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Terms of Reference – Visibility and Promotional Consulting Firm

LOCAL AND REGIONAL COMPETITIVENESS PROJECT (2016-2019)

Grant No.: IPA 2 - 2014

Background

The **Project Development Objective** of the Local and Regional Competitiveness Project (LRCP) is to enhance the contribution of tourism to local economic development and improve the capacity of the Government and public entities to foster tourism growth and facilitate destination management.

LRCP is a four-year investment operation financed with a grant from the European Union (IPA II), and managed as a Hybrid Trust Fund. The Project consist four components, one executed by the World Bank and three components by the Government. LRCP is based on a holistic approach to tourism development and destination management and will provide investment funding and capacity building to support sector growth, investment in destinations, and specific destination prosperity.

Project components:

- Component 1: Technical assistance for tourism development
- Component 2: Strengthening destination management and enabling environment
 - ❖ *Sub-component 2.1: Central level capacity, coordination, and policy*
 - ❖ *Sub-component 2.2: Destination Management*
- Component 3: Investment in tourism-related infrastructure and linkages at destinations
 - ❖ *Sub-component 3.1: Infrastructure investments*
 - ❖ *Sub-component 3.2: Grants for enhanced tourism service-delivery and local economic impact*
- Component 4: Strengthening project management

At the **central government level**, the project will enhance the business environment, public-private dialogue, and strategic planning for the sector (*Sub-component 2.1*). At the **regional and local levels**, LRCP will support selected tourism destinations in the country through a combination of technical assistance to improve destination management (*Sub-component 2.2*), infrastructure investments (*Sub-component 3.1*), and investments in linkages and innovation (*Sub-component 3.2*).

Expected key results:

- Additional private sector investment generated in tourism-related activities at beneficiary destinations;
- An increase in the number of tourism-related jobs created at beneficiary destinations;
- Reforms implemented that were identified through a consultative public-private dialogue destination management process;

Objective of the assignment

The consulting firm will cover the following objectives:

- To develop and completely implement a comprehensive Visibility and Promotional Strategy for the Project duration, that would inform and motivate different audience groups especially from the tourism sector, and the broader public. The strategy should address the information and findings consisted in the main Project documents. It should identify potential communications activities which should be undertaken during Project's implementation, ensuring Project's position as the leading tourism related project in the country, including but not limited to:
 - Press conferences: one mid-term and one closing event to be organized;
 - Communications activities targeted to stakeholders in or linked to the destinations that will benefit from the project; such as organizing and promoting:
 - Info sessions/Road shows before launching the Call(s) for Expression of Interest;
 - Workshops for pre-selected applicants after the first screening process to help them to finalize the application process;
 - Sub-project success stories promotion on LRCP's web site;
 - Upgrading the existing web site;
 - An e-Newsletter to be developed and shared with all interested stakeholders (quarterly);
 - Social Media and Digital Marketing: Alongside with the official website, a Facebook page, YouTube channel and if needed other social media platforms to be developed and updated on regular basis;
 - Print media feature stories: At least two feature stories in a general interest magazine for each Call for Expression of Interest and 4 interviews during implementation of the project.
 - Production of results stories in the form of videos and final project brochure on Project achievements (approved by the CDPMEA, World Bank and EU Delegation) and distributed to selected national TV station (national and local) and public spaces, social media, web sites; including media plan and media buying space.
- To ensure technical consistency, clarity, accuracy and transparency in communication strategies and materials, particularly in message development and timely dissemination of information related to the project activities.
- Develop a monitoring tool and check list to detect any need for adjustments or changes in the strategy implementation.
- Oversee the pre-testing of messages, methods and materials developed through the consultancy, to ensure audience attention, comprehension and acceptability, and that the message is accurate and culturally appropriate.

Expected deliverables

- Review of existing documents and materials and conduct appropriate research;
- Develop a comprehensive Visibility and Promotional Strategy for the Project, which will include:
 - Key target audiences and their appropriate engagement throughout Project's implementation;
 - Objectives;
 - Work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy, providing regular flow of information;
 - Relevant messaging;
 - Proposed entry points and activities at country level (identifying most relevant media channels); including media plan and media buying space (digital marketing);
 - Proposed necessary materials which should be linked to the activities;
- Design creative graphic solutions for the visibility and promotional campaign;
- Pre-test new messaging, methods (entry points), and materials;
- Develop a monitoring tool and checklist for implementation of the strategy.
- Produce materials and videos during the implementation period; as listed above
- Perform a mid-term evaluation of communications and improve any necessary communication tools

TIMELINE & PAYMENT SCHEDULE

Deliverable	Target Completion Date	Payment
First Draft of the Visibility and Promotional Strategy (Review of existing documents and materials and conduct appropriate research)		10%
Design creative graphic solutions for the visibility and promotional campaign		10%
Pre-testing of messages, methods and materials - Report		
Fully developed Visibility and Promotional Strategy; including media plan and media buying space		20%
Monitoring tool and checklist		5%
Implementation of envisioned activities (in accordance with the Strategy); Activity report for		30%

the first year		
Final report		25%

Required Qualifications

LRCP seeks to work with a behavior change, communications firm that has the depth, breadth and experiences in communication, tourism promotion and marketing expertise to work with LRCP.

The firm will have:

Expertise (Demonstrated through credentials, education and experience):

- Demonstrated expertise in communications and marketing;
- Demonstrated expertise in public communication, especially related to donor assistance;
- Additional asset will be experience in communicating country tourism issues

Experience:

- A proven track record in designing and delivering of public communication campaigns– minimum of 5 years of experience as a firm;
- Previous Communication and PR experience in EU funded project and knowledge of EU and World Bank visibility requirements will be considered a strong advantage;

Competencies (demonstrated through examples of work product):

- Good analytical skills;
- Creative and innovative portfolio;
- Ability to conduct population-based and market-based research;

Work setting

The firm will work under the direct supervision of the LRCP Project Director with technical support of the LRCP’s Monitoring & Evaluation and Communication Specialist.

Relevant Resource Materials

- LRCP Visibility Note;
- European Commission’s “Communication and Visibility Manual for EU External Actions”,
- Project Operational Manual (POM);

- Project Appraisal Document (PAD);
- Other Project Documents.

Expected results and Reporting

- Comprehensive Project Visibility and Promotional Strategy; including contribution to the new EU country campaign ‘EU for YOU’
- Monthly reports summarizing activities in relation to the progress of works;
- Final report.

Duration of the Assignment

The initial Contract shall be concluded for 1 (one) year and may be extended for the duration of the Project, based on the annual work evaluation and the satisfactory performance of the selected agency.