

**Tender for a Framework Contract for technical assistance to measure the ecological footprint of the ecotourism 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 T3.4 “Measuring and improving the ecological footprint of eco/blue economy tourism packages”**

**Deadline: 17/07/2023 at 12pm**

## Context

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 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 Termini Imerese (Sicily, Italy)
- 10) The Balearic Islands (Balearic Islands, Spain)

REBOOT MED is implemented through 3 result-oriented pillars:

- 1) capacity building and awareness raising on how 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) promote an asset-based development approach and leverage local assets to create sustainable economies and a healthier environment as well as to support and stimulate tourism SMEs, coastal communities and potential pioneers (women, NEETs, startappers) 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 capitalized at local and WestMed level.

The duration of the project is 24 months, starting from September 1<sup>st</sup>, 2022. The end of the activities is scheduled for August 31<sup>st</sup>, 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]

## Introduction

This tender is for a Framework Contract for technical assistance to measure the Ecological Footprint of the ecotourism products and packages developed within the project REBOOT MED - Recovering, Experiencing and Boosting eco-tourism in the WestMed area.

All partners will contribute to paying the selected provider using their 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 packages as well as selected environmental assessment tools at WestMed level.

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

- **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. Proposals are expected to be selected by next 21/07/2023.

- **Activity T3.2: Co-design of eco/blue economy tourism 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 closed by 30/11/2023
- **Activity T3.3: Testing of eco/blue economy tourism packages.** Tourism products and packages created within the T3.2 will be tested and piloted for at least 1 semester 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. This activity will last from 01/12/2023 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 sustainability of each Pilot Area. The activity will be closed on 31/05/2024.

WP3 “Starting-up, go-to-market services and testing of eco/blue economy tourism 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 M15 (31/11/2023)
- **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).

### Description of tasks

In the framework of the Activity T3.4 “Measuring and improving the Ecological Footprint of eco/blue economy tourism packages”, partners seek a high-level technical assistance provider to measure the Ecological Footprint of ecotourism packages developed in the 10 project Pilot Areas.

The provider is requested to work under the coordination of PRISM as WP3 Coordinator as well as in strict cooperation with the provider selected by CRPM within Activity T3.2:

- 1) **to define and develop Footprint Guidelines** to be applied to each Pilot Area with the aim to guide partners on how to design products/packages with good ecological footprint performance

- 2) **to develop one common ecological baseline for sustainable tourism at WestMed level** (Deliverable D3.1) and relevant indicators. It is important to underline that each Pilot Area has its own specificity to be taken into account to carry out the task.
- 3) **to measure** - during the testing phase, Activity T3.3 - **the Ecological Footprint of the eco/blue economy tourism products/packages** developed in 9 out of 10 project Pilot Areas.
- 4) **to develop 9 Reports** (1 report for each project pilot area) **to improve the sustainability of the tested eco/blue economy tourism products/packages**. All reports must be developed in English. It is requested that some report is accompanied by a factsheet developed in local language (max 2 pages/each), namely: in French for pilots in Mauritania, Morocco, Tunisia, France.
- 5) **to develop one Final evaluation report of the testing phase/simulation** to be released in English (Deliverable D3.2). It will include both ecological footprint and results of the testing and piloting conducted under Activity T3.3.

### **Available budget**

The available budget to carry out this technical assistance is **45.000 EUR (VAT included)** structured as follow:

- Coopérative Petra Patrimonia Corsica (France): 10.000 EUR (VAT exempt)
- PRISM Impresa Sociale srl (Italy): 5.000 EUR
- F.A.R. Maremma (Italy): 5.000 EUR
- WWF Med (Tunisia): 10.000 EUR
- Chamber of Commerce, Industry and Services of Tangiers-Tétouan-Al Hoceima (Morocco): 10.000 EUR
- Diawling National Park (Mauritania): 5.000 EUR

Each partner will provide the payment to the service provider selected - after receiving a specific invoice - according to the budget allocation indicated above.

