



Project co-financed by the European
Regional Development Fund



Terms of Reference

Elaboration of a catalogue of best practices on capitalisation for a sustainable tourism in the Mediterranean

In the framework of

*Interreg Med Sustainable Tourism Community
Project*

Issue date: 23 December 2021

Deadline for submission of offer: 21 January 2022

1. Context

Over time the Mediterranean region has developed a unique blend of tourism activities associated with sea, health, sports, nature, business, as well as cruise and culture, offering consistent employment and economic growth before the COVID-19 pandemic. However, the economic growth due to tourism development has often been to the detriment of environmental integrity and social equity. Sea-Sand-Sun (3S) dependency, weak governance and degradation of cultural heritage, environmental pollution and resource depletion, contribution to climate change and climate vulnerability, political insecurity and social instability, economic and human capital leakage are some of the issues that threaten the long-term sustainability of the Mediterranean region and the tourism sector itself.

Inherent societal characteristics and the development of the tourism sector are generating a need for a dedicated set of actions to be included in Strategic Directions for Sustainable Tourism in the Mediterranean to be implemented by regional, national and local policymakers and stakeholders under the following shared vision: “Promote sustainable Mediterranean tourism in which visitors and hosts enjoy balanced, respectful and fruitful relationships and value the unique Mediterranean environmental, human and cultural heritage, while ensuring inclusive socio-economic development, taking into account the carrying capacity of healthy natural ecosystems, and developing complementarity between various economic activities at the tourist destination level.” **It is therefore crucial that we urgently work to share best practices for a sustainable tourism in the Mediterranean.**

2. Sustainable Tourism community project

Approved in 2019 for a 3-years period, the Sustainable Tourism Interreg MED community project (<https://sustainable-tourism.interreg-med.eu/>) is the continuation of the BlueTourMed Interreg Med project (2016-2019). The Mediterranean Sustainable Tourism community relies now on 30 thematic projects involving more than 200 organisations (mainly public authorities, universities, NGOs and international organisations) active in 13 European countries.

The project is coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain) in partnership with UNIMED - Mediterranean Universities Union (Rome, Italy), University of Thessaly (Thessaly, Greece), NECSTour - Network of European Regions of Sustainable and Competitive Tourism (Brussels, Belgium), Plan Bleu UNEP MAP, the Regional Activity Centre of Mediterranean Action Plan (Marseille, France), Adriatic and Ionian Euroregion (Pula, Croatia), RDA Green Karst Regional Development Agency (Pivka, Slovenia).

The main objective of the Sustainable Tourism project is to **facilitate the development of a sustainable tourism in the Mediterranean Region**. For this purpose, the STC aims to capitalizing¹ on tools and good practices developed by its projects and mainstreaming the results into European, national, regional and local policies, also having in mind how they can contribute to a green and digital post-Covid tourism recovery.

The results and lessons learnt from Community projects represent a unique knowledge asset that can help the transition to innovative tourism policies and practices based on sustainability principles.

¹ Capitalisation is the term used in the Interreg Med programme to define the result of including the outputs of a project into the local/regional/national policies.

The Sustainable Tourism Community partnership, considering the geographical distribution of the partners within the Med area, has established the role of the Territorial Antennas to ensure the success of the capitalisation process. The Sustainable Tourism Community has defined 7 territorial antennas to cover the Mediterranean region. Each antenna aims to optimise the link with territorial actors and to be in close contact with them to promote the transfer of knowledge and good practices in a closer way.

3. Objectives and content of the service provided

The objective of the present Call for applicants is to select a consultant to elaborate a **catalogue of best practices for sustainable tourism in the Mediterranean**.

The **main goal** of the catalogue is to showcase a range of concrete examples and good practices of the Sustainable tourism community (focused on tools/practices of the projects) which have been successfully incorporated into policies (either at the local, regional or state level) in the Mediterranean.

The catalogue will consider best practices potential to help address challenges in the Mediterranean and summarize the key elements for success and the lessons learned. It will describe some cases of best practices, paying special attention to the replicability and transferability to other Mediterranean coastal zones.

The catalogue will help decision-makers and local communities to foster the adoption of the best practices in the Mediterranean Region.

This work will be carried out with the collaboration of the STC partners to identify at least one best practice per antenna. The STC partners will organize during 2022 national and regional debates with stakeholders and one best practice developed in the territory would be used as material for the debate.

