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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia.

## Contracting authority

Association LAZARUS.

## Country background

The Danube is one of the most important tourism resources in the cross-border region. It's banks along the main towns in the area, however, are still not enough attractive because of the low activity of local people related with water. Young people in the region don't have enough opportunities for cultural exchange and activities on the Danube. The tourism offer in the region doesn't rely on the natural heritage related with the Danube and the attractions offered to tourists are not enough. It is namely the Danube, on the other side, a powerful resource for tourism development that can offer reasons for attracting more tourists in the region. The creation of technical capacity for organising sailing events on the Danube and inside lakes will be the basis for a new tourism offer - sailing on the Danube. The new tourism product will bring more tourists in the region and increase the income of the population. One of the weaknesses related with promotion of sailing on the Danube is related with the Danube itself. The quality of water is not among the purest in the world and drafts can sometimes cause minor troubles to sailors related mainly with logistics issues. The banks of the river in the cbc area are not enough developed for water tourism, people are often neglecting the potential of tourism for development of the area. Unfortunately the Danube doesn't flow on the border of both countries and sailing should be made in a border area. However, after weighing all pros and cons, it's evident that sailing on the Danube will introduce a new tourism product and will provide opportunities for our children to be actively engaged with activities on the river and this will lead inevitably to increase and development of local tourism.

All these are addressed in the project.

## Current situation in the sector

The project will raise awareness among young people of the cross-border region, mainly people from Donji Milanovac, Kladovo and Vidin on the opportunities for sailing on the Danube, discovery of the great natural heritage this river represents to the people living by its banks and raise nature-friendly behaviour among them. Within the project will be trained skills and knowledge of 100 young people from the cbc region on sailing and will be organised a sailing festival for 150 participants, where young people from both sides of the border will indulge in cultural exchange and create joint sailing traditions. Within 2 seminars for marketing of the joint tourism product stakeholders of the cbc region will be presented sailing on the Danube as a tourist product and will be invited to participate in the marketing of the product in order to attract tourists for sailing on the Danube and so to encourage tourism development in the region. The project will be promoted through its web site, social media, press-releases to local and national media, dissemination of leaflets, brochures developed for the new tourist product, promotional film, etc. The impact of the project will result in the following directions: - engaging young people from both sides of the border to sail together and use sustainably the natural heritage of the Danube; - creating capacity for the formation of a new cross-border tourist product - sailing on the Danube; - empowering local stakeholders to get actively involved in the offering of the tourist product; - enlivening the Danube and transforming the region into a more attractive for tourism destination. The benefits for the Programme area will result in the creation of a new tourist product and improvement of the attractiveness of the region, creation of other reasons for the young people to stay in the region and enjoy responsibly the natural heritage of the uniting Danube. The young people participating in project activities will meet new friends, learn sailing skills, participate in sailing festival, thus learning to enjoy and protect nature. The target groups of stakeholders, tourism companies and local authorities will benefit from the new cbc tourism product created within the project. The partner organisations will build capacity for organisation of sailing trainings and events and with the acquired equipment will turn into key factors for development of sailing tourism in the cbc region.

The purchased equipment, the generated sailing experience in young people and the marketing seminars for stakeholders will allow the partners to enliven the Danube through organising sailing activities in the Danube. Encouraged by the example of their friends participating in the sailing events within the project other young people may join to sail along. Possible is the attraction of more sailing boats in the area, creation of sailing or tourism harbours in Donji Milanovac and Vidin, organisation of joint events with other stakeholders such as canu-kayak clubs, joint participation in TID regatta on the Danube, organisation of trainings for toursits from or outside of the cross-border region.

The technical capacity created within the partnership will allow the organisation of sailing events in other places along the Danube, such as Prahovo, Kladovo, Lom and Oryahovo. For sure the sailing festival held within the project will become traditional and will be organised annually on the Danube in the cross-border area. Project partners will store the purchased equipment and maintain it to be always in good condition and ready for the delivery of the new joint tourist product created within the project - sailing on the Danube. Both partners dispose with experienced in water sports members, captains of small ships, etc, who will participate in the delivery of the sailing product. The web-site and Facebook profile will be further maintained and updated. Relations with stakeholders will be continued in order to further develop the tourist product. Trainings of new volunteers to sail on the Danube will be organised by the partners whenever a critical number of participants is generated.

