



EUROPEAN UNION

DELEGATION TO THE REPUBLIC OF TAJIKISTAN

CALL FOR TENDER: TAJ/2016/01

ANNEX A

TERMS OF REFERENCES

(INTEGRAL PART OF THE CONTRACT)

TITLE OF THE PROJECT:

THE EUROPEAN WEEK IN TAJIKISTAN 2016

CONTRACT BUDGET, MAX: 18,000 EUR

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1. BACKGROUND INFORMATION

BENEFICIARY COUNTRY

The Republic of Tajikistan

CONTRACTING AUTHORITY

Delegation of the European Union to the Republic of Tajikistan

RELEVANT COUNTRY BACKGROUND

Since 1992 the European Union is developing relations with the Republic of Tajikistan. The main cornerstones of these relations are:

- implementation of the Partnership and Cooperation Agreement;
- strengthening partnership under the EU – Central Asia Strategy;
- provision of financial assistance to support the country in its transition processes;
- increase of awareness on functioning of the EU and various measures taken for the countries to work together.

In 2014 at the Fourth Cooperation Council Meeting, the EU introduced its 2014 – 2020 Multi-Annual Indicative Programme , which is the base for EU-Tajik development cooperation. According to this programme, the cooperation of the EU and Tajikistan during this period will cover three main focus points:

- Rural development
- Health
- **Education** and vocational training

CURRENT STATE OF AFFAIRS IN THE RELEVANT SECTOR

The relations between the European Union and the Republic of Tajikistan comprise a wide range of issues such as political dialogue, economic development, trade, as well as cooperating on a number of sector issues such as energy, transport and environment.

The Partnership Strategy between the European Union and Central Asia is an important milestone to further the mutual relationship. Requests have been made by the Central Asian countries to explain more in detail the relations between the EU and Central Asia, also to increase understanding of the EU integration process.

This has been accompanied by an increasing awareness by the local authorities and society of the importance and significance of the European Union. One of the means to raise the awareness among Tajikistan's public is the organisation of an annual European Week in Tajikistan. Following the successful experience of the last years, when the events of the European Week were held involving not only the capital city of Dushanbe, but the country regions of Sughd province and Khatlon province as well, it is thought useful and interesting for the audience to further expand the public events in the periphery, thus increasing audience of the European Week and awareness of the EU activities and priorities in Tajikistan.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. OVERALL OBJECTIVE

The overall objective of the project is: *To organise a high quality multi purpose European Week 2016 in Tajikistan.*

The European Week 2016 in Tajikistan will be focused on education and is to be tentatively held during a week of **10-17 October 2016** in Dushanbe, with the possible extension in one of the districts of the country. Another district to be chosen must be agreed by the Contracting Authority.

2.2. PURPOSE

The purposes of this contract are as follows:

- To raise awareness about the different forms of cooperation between the European Union and Tajikistan;
- To present different European cultures and traditions to the wider public in Tajikistan;
- To inform the wider public about activities of the European Union in Tajikistan and the EU Members States present in Tajikistan;
- To encourage and facilitate cultural and educational exchanges between Tajikistan and the European Union.

2.3. RESULTS TO BE ACHIEVED BY THE CONTRACTOR

- Result 1. The European Week 2016 events are organised in Dushanbe, with a possible event in one of the districts of the country.
- Result 2. The visibility of the EU Delegation and its activities is enhanced in Tajikistan as well as general information about the EU role in the world.

3. ASSUMPTIONS & RISKS

3.1. ASSUMPTIONS UNDERLYING THE PROJECT INTERVENTION

The EU Delegation provides strategic guidance and coordination to the organisation of events. There is an interest of the general public to know more about the European Union and its activities in the region.

3.2. RISKS

- Lack of cooperation from partners, especially government authorities, i.e. Ministry of Culture, Oblast administration of provinces, Mayor's offices in Dushanbe, and one of the districts of the country;
- Low participation rate in the events
- other cultural events during the same time
- Weather conditions could reduce the number of target audience.

4. SCOPE OF THE WORK

4.1. PROJECT DESCRIPTION

The tasks which are to be accomplished, in general terms, for the successful organisation of the European Week in Tajikistan would include a detailed planning of all specified events stated in section 4.2, as well as their proper sequencing and co-ordination. The Contractor is encouraged to add value to the content of the events with additional activities and suggestions with the prior approval of the Contracting Authority.

The successful Contractor must present an overall detailed and high quality programme of the planned activities for the European Week in Tajikistan on the basis of the outline provided in this proposal, including additional suggestions within 10 calendar days after signing the contract. All the activities and functions that are to be included in the programme must be specified in detail and all the logistical and operational pre-requisites must be given to evaluate the qualitative aspects related to the event. The successful bidder will further elaborate specific content of the programme and the operational requirements with the Contracting Authority.