It will be a short document with a list of 5 to 10 best practices. The catalogue should be in English.

The consultant should provide a proposal of criteria to be considered for the practices. Some criteria would be:

- Practice information: title, project, period, country
- Context and challenges addressed
- Objectives and methodology: activities, description, monitoring
- Stakeholders involved
- Key success factors and lessons learned
- Impacts and replicability

A short quote from the territories in which the practice has been implemented should be considered per practice.

The catalogue should capitalize on successful experiences already implemented in the Mediterranean Region produced by Sustainable Tourism Community.

The final version of the Catalogue will be presented during a capitalization event in June

2022 in Barcelona or virtually, depending on the COVID-19 situation.

4. Deliverables and calendar

The consultant is expected to start the assignment by the end of January 2022 and conclude it by May 2022.

The Catalogue will be presented during the Barcelona Convention in June 2022.

The following section describes the estimated workload:

<i>Activity/Deliverable</i>	<i>Deadline</i>
Methodology for the elaboration of the Catalogue and table of contents proposed for validation	Mid-February 2022
Desk research and proposal of list of practices for validation	End of February 2022
Consultation with projects representatives and territories	March 2022
Draft version	April 2022
Final Catalogue	May 2022
PowerPoint presentation of the Catalogue	May 2022

Work organization

Each of the above described steps will be validated by Plan Bleu. Regular calls and meetings with Plan Bleu will be planned during the activities to ensure a smooth development of the tasks and that the results are adapted to the needs.

Once agreed on the criteria and items to be considered, UNIMED will propose a template for the graphic design and layout of the Catalogue. The costs should therefore not be included in the service provision.

5. Selection of the consultant

- Masters or PhD or equivalent degree in policy / tourism and/or environmental studies
- Previous relevant experience in drafting report or policy documents towards Euro-Mediterranean policy-makers
- Previous relevant experience on tourism matters
- Experience in the Mediterranean region strongly desired and a good knowledge of actors and governance processes in Mediterranean countries
- Strong conceptual and synthesis ability combined with good writing and communication skills
- Ability to mobilize information and existing knowledge in an efficient way
- Relevant project and publications references
- Fluency in English as well as proven technical writing skills is required.
- Knowledge and skills in the mainstreaming mechanisms of the Interreg MED programme, preferably in Horizontal projects and Sustainable Tourism would be an asset.

The selection of the consultant will be done based on a presentation of a **technical offer**, an **economic offer**, as well as a **letter of interest** and a **resume** making reference to these Terms of Reference.

6. Contractual and financial terms

The acceptance of the offer of the successful tender will implicate the acceptance of the conditions and schedules detailed in this ToR.

A duly-issued invoice will be required for payment at the presentation of the final document. The payment term for the invoice will be by bank transfer 15 days after the invoice date (bank account details should be detailed).

The tax legislation in force at the date of acceptance of the offer will be applied.

7. Intellectual property

In the spirit of cooperation and exchange, the ownership of the work covered by the contract related to this ToR is open to the public and free of rights.

The deliverables and results of the project should be accessible and available for free to the general public in a usable format.

The authorship of the work covered by the contract related to this ToR is co-shared between the co-authors and the Sustainable Tourism community partners.

8. How to apply

- Applications must be submitted no later than 21st January 2022
- Applications must be **submitted through Plan Bleu website**: www.planbleu.org and by e-mail at: glazaro@planbleu.org
- Applications must contain a **technical offer**, an **economic offer** (in Euros), as well as a **letter of interest** and a **resume** making reference to these Terms of Reference. The budget for this consultancy should be around 8,000 Euros (VAT included). Proposals with amounts larger than this should be clearly justified.

Additional information required for **consultancy firm**:

- Certificate of incorporation or other legal proof of your company's registration, delivered from the appropriate authority in your country (incl. fiscal number)
- Kbis extract issued within the last 3 months for French companies

Additional information required for **individual consultants**:

- Registration certificate to the Directory of Enterprises and Institutions
- Document or Certificate stating the right to practice this profession (e.g. registration certificate) delivered from the appropriate authority in your country (incl. fiscal number)

For any questions related to this call for applicants please contact:

Gloria Lazaro, Programme officer, Plan Bleu

E-mail: glazaro@planbleu.org

Tel: +33 6 17 99 70 50

9. Useful references

Sustainable Tourism Community project: <https://sustainable-tourism.interreg-med.eu/>