## Related programmes and other donor activities

The Danube is the river that unites people and nations from many countries. The creation of new touristic product for sailing on the Danube, building capacity for stakeholders to offer the product and bringing young people in joint events will definitely contribute to the raising of public awareness for the natural heritage this great river represents for the people united by its waters. All these achievements will contribute to the main goals of the EU strategies for territorial cooperation, namely the EU Strategy for the Danube region through connecting the region, through tourism development, generation culture exchange among young people in the cbc region, educating young people to protect and use sustainable the nature resources, train skills for sailing and eventual future employment in the region. The project corresponds fully to the local and regional development plans of Vidin, Donji Milanovac and the regions of Bor and Vidin for tourism development, sport encouragement.

EU strategy for the Danube region focuses pillars for connection of the region, building prosperity and protection of environment, which the project is designed to contribute to through the organisation of joint events, generating cultural exchange, training skills for sailing on the river and creating a new joint tourist product. Though still underdeveloped the Danube hides a great potential for development of water sports and tourism, which the project will valorise into the creation of a new tourism product - sailing on the Danube. Sailing boats floating the Danube definitely will improve the touristic image of the cross-border region and the attractiveness of the region will increase, which will lead indirectly to tourism growth.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is as follows:

To raise awareness among the population in Bor and Vidin district for sailing tourism, to build skills among young people in the CBC region to sail and to create and develop the marketing of a new tourist product - Sailing on the Danube.

## Purpose

The purposes of this contract are as follows:

* To ensure necessary logistics - accommodation and Refreshments, lunch and dinner for participants, rent of halls for planned activities on Serbian territory, such as: information events at schools, training, Sailing festival, seminar, press-conference;
* To ensure transport services for participants in listed above activities in Serbia and for joint project activities on Bulgarian territory, such as: training, Sailing festival, seminar.

## Results to be achieved by the contractor

The result to be achieved by the contractor are as follows:

* Provided of halls/ for the events - 3 hours
* Provided bus transportation for participants - 1,000 km
* Provided boats transportation - 300 km
* Provided catering - 380 participants
* Provided accommodation for participants in training - 200 nights

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Implementation of the current contract will support the Association Lazarus in process of implementation of the project.

## Risks

Following the introduction of Emergency State in Serbia on 15 March till May 2020, National Assembly of the Republic of Serbia, all orders of Government of the Republic of Serbia and the respective authority in Bulgaria and the corresponding health measures related with the spread of the COVID-19 disease the candidates should organize the services proposed respecting all health measures and recommendations.

# SCOPE OF THE WORK

## General

### Description of the assignment

Under the project will be implemented the following project activities:

A2: Information campaign in local schools and universities

The Association Lazarus will organize 5 information seminars in their target districts in schools and universities with total number of 100 youth from Bor District. The presentation on sailing, incoming trainings and festivals will be made at schools and universities. Each event will last between 1 and 2 hours, and will include young people aged 15-28. The contractor will be responsible for providing the catering service (refreshments) for 100 participants in the events.

A3: Cross-border sailing trainings for youths

The young people from Serbia will be trained in sailing at lakes and Danube river through 5-days cross-border. The training will be held in Bor district with 40 participants and will be organised by qualified instructor who will develop a training program for sailing. The program will include both theory and practice. Besides the coach a lifeguard will take part in the training to ensure the safety of the youth. The Contractor will be responsible for providing transportation, accommodation and catering (refreshments, lunch and dinner) for participants.

A4: Sailing festival on Danube

Sailing festival on Danube will be organized in Vidin and will last 2 days. 150 participants from Bulgaria and Serbia will be invited to participate in the festival. The participants from Serbia will perform the show with their boat. The contractor shall provide the boat transportation and the bus transport for Serbian participants from Donji Milanovac to Vidin and return.

A5: Awareness and promotion campaign

The project plans a sound information and publicity campaign, including communication strategy. It will include the closing press-conference in Serbia. The contractor will be responsible for providing the hall with equipment for press-conference.

A6: Organization of seminars for marketing of the new tourism product - sailing on the Danube

Within this activity, the cross-border seminar will be organised for promotion of the new tourist product - Sailing on the Danube. The seminar will last 1 day and will be held in Donji Milanovac. 40 tourism stakeholder will take part in the seminar. The contactor will be responsilbe for provision of the catering for 40 participants, rent of hall with equipment and a bus transport for the cross-border participants.

