

**TERMS OF REFERENCE**

**PROJECT**

**“ADRIATIC IDENTITY THROUGH DEVELOPMENT OF ARTS”**

**ITALME 493 “AIDA”**

**“External expertise/Cachet for 3 companies involved in the show case in Tirana T3”**

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1. BACKGROUND INFORMATION

**1.1 Beneficiary Authority**

Tirana Cultural Center – Metropol Theatre

**1.2 Contracting Authority**

 Tirana Cultural Center (QKT)

**1.3 Relevant background information**

AIDA aims to demonstrate that it is possible to consider the entire program area (Italy Albania Montenegro) from a single point of view, highlighting the many points of contact that exist between the citizens and the communities of the different territories involved. AIDA will create an Adriatic Identity Model based on memory awareness of the communities. The model will be developed along two paths: a desk research (with scientific purpose) and a field research (for specific work focusing on art within the community). The project will create local community networks
in the cities of Lecce, Campobasso, Tirana and Ulcinj that will later be connected with the aim of creating a cross border network of communities in the Adriatic area. The cities will be “pilot cities” with a perspective to develop and follow-up the project in other cities in order to cover the entire program area. In each city, artistic projects will be carried out that will actively involve the entire community and all stakeholders. These activities will focus on remembering the past of each community and city, through the use of storytelling and performing arts activities. The results from each city will be transformed into a single work of contemporary art: an original theatrical production that will involve artists from all areas. All activities will be closely connected to abandoned and forgotten places which represent the cities and citizens of today. The project will enhance these forgotten places in terms of tourism through specific cultural and environmental actions involving communities and stakeholders. The project will also improve the area by planting trees chosen by various communities; PEOPLE, PLACES AND TREES will be an innovative way of involving artists and the community and increasing audience and tourist development. Tirana Cultural Center – Metropol Theatre will focus their work on the history and the socio-cultural context of the “Kombinati” District in Tirana, Albania.

**2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

**2.1 Overall objective**

AIDA clearly wants achieve two general objectives in which are included all the project’s sides. The first one is to develop an Adriatic Identity Model based on memory awareness of the community that are involved and that would be raised in the forgotten places. These are chosen for better increase the cooperation of the relevant key actors of the areas. The second is strictly linked to the first one because wants to enhance forgotten places for tourism development. Starting by this clear idea to obtain concrete results it is quite easily to understand that focusing on the research of the Adriatic Identity permits to have a

delivery of innovative cultural and creative products that would be the first, unique, multifaceted, interdisciplinary map of this

quite peculiar identity that, till now, it is not clearly well known. This main overall objective is the lighthouse to follow to develop and give a long life at the project. To build an Adriatic Identity model means first of all connect four different area, and going deeper four different cities, and so forth linking people from that areas permitting them to exchange story, life experience, imagines, religion of the forgotten places. This exchange would create, using tools, first a virtual community that will stress which are the peculiar characteristics of Adriatic identity, create as well as curious around a kind of Atlántida that rise from the Adriatic.

So in the meanwhile of the project developing, in which are comprehensive collect materials from research, rewrite it, create a community of artist from all over the areas, realize a new original production, organize and make show case in the four cities and at the end planting trees in the forgotten places, it will be not only increase the cooperation but also create replicable model that would be export to other cities to really do the map of Adriatic identity. Furthermore, all these actions make a tourist demand that would naturally develop the areas during time.

**The objective of this assignment is as follow:**

The overall objective of the AIDA uses the tools of art to bring out a new awareness of Adriatic identity among the territories involved. Socio-cultural and anthropological themes will be explored through cultural and artistic work.  This can stimulate a confrontation between people from different area and communities. The model of AIDA is an innovative purpose that relates the results of a scientific and sociological studies with the experiences deriving from community, like interviews to people from different generations and economic and social status to collect all the “draft” materials which will be at the base of a cross border community network. All these actions will be part of an original theatre performance inspiring by and dedicated to the memory of community in the four areas, paying the attention in the common point for a Adriatic Identity. These actions will be realized for enhancement forgotten places to develop a cultural tourism among the chosen places. The production will be presented during some show cases. At the end of the show case it is compulsory of the project to improve the area by planting some trees chosen by the network during the first part of the project. These trees have to be characteristic from Adriatic area and will be symbolize the proper Adriatic identity, further more they represent a durability action that will be stay in the places for ever. Also, the production will be brought to stages all around Europe. So, citizens are not only end users of the activities, they are not only spectators, but they become the real makers of the actions.

