



**Sustainable
tourism**

**Interreg
Euro-MED**



Co-funded by
the European Union

TERMS OF REFERENCE FOR THE SELECTION OF AN EXPERT TO DEVELOP THE SUSTAINABLE TOURISM POLICY LABS

In the framework of the
Euro-MED Dialogue4Tourism Project

Developed by:

ASCAME Association of Mediterranean Chambers of Commerce and Industry

With the support of:

- El Legado Andalusi Andalusian Public Foundation (Regional Ministry of Tourism, Culture and Sport of the Government of Andalusia), LP
- The partnership of Euro-MED Dialogue4Tourism Project

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23rd September 2024



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط





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I) Background information

1. Introduction and contextualization

The **Sustainable Tourism Policy Labs STPLs** is one of the activities programmed under the Work Package 2-Transfer of the Dialogue4Tourism Project of the Mission Sustainable Tourism of the Interreg Euro-MED Programme.

The Interreg Euro-MED is a European Territorial Cooperation Programme that supports **transnational cooperation across Mediterranean** borders. The Programme brings together **partners from 69 regions of 14 countries from the Northern shore of the Mediterranean with a common objective: a climate neutral and resilient society for the benefit of its citizens.**

The Programme funds projects willing to bring solutions to address 4 complimentary missions and to find concrete and shared solutions to global challenges such as the transition towards a climate-neutral and resilient society.

The 4 Missions are the following:

Strengthening an innovative sustainable economy Improving innovation capacities in our Mediterranean territories is a necessity to strengthen and consolidate a knowledge society.

Protecting, restoring, and valorising the natural environment and heritage. Nature contributes to a healthier and more resilient society. The preservation of ecosystems allows to mitigate natural disaster, diseases, boost resilience and regulate climate, thus reducing risks to human societies.

Promoting green living areas. Sustainable development, management of living areas and an integrated vision of the territory energy transition are crucial to the quality of life of Mediterranean citizens.

Enhancing sustainable tourism. Tourism is a key sector in our territories, both in terms of protection and valorisation of the natural and cultural resources and support of its recovery. Projects under this Mission address the development of sustainable tourism as a transversal issue: fostering tourism integrated in circular



economy, considering the sustainability of ecosystem services using innovation technologies, or promoting the preservation of natural resources and cultural heritage.

2. The tenderer and supporting organisation

This call for tenders is developed by the Association of the Mediterranean Chambers of Commerce and Industry [ASCAME](#) a non-profit international organisation that represents the private sector of the Mediterranean, regrouping the Chambers of Commerce and Industry and similar entities from 23 countries of both shores of the region.

ASCAME gathers more than 300 Chambers of Commerce and Industry and defends the interests of millions of businesses across the Mediterranean region. ASCAME is partner of the Euro-MED Dialogue4Tourism Project. ASCAME's main objective is to promote the economic integration of the Mediterranean and the Euro-Mediterranean partnership, through the key role of the private sector.

3. Dialogue4Tourism Project

The Euro-MED Dialogue4Tourism Project of the [Sustainable Tourism Mission](#) is one of the projects approved under the Governance Priority of the Interreg Euro-MED Programme.

The Mission Enhancing Sustainable Tourism will address the development of sustainable tourism as a transversal issue, as it is the only Mission integrating the 4 Specific Objectives of the programme:

1. Consolidating a competitive innovation ecosystem,
2. Supporting circular economy,
3. Promoting climate change adaptation and risks prevention,
4. Enhancing nature and biodiversity,

The overall objective of the **Dialogue4Tourism Project** is to increase the coordination level and institutional capacity of public authorities, multi-level bodies, Programmes, Strategies, and Initiatives in the Mediterranean aiming to transform tourism into greener, smarter and more resilient, embracing the fourfold approach of the mission:



circularity of tourism services, environmental neutrality, sustainable ecosystem services, and cultural and natural preservation of resources.

Dialogue4Tourism will capitalise on Panoramed WG5 on Sustainable Tourism, Roadmap & the “Toolbox for tourism governance”, KPP, BEST MED, Med Network of Sustainable Tourism Observatories (NSTO), SMARTMED-Smart Tourism Business Model, Tourism of Tomorrow Lab-NECSTouR, HP Sustainable Tourism Community-Search the MED Data Base, etc.

4. Project’s approach

This approach goes beyond existing practices in the sector/Programme area/participating countries based on the following guidelines:

- It **reinforces sustainability and resilience** in the sector through the mobilisation of tourism related key actors and with regards to a portfolio of (studied, tested or ready to transfer) solutions clustered to achieve increased innovation capacity, circular economy transition, climate change adaptation, protection of natural resources.
- It introduces **novel cooperation models and mechanisms**
- It follows the principles of the newly introduced Euro-MED **governance projects’ architecture**, including dedicated actions to improve governance of tourism
- **Networking and advocacy** are systematised and expands beyond national and beyond Mediterranean level, supported by the activation of institutional schemes enhancing Dialogue4Tourism Project.

5. Activity 2.3. / Output 2.2 Sustainable Tourism Policy Labs (STPLs)

This call is part of the activity 2.3 / Output 2.2 **STPLs** that aim to consolidate and systematise transferring to effectively influence public policies for transforming tourism considering two types of mainstreaming:

- **Technical** (addressed to the representatives of the Thematic Projects of the Sustainable Tourism Mission of the Interreg Euro-MED).



- **Mainstreaming** (addressed to the representatives at local, regional, national and transnational of the policy level) considering that the purpose of this deliverable in the AF of the project is “to systematise transferring and trigger behaviour and policy change aiming at consolidating and mainstreaming in order to effectively influence public policies for transforming tourism”.

The **main / general objectives** of the **STPLs** are:

1. To increase the coordination level and institutional capacity of public authorities connected to the management of sustainable tourism in the Euro-MED Region and beyond.
2. To enable mainstreaming and sustainable tourism policy transformations.
3. To adopt a shared methodology.
4. To communicate to the policy level the results of the Thematic Projects of the Sustainable Tourism Mission and the Community4Tourism Project.
5. To improve the cooperation and transnational exchanges of public authorities in the MED.

II) Scope of the work

1. Purpose and expected outcome of the work

In the frame of the Activity 2.3 of the Interreg Euro-MED Dialogue4Tourism Project, ASCAME is looking for an expert consultant to deliver **2 dynamic Policy Labs sessions in Sustainable Tourism** and **to provide training material on this to be the base of 4 Policy Labs that will be developed in the project’s partners’ territories.**

The **main objectives** of the STPLs are:

1. To increase the coordination level and institutional capacity of public authorities connected to the management of sustainable tourism in the Euro-MED Region and beyond.
2. To mainstream the projects’ results of the Sustainable Tourism Community and the current Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission to enable sustainable tourism policy transformations.



3. To improve the cooperation and transnational exchanges of public authorities in the MED on this field.

These main objectives are aligned with the ***Results Amplification Strategy of the Interreg Euro-MED Programme 2021-2027. Support strategy for the capitalization of knowledge, experiences and results of projects integrating the Programme approach to support better governance.*** And, in particular, with the objective 2 of this Strategy: *“To encourage the transfer of practices and results to other actors and territories and their integration into local, regional, national and European policies (mainstream). Transfer is about accompanying another actor to use a resource, adopt a practice or apply a methodology or approach produced by a project, whereas mainstreaming is about feeding results into policy making or influencing policy through results”.*

These actions will have the following target groups:

- Local public authorities, regional public authorities, national public authorities, partners of Thematic Projects of the Interreg Euro-MED, business support organisations (Chambers of Commerce), EGTC (European Group of Territorial Cooperation), policy makers on Sustainable Tourism on the field, SMEs, Mediterranean Tourism stakeholders from the public and private sector, Associated Partners acting as receivers and stakeholders from the Southern Shore of the MED.

The contractor will deliver the following:

Two dynamic Policy Labs sessions plan of 1h30 minutes in person. (Methodology of the session, structure, main contents and focus, objectives). Language will be English. The suggested contents are:

- Selected results for mainstreaming of the “Sustainable Tourism Community Projects Outputs and Policy Targets”, catalogue that presents the most important outputs of the projects implemented within the ST Community (STC) of the Interreg MED 2014-2020 Programme. The selection of the outputs was made on the basis of better promoting common integrated actions that could boost the sustainable and responsible development of coastal and maritime tourism in the Med Region. Results for mainstreaming of the current Thematic Projects of the ST Mission.



- Application of principals of circular economy to sustainable tourism in governance
- Nature based solutions
- Examples of evidence-based sustainable planning for tourism; digitalization; skills,
- Examples of integrated action plans for sustainable tourism at local / regional level, its implementation, monitoring & assessment.

These are some suggested topics that can be enriched / complemented / updated after the assigned of the contract and subsequent discussions with the contractor and other representatives of the Sustainable Tourism Mission of Interreg Euro-MED according to the needs of the Thematic Projects and the policy makers, target groups to whom the Labs are addressed.

- Design and delivery of training materials for the realization of these Policy Labs to be developed in 4 project's partners' territories. Language will be English. The training material will include:
 - Learning objectives.
 - Structure / Modules.
 - Guidelines for the trainers in other territories.
 - Self-assessment system (evaluation of the session's results through a questionnaire / other similar tool).
 - Production of 2 Synthetic Report of each of the STPLs including the methodology used, development of the sessions, policy makers engaged in the actions, representatives of the Thematic Projects engaged in the actions & concrete results. Language will be English.

2. Expected schedule

*The contract with the expert is expected to start in **October 2024**.* The following is a timetable that may change at request of the contractor and according to the requirements in the project's implementation and the calendar of events of the Sustainable Tourism Mission of the Interreg Euro-MED Programme and the Programme in general.

October 2024 – March 2025

- Develop of a detailed comprehensive plan for the development of 2 dynamic Policy Labs of 1h30 minutes in person. (Methodology of the session, structure,



main contents and focus, objectives). The suggested contents will be: application of principals of circular economy to sustainable tourism in governance; nature based solutions; examples of evidence-based sustainable planning for tourism; concrete examples of integrated action plans for sustainable tourism at local / regional level, its implementation, monitoring & assessment. These are suggested topics that can be enriched / complemented / updated after the assigned of the contract and subsequent discussions with the contractor and other representatives of the Sustainable Tourism Mission of Interreg Euro-MED according to the needs of the Thematic Projects and the policy makers to whom the Labs are addressed.

- Design and delivery of training materials for the realization of these Policy Labs to be developed in 4 project's partners' territories. The training material must include Lab's structure / Learning objectives / Guidelines for the trainers in other territories / Report of the first session.
- Self-assessment system (evaluation of the session's results through a questionnaire / other similar tool).
- Provide of interested stakeholders (institutions) interested in participating.

June 2025

First session of the STPLs, in person (place and date, tbc).

July 2025

- Delivery of the results of the evaluation of the first session.
- Delivery of the Synthetic Report of the second session of the STPLs including the methodology used, the development of the sessions, policy makers engaged in the actions, representatives of the Thematic Projects engaged in the actions & concrete results.

November 2025

Second session of the STPLs, in person, in Barcelona (date tbc).



December 2025

- Delivery of the results of the evaluation of the second session.
- Delivery of the Synthetic Report of the second session of the STPLs including the methodology used, the development of the sessions, policy makers engaged in the actions, representatives of the Thematic Projects engaged in the actions & concrete results.

September - October 2024	Formalisation of the contract	
October 2024 – March 2025	Working on the implementation / First draft of materials / Review / Approval	- First Meeting with ASCAME & other project partners to review the proposed work plan and the methodology. - Second meeting with the representatives of Dialogue4Tourism and Community4Tourism Project. 1st March 2025 Delivery of the draft of the material described in this section and review with ASCAME and other project partners. Delivery in the 15 following days of the final version of the material described in this section.
June 2025	1 st session of the STPLs (place and date to tbc), in person.	
July 2025	Delivery of first draft of results of evaluation & Synthetic Report of the 1 st session / Review / Delivery of final version.	- 15th July: Delivery of the draft results of the evaluation of the first session for review of ASCAME and other project partners. - 15th July: Delivery of the draft Synthetic Report of the first session of the STPLs including the methodology used, the development of the sessions, policy makers engaged in the actions, representatives of the Thematic Projects engaged in the actions & concrete results for review of ASCAME and other project partners.



		- 30 th July: Delivery of the final version of the results of the evaluation and the Synthetic Report of the first session of the STPLs
November, 2025	2 nd session of the STPLs, in Barcelona (date to tbc), in person.	
December, 2025	Delivery of first draft of results of evaluation & Synthetic Report of the 2 nd session / Review / Delivery of final version	- 10th December: Delivery of the draft results of the evaluation of the second session for review of ASCAME and other project partners. - 10th December: Delivery of the draft Synthetic Report of the second session of the STPLs including the methodology used, the development of the sessions, policy makers engaged in the actions, representatives of the Thematic Projects engaged in the actions & concrete results for review of ASCAME and other project partners. - 18th December: Delivery of the final version of the results of the evaluation and the Synthetic Report of the second session of the STPLs.
December 2025 - January 2026		- Info session about the results of the evaluation and main lessons addressed to the 4 Interreg-MED Missions.

III) How to apply to this tender

1. Profile of the tenderer

The profile of the tenderer must meet the following requirements:

- Relevant experience in sustainable coastal and maritime tourism in the Mediterranean region. High level degree.
- Good knowledge of Mediterranean regions and the main tourism actors and stakeholders.