### Geographical area to be covered

District Vidin, Bulgaria and Bor District, Serbia

### Target groups

TG1: Local and regional authorities and public institutions, NGOs, SMEs and other service providers in the field sport, cultural, natural heritage, and tourism development;

TG2: Direct beneficiaries for events in Serbia: Information meetings in schools - 100 youth; Trainings - 40 youth; Sailing festival - 150 participants; Information seminars - 40 representatives of local and regional authorities and public institutions, DMO, CSO, SMEs and other service providers in the field sport, cultural, natural heritage, and tourism development;

TG3: Final beneficiaries: Community of Vidin District and Bor District

## Specific work

The Contractor shall provide the overall organization of events as required by the Contracting Authority (CA) indicated in 4.1.1. Each event will be organized on the basis of a request from CA within specified time limits. The request should contain parameters for organizing the event - particularly location, number of participants, dates of implementation, etc.

For events in Sebia, within three (3) business days after receipt of the request to organize the event, the Contractor shall provide the CA a proposal with at least two alternatives in the chosen location for the conduct of the event (by phone, e-mail or fax).

Within two (2) business days after submission of the Contractor's proposals for at least two alternatives in the chosen location for the conduct of the event, the CA shall notify the Contractor for its choice by phone, e-mail or fax.

The Contractor shall provide for its own account overall coordination of activities under the contract in Serbia. For this purpose, for each event, the Contractor shall provide at least one person who will be involved with organizational and technical support to such an event on the spot. The costs of these persons (accommodation, fee, etc.) for each event should be fully paid by the Contractor.

The following tasks must be performed within this contract:

1. Rent of hall for events:

1. rent of hall for press-conference in Donji Milanovac - A5 – 1 hour
2. rent of hall for the seminar in Donji Milanovac - A6 – 2 hours

Minimum requirements for the halls and technical equipment in them: Hall to be consistent with the expected number of participants, availability of functioning air conditioning/heating depending on the season, availability of tables for participants, wifi connection as well as sound equipment if neccessary.

2. Travel for events

1. rent a bus for participants in training - A3 – 400km
2. rent a bus for participants in festival in Bulgaria – A4 – 300km
3. rent a bus for participants in seminar - A6 – 300km
4. 1 car for transport of 1 boat for festival in Bulgaria – 300km

For all types of transport services, travel expenses (per diems, accommodation, including abroad) and reward of the drivers during the event, as well as those arising in connection with travel, such as fuel, vignettes, road fees, parking fees, insurance, etc. are included and are not due additionally by CA. The vehicle/bus must meet all legal requirements for the transport of children and people at the country and abroad.

3. Catering for events:

1. Refreshments for information events at schools in Donji Milanovac - A2 – 100 participants
2. Refreshments, lunch and dinner for participants in training in Donji Milanovac - A3– 200 participants (40 participants x 5 days)
3. Refreshments and lunch for participants in training in Donji Milanovac - A3 – 40 participants (40 participants x 1 day)
4. Refreshments and lunch for participants in the seminar in Donji Milanovac - A6 – 40 participants

The minimum requirements for lunch: soup and salad, main dishe with meat (with option for vegetarians), and dessert. To have mineral water/soft drinks and bread for each participant.

The minimum requirements for dinner: salad/starter, main dishe with meat (with option for vegetarians), and dessert. To have mineral water/soft drinks and bread for each participant;

The minimum requirements for refreshments: coffee or tea (depending on the wishes of the participants), mineral water and sweets - 4 types of sweets, minimum 50 grams sweets total for each participant.

4. Accommodations for participants in the events

1. accommodation for participants in training in Donji Milanovac - A3 (40 participants x 5 nights) – 200 nights

In preparing this section, focus should be placed on ensuring the sustainability and dissemination of project results. The contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See <https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en>.

## Project management

### Responsible body

Contracting authority - Association Lazarus – Donji Milanovac. Person, who will be responsible for managing the contract, is President of Association – Mr. Saso Lazarevski.

### Management structure

Not applicable

### Facilities to be provided by the contracting authority and/or other parties

Not applicable

# LOGISTICS AND TIMING

## Location

Donji Milanovac, Serbia.

## Start date & period of implementation of tasks

The **intended** start date is **10.07.2020** and the period of implementation of the contract will be **3 (three) months** from this date, but not later than **12.10.2020.** Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

All facilities, related with prevention of COVID-19 disease and health measures related with the spread of the COVID-19 disease should be restricted and organized by Contractor, respecting all health measures and recommendations of the Government and respective institutions.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in one original:

* **Final report** of maximum two pages. The final report must be provided along with the corresponding invoice.

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

The Consultant is expected to perform the work in a professional manner observing all of the above requirements and ensuring smooth running of the festivities. The Contracting authority will accept contract as implement, only if Consultant has implement all above mention services.

## Special requirements

Not applicable.