**2.2 Purpose**

The purpose of the 3 artistic companies is to realize successfully the show case in Tirana city.

**2.3. Results to be achieved by the Contractor**

**Results to be achieved by the Contractor**

* Coordination of all show case activities.
* Organization of the artistic activities.
* Organization of the show case in Tirana.
* Promotion of cultural assets as part of tourist attractiveness.
1. **ASSUMPTIONS & RISKS**
	1. **Assumptions underlying the project**
* Continued Government commitment and support IPA CBC Italy-Albania-Montenegro 2014-2020 in Albania.

**3.2 Risks**

The risks that could affect the successful and timely completion of the project are:

* - Low citizen participation;
* - Unavailability of places / cultural assets
1. **SCOPE OF THE WORK**
	1. **General**

The expert will work to organize and hold a show case in Tirana in order to raise awareness and promote AIDA project as much as possible also it will enhance forgotten places to develop a cultural tourism among the chosen places.

* + 1. **Geographical area to be covered**

Albania

* + 1. **Target groups**
* Local public authority;
* Interest groups including NGOs;
* Higher education and research;
* General public;
* Education/training centre and school;
* Enterprise, excluding SME;
* Regional public authority;
* National public authority;
* Sectoral agency.

**4.2. Specific activities****:**

* Organizing show case in Tirana;
* Reporting to the contracting authority Tirana Cultural Center. and executing all program activities;
* Collaborating with all other participants in the project;
* Managing time and organising people and space.
	1. **Project management**

The Beneficiary for the project is: Tirana Cultural Center. The project management team established within Tirana Cultural Center is responsible for the management of the project.

* + 1. **Responsible body**

The Contractor will keep continuous communication with the Director, the Project Manager and the Director of the Tirana Cultural Center.

**4.3.2 Facilities to be provided by the Contracting Authority**

The Contractor shall ensure quality and meaningful participation, professionalism and realize the show case as a result of a successful work.

**5. LOGISTICS AND TIMING**

**5.1 Location**

### The activities will take place in Tirana.

**5.2 Commencement date & Period of implementation**

The date for commencing implementation shall be from the signature of the contract by both parties. However, the tentative date for start of the assignment is August 2021.

The period of the execution of the contract is 4 months.

**6. REQUIREMENTS**

6.**1 Staff**

These Terms of Reference contain expert profiles and the tenderer shall submit CVs and Declaration for the consultants.

* + 1. **Key experts**

The expert who will implement this contract is referred to as **External Expertise.** The profile of the **External Expertise** for this contract is as follows:

**Qualifications and skills**

* Minimum five years of professional experience.
* **University degree in Directing, Acting or related artistic field.**
* Knowledge of the social and historical background and traditions of the communities interested in the AIDA project;
* Good ability to interact with public and private entities in the context of projects,
* Fluent in English language both written and oral, knowledge of Italian a favourable preference.
* Keen organizational skills and a positive attitude and be able to treat people with respect at all times.
* Excellent negotiation and interpersonal skills.
* Self-motivation and the ability to motivate and inspire others.

**6.1.3 General professional experience**

* Minimum five years of professional experience in academic research on the social and historical background and traditions of the communities interested in the AIDA project;
* Having general knowledge in the context of communist and post-communist Albania;
* The ability to work as part of a team and time management skills;
* Experience in similar contract would be an advantage.

**6.1.4 Specific professional experience**

* Capacity and expertise to gather, process and evaluate scientific data and present them efficiently and professionally;
* Understanding of technical issues, the workings of a theatre and the creative process on multi-disciplinary collaborations;
* Ability to communicate and liaise with all parties involved, including actors, the creative team, the production team and producers;
* Able to attend preview performances and prepare detailed notes for the cast and for the creative and production teams.

**6.2 Other experts, support staff & backstopping**

No other experts are required for this contract.

**6.3 Facilities to be provided by the Contractor**

The Contractor is responsible for undertaking to form a varied artistic cast that would better represent the different involved areas.

**6.4 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 that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

**7. REPORTS**

**7.1 Reporting requirements**

N/A