

**TERMS OF REFERENCE**

**PROJECT**

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

**ITALME 493 “AIDA”**

**“External expertise/ Audio and light services for 3 showcases in Tirana and audio and light services for tournee in Tirana”**

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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 showcase is the first part of the pilot action. In the project will be 4 showcases, 1 in each city involved in the project: Lecce, Campobasso, Tirana and Ulcinj. The four showcases will be considered as one big shared artistic festival in the program area. In each showcase there will be 3 artistic companies that will perform. The companies will come both from the program area and from external territories. The showcases will be the moment of maximum diffusion and visibility of the project results.

In Tirana showcases will be organized staging performances by 3 artistic companies. Besides, a collective action of the community will be realized through the planting of 20 trees and plants common to the entire Adriatic area, forming green area in or near the forgotten places involved.

**2.2 Purpose**

The purpose of the External Expertise is to provide audio and light services for tournee in Tirana organized by Tirana Cultural Center, and support them for the realization of this event.

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

**Results to be achieved by the Contractor**

* Offering all necessary services such as audio and light services for a successful tournee.
* Ensuring audio and light services offered meet requirements in order to achieve project goals.
* Monitoring the tournee in Tirana to ensure the accomplishment of the tasks.

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 External Expertise will ensure that the event in Tirana (the showcase where 3 artistic companies will perform) is a success. They will provide audio and light services during the show and monitor the whole activity.

* + 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****:**

* Provide audio and light services for the showcase in Tirana.
* Monitor the whole event to ensure successful implementation of the tasks.
* Reports to the contracting authority Tirana Cultural Center and supporting them by providing all services requested.
* 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 ensure successful implementation of the tasks given.

**5. LOGISTICS AND TIMING**

**5.1 Location**

### The activities will take place in Metropol Theatre, at Tirana Cultural Center 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.
* 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.
* 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**

* At least one similar contract in the past 3 years.
* Experience in providing audio and light services in similar events/ tournees.
* 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;

**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