- Relevant experience in training / governance processes and multilevel collaboration.
- Ability to mainstream and transfer information and existing knowledge in an efficient way.
- Capacity to work effectively in multidisciplinary teams in the framework of cooperation projects and experience in this type of working methodology.
- Optimum skills of communication combined with proficiency in English.

2. Presentation of offers

You can submit your proposal by e-mail to the following address: projects@ascame.org

The e-mail with the offer must contain attached:

- A technical description of the work. All proposals may include improvements to the indicated terms of reference (TORs) in their technical description.
- The economical proposal (VAT included and VAT excluded)
- The CV in European Format
- Photocopy (front-back) of an identity document

Subject: *"Offer for technical assistance – Sustainable Tourism Policy Labs Interreg Euro-MED Dialogue4Tourism Project"* (in PDF format).

2.1. Complementary information

In case the expert/ the entity needs further clarification/ or additional information, the tenderers can send their questions/ requests of information, to projects@ascame.org before the deadline of submission.

3. Opening of the proposals

The offers will be opened in order of arrival after the submission deadline.

4. Review of proposals and awards criteria

ASCAME, as contracting body, will proceed to examine the documentation provided to verify compliance with the technical and economic requirements of the proposals, and may request from the tenderer any additional relevant information. The contracting authority shall exclude from the evaluation the proposals that do not comply with the requirements of the contract.

The selection process will be realised based on the evaluation of the technical and economic offers.

Criteria	%
Methodological approach: -Evaluation of the approach of the 2 dynamic Policy Labs sessions: a) Plan of 1h30 minutes (in person). (Methodology of the session, structure, main contents and focus, objectives). b) Evaluation of the approach for designing and delivering of training materials for the realization of these STPLs to be developed in 4 project's partners' territories. c) Evaluation of the approach for the self-assessment system (evaluation of the session's results through a questionnaire / other similar tool).	40 %
Experience of the tenderer	20%
Economic offer (lowest price)	40%

The offer that gathers the maximum score will be selected.

5. Working language

The communication language between the contractor and the tenderer will be English.



6. Contractual and financial terms

Contractor: Association of the Mediterranean Chambers of Commerce and Industry (ASCAME).

Budget

The maximum budget is **8.000 €** (VAT included).

The travel costs for the participation of the expert at some STPLs events (if necessary) are not included in this amount and will be covered by the provider through its budget in the framework of the “Dialogue4Tourism” project.

Payment and billing system

The winning expert/ entity will present an invoice for its services.

The fees will be paid in three instalments on presentation of a duly issued invoice, to be agreed with the selected tenderer:

Fees of the expert/ entity: 8.000€ (VAT included)

- **First payment:**

30% on delivery of the final version of the material described in the Section expected schedule in March 2025.

- **Second payment:**

30% on delivery of the final version of the results of the evaluation and the Synthetic Report of the first session of the STPLs in July 2025.

- **Third payment:**

40% on delivery of the final version of the results of the evaluation and the Synthetic Report of the second session of the STPLs in December 2025.

Award of the winning tenderer

ASCAME shall award the contract to the tender that is technically and economically the most advantageous and shall communicate its decision maximum 1 week later the closure of this call for proposals.

The award shall be final and non-appealable.



Formalisation of the contract

The contract will be formalized in writing ***within a period of 15 working days from the notification of the award.***

The contract shall enter into force on the date of signature by the last of the two contracting parties.

Intellectual Property

In the spirit of cooperation and exchange of the Interreg Euro-MED Programme in which this contract will be framed and co-financed, the results produced in the framework of the project are in the public interest and publicly available. They should be accessible and available to the public in a usable format.

The Managing Authority of the Programme / Joint Secretariat and any other relevant Programme stakeholder can use the material for information and communication purposes.

The contract referred to these Terms of Reference include all rights to use any pre-existing intellectual property rights, if necessary for the implementation of the project and that a royalty-free, non-exclusive and irrevocable license without significant additional costs or administrative burden to use such materials is granted to the Interreg Euro-MED Programme and in accordance with Annex IX of the Common Provisions Regulation and further specified in the Programme Manual of Interreg Euro-MED.

Confidentiality clause

The information exchange with the contractor and appointed experts for the development of the works included in this contract may be confidential.

Both parties agree to endeavour to take all reasonable measures to keep in confidence the execution as well as performance of this contract. The contracting body shall not disclose, make available or assign confidential information to any third party without the prior written consent of the party providing the information.