### **Competences required in the experts proposed for the consultancy services**

#### **A) Experience of the applicant in the Ecological Footprint assessment of tourism packages**

Given the nature of Activity T3.4 ( "Measuring and improving the Ecological Footprint of eco/blue economy tourism packages"), a key minimum requirement is for the applicant to have full proficiency in the Ecological Footprint methodology and ideally be familiar with its application at the tourism sector level. This competence aims to reduce the research costs

associated with gaining new knowledge on the methodology and ensure its accurate and efficient application. Experience and expertise in the Ecological Footprint methodology applied at the tourism sector level will be judged on the expert's references and demonstrated involvement in related research publications and projects.

**B) Experience and notions needed to provide an Ecological Baseline for sustainable tourism at WestMed level**

Given the short time available to produce “Deliverable D3.1: Ecological baseline for sustainable tourism at WestMed level” (about 3 months), a key requirement is for the applicant to have proven experience in similar tasks. As such, previous involvement in Ecological balance/baseline assessments at Mediterranean, countries and regional levels will be considered a pre-requisite for application.

**C) Experience of the applicant in delivering training and workshops and actively engaging with stakeholders**

As this ToR envisions the need to collect data via a bottom-up process and engage local stakeholders in improving tourism packages' sustainability, applicants shall demonstrate previous experience in conducting trainings and workshops to inform on the methodology, and to guide bottom-up data collection processes for tourism sustainability. A minimum requirement is to possess expertise in delivering training and workshops to different audiences, even better if there is a demonstrated experience with tourism stakeholders.

**D) 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 multi-lingual and multi-cultural 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.

**Procedures for submitting proposals**

Providers must send their technical and financial proposal in English by **next 17/07/2023 at 12pm** via email to [scavone.tommaso@petrapatrimonia-corse.com](mailto:scavone.tommaso@petrapatrimonia-corse.com).

The object of the email must be:

**“Tender for a Framework Contract for technical assistance to measure the Ecological Footprint of the ecotourism packages, Project REBOOT MED”**

The following documents are required:

- 1) A detailed technical proposal which sets out methods, tools and the timeline of the required consulting services.
- 2) A description of the team of experts proposed for the activities, accompanied by their CVs and relevant publications list.
- 3) Description of previous experience in similar matters in the context of projects and/or European funds
- 4) A detailed financial proposal

Further information could be asked to Mr Tommaso SCAVONE ([scavone.tommaso@petrapatrimonia-corse.com](mailto:scavone.tommaso@petrapatrimonia-corse.com))

### **Evaluation of proposal and notification of the contract**

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 and professional guarantees.

The proposals will be evaluated by an evaluation committee composed of one representative for each paying partner and chaired by Coopérative Petra Patrimonia Corsica as project Coordinator.

The criterion of the best value for money will be put in place.

The following criteria will be applied:

- Technical value of the proposal: 80%
- Financial value of the proposal: 20%

The technical value of the proposal will be assessed as the following:

<b>Criteria</b>	<b>Weight</b>
Proven knowledge and expertise in the Ecological Footprint methodology applied to the tourism sector (references provided by the experts in terms of participation in related research, publications and projects)	40%
Proven expertise in Ecological baseline assessments at Mediterranean, country and regional levels (references provided by the experts in terms of similar experiences/research)	30%
Know how on the tourism sector and its sustainability (expertise in previous projects and initiatives)	10%
Know how in providing training, running workshops and engaging different audiences (references on successful initiatives and experiences)	10%

Experience of the applicant in working on multi-countries cooperation projects or similar initiatives (references of the applicant)	10%
---	-----

The financial value of the proposal will be assessed as the following:

Criteria	Weight
The proponent submitted a financial offer within the expected limit of 45.000 Euros (VAT and other taxes and expected travel costs included)	100%

Each criteria will be evaluated:

- as excellent (9-10 points)
- as good (8-7 points)
- as average (6-5 points)
- as fair (4-3 points)
- as poor (2-0 points)

Results will be communicated by email by 18/07/2023 at the latest.

A Framework Contract will be signed by the whole paying partners and the selected provider.