “Promotion of Old Bazaar tourism in Municipality of Cair”

1. INTRODUCTION

In a very large number of countries in the region and beyond, the central city areas, the "old towns" or the "old bazaars" (in the region of the Balkans) have numerous cultural heritage sites, sights and archaeological sites that are the subject of a visit by numerous tourists. The old bazaar (OB) in Skopje falls under the municipality of Chair, which makes efforts to revitalize the facilities and restore the splendor of the bazaar, providing a valuable tourist destination for domestic and especially foreign tourists. Almost 100% of the tourists arrive at the destination in Skopje and the regular destination is the OB. According to the research, most of them visit the popular places, especially those with a cultural, historical and religious attribute. Exactly the OB is the regular destination for them. However, according to the statements of the tourists, there is a lack of basic quality road infrastructure in the bazaar itself, there are not enough indications to the cultural and archaeological sites, there aren't enough attractive catering establishments, the skills of the tourist actors are not at the appropriate level. The Municipality of Chair, besides investing in the bazaar and the development of handicrafts and economic operators, identified the need for improvement and modernization of the infrastructure related to tourism.

Municipality of Cair is implementing a project with aim goal promotion of Old Bazaar as a regional cultural-touristic center, through several activities such as: reconstruction of windows of shops, reconstruction of pavement in main street, provision of own space for arranging and education of touristic workers, and introduction of software applications for digital platforms that will attract more tourists. Through digitalization the project will provide better marketing of the tourist destination.

The general objectives of the subproject are: development of the tourism in the municipality of Cair aimed at socio-economic development; Increased economic activity of tourist workers in the Old Bazaar. The specific objectives of the subproject are: reconstruction of touristic infrastructure in the Old Bazaar directly connected with the tourists and promotion of an integrated tourist approach and valorization of cultural heritage in the municipality of Cair.

With aim of better management and promotion of the project, the Municipality of Cair will engage a company that offers services that will provide qualitative visibility and promotion of the project achievements.

2. OBJECTIVE OF THE ASSIGNMENT

The engaged company should provide services for the following activities:

- Preparation of a banner;
- Development of a communication plan;
- Design and printing of leaflets;
- Creation of TV spot,
- Design and printing of publication of “old and new image” of bazaar;
- Organization of closing event for the project;

3. SCOPE OF WORK

The selected company will cover the following objectives:

- ❖ **Preparation of banner** – For the need of the project, the engaged company should develop a banner for promotion and visibility of the project. The banner should contain the name of the project in Macedonian, Albanian and English language. The specification of banner is the following:

- Roll up banner with dimension 100x200 cm, with construction
- Printed cover
- Packed in transport bag

- ❖ **Development of a communication plan for the project**

In order to share a clear and unified message and information about the project provided to all stakeholders, the engaged company should develop a communication plan. The plan will define who should be given specific information, when that information should be delivered and what communication channels will be used to deliver the information.

- ❖ **Design and printing leaflets**

In order to provide more information about the project, the project foresees design and printing of leaflets. The engaged company should prepare materials for the project, such as: reconstruction of windows of shops, reconstruction of pavement in main street, provision of own space for arranging and education of touristic workers, and introduction of software applications for digital platforms. The materials will approved by the project before moving to printing and distributions.

- The leaflet should contain the following specifics:
- Text should be in Macedonian and Albanian language;
- Dimensions of leaflet: 60x20 cm open format (20x20cm closed formats, 2 folding, triplet).

- Material of leaflet: kunzdruk
- Weight: min. 120gr
- Leaflet should contain text and images

❖ **Creation of TV spot for promotion of the project**

The engaged company should prepare a TV spot for promotion of the project. The specifications for the TV spot are the following:

- The duration of the TV spot should be between 1-3 minutes
- The selected company should develop a TV spot (approved by Municipality of Cair and PIU) and distributed to public spaces, social media, web sites and media buying space.
- The TV spot will be in Macedonian and Albanian language
- The TV spot should be adjusted to social web and networks

❖ **Design and printing of a publication of “old and new image” of bazaar**

In addition to project activities reconstruction of shop windows, the project foresees preparation and printing a publication which includes the situation of shops before and after renovation. In addition, the publication will contain brief description of the shops activity and images before and after renovation. The engaged company should prepare materials for the publication. The materials will approved by the project before moving to printing and distributions.

The publication should contain the following specifics:

- Design and printing of a publication
- Half page should contain text (brief description of the shop)
- Half page should contain images (before and after reconstruction)
- Dimensions: B5 format
- Material: kunzruk
- Pages – 44 pages + 4 covers = 50 pages
- Material of cover kunzruk with plasticized lists, weight 120 gr

❖ **Organization of a closing event for the project**

Upon the implementation of the project activities, the Municipality of Cair foresees organization of a closing event. The closing event should emphasize the results and outcomes achieved by the project. The event should be held in an open space and will include catering and beverage for 80 participants.

4. EXPECTED OUTCOMES

The engaged company should deliver the following outcomes:

Deliverables	Target completion date
Developed banner in Macedonian, Albanian and English language	June 2019
Developed a communication plan	June 2019
Designed and printed 3000 leaflets that contains information about the project	July 2019
Produced a TV spot for promotion of the project and distributed to selected media, web sites and media buying space	October 2019
Prepared and printed 200 publication of shops in the Old Bazaar before and after renovation	November 2019
Organized closing event of the project	November 2019

5. QUALIFICATION REQUIREMENTS AND BASIS FOR EVALUATION

The Municipality of Cair seeks to work with a communication firm that has experiences in communication, tourism promotion and marketing expertise to work with Municipality of Cair.

The company should provide evidence of

- At least 5 (five) years' experience in communication and marketing; public communication, especially in the field of donor assistance.
- The Company should provide evidenced record in designing and delivering of at least 3 public communication campaigns.
- Previous Communication and PR experience in EU funded project and knowledge of EU and World Bank visibility requirements will be considered as an asset.

The selected firm should confirm availability of experts in the following areas. Bio data/CVs of individual key experts are not required for the purpose of expressions of interest, just confirmation of availability of required experts:

- Communication Expert
- Event Manager
- Marketing Manager

Graphic designer

Work settings

The selected company will work under the direct supervision of the Municipality of Cair Project Coordinator.

Reporting

Upon completion of the each deliverables, a report should be submitted by the selected company.

6. DURATION OF THE ASSIGNMENT AND ESTIMATED TIME INPUT – REPORTING REQUIREMENTS

The time frame for implementation of the activities defined in scope of work is June to end of November 2019.

The type of contract will be Lump Sum.

Time Line and Payment Schedule

Deliverable	Payment
Submission of draft version of communication plan	15%
Produced a draft TV spot for promotion of the project and distributed to selected social media, web sites and media buying space	40%
<ul style="list-style-type: none">• Designed and printed 3000 leaflets that contains information about the project• Prepared and printed 200 publications of shops in the Old Bazaar before and after renovation.	30%
Final Report	15%