All materials produced within the course of the projects should clearly display EU visibility standards. All raw materials as well as the final products produced within the project belong to the Delegation of the European Union to Tajikistan. All material will have to be approved by the Contracting Authority before producing.

Since the preparation period for this event is fairly limited and the tasks involved are both extensive and multi-faceted, the Contractor must satisfy the Contracting Authority that it possesses all the necessary managerial and technical expertise for the organisation of such events.

All video and photo visibility materials which will be produced under this Contract shall belong to the Contracting Authority.

4.2. GEOGRAPHICAL AREA TO BE COVERED

The Republic of Tajikistan, city of Dushanbe, possible extension to one of the districts of the country.

4.3. TARGET GROUPS

Since the main focus is on education, The main target group of the events will be students of higher education facilities based in Dushanbe and another district proposed by the Contractor, the indirect target group is Tajikistan's wider public.

4.4. SPECIFIC ACTIVITIES

The Contractor's tasks in organising the European Week in Tajikistan will consist the following:

- Assist in the organisation of an opening reception funded by the EU Delegation in Dushanbe (provided if budget available from the EU Representation budget line), possibly followed by a concert.
- Organise an effective promotion campaign for the European Week 2016 and all its events; as well as ensure and monitor an appropriate level of publicity and media coverage of the event.
- Produce a number of promotion materials to be used for distribution during the events of the European Week in Tajikistan 2016.
- Define the motto of the European Week 2016 (related to the youth as the main target group).
- Assist and coordinate (if need be) in the organisation of other events which may be organised and financed by EU Member States diplomatic missions (France, Germany and UK), in the framework of the European Week.

EUROPEAN WEEK EVENTS

Events within the frameworks of the European Week will include the following sort of activities, but not be limited hereto:

- **Opening Reception** ; Assist the Contracting Authority for the organisation and logistical aspects of the opening reception;
- **Organize an extensive EU Education fair** ; to be organized together with the Erasmus Plus Coordination office in Tajikistan (www.erasmusplus.tj) and the German Academic Exchange Service (DAAD) and the Bactria Cultural Centre in Tajikistan.
- **European Film Festival** whereby European films with Russian subtitles are to be screened in Dushanbe (possibly repeated in provinces).
- **Organize a music event** bringing together Tajik and European musical traditions which should include European music, performed by local artists. A music event should be organised in Dushanbe and preferably repeated in provinces.
- **Organise an exhibition**, be it paintings, or photo exhibition, visualizing EU values, EU-TJ cross cutting issues.

The Contractor should liaise with the EU Members States Embassies present in Dushanbe (Embassies of France & Germany, and the UK), as well as the EU MS accredited to Tajikistan, but based in the region (Tashkent, Astana) for the contributions to the joint events (subject to the willingness and readiness of the EU Member States Embassies, as well as the budget availability).

The Contractor should liaise with the Dushanbe city mayor's office as well as other relevant State authorities in Dushanbe, (as well as province level) in order to ensure Tajikistan's participation in the European Week. The Contract should ensure that basic services such as electricity are provided and health safety requirements are met for all events. The Contractor should also ensure that as many events as possible are held at the same venue, for better visibility.

The target participation is approximately 100 people on average at each of the European Week events. The Contractor should make all efforts in order to achieve the targeted participation.

OPENING RECEPTION

An official opening reception is planned for the beginning of the European Week in premises to be confirmed by the Contracting Authority after signature of the Contract. The Contractor is welcomed to find a third party company to fund for the catering. The Contractor requested to cover the expenses for the rent of the room for the reception or find a third party company, who would agree to cover the cost of the rent.

Around 200 representatives from the Government of Tajikistan, the donor and diplomatic community and other partners of the EU Delegation (civil society, technical assistants) will be invited to attend.

Specific activities to be arranged and carried out by the Contractor must include following:

- i) Assist the Contracting Authority in finding a third party company who would agree to cover the expenses for the reception.

- ii) Assist the Contracting Authority for the organisation and logistical aspects of the opening reception, including production and distribution of invitations, and (if needed) to provide a microphone system;
- iii) Assist the Contracting Authority with contracting the Invitations and envelopes out
- iv) To assist the Contracting Authority in the decoration of the venue with various EU visibility items.

EU EDUCATION FAIR

As the main focus of the European week 2016 is on education, The Contractor should involve the Tajik Universities at an early stage as the Education Fair is preferably held at the universities of Tajikistan.

The Education fair will be arranged in coordination with the ErasmusPlus Coordination office (www.erasmusplus.tj) and German and French educational organizations in Tajikistan.

The Contractor will be in charge of all logistical aspects and the promotion campaign of the education fair.

Specific tasks to be arranged and carried out must include following:

- i) To timely liaise with ErasmusPlus Coordination office, the German Academic Exchange Service (DAAD) and the Bactria Cultural Centre in Tajikistan for the logistic and organizational issues;
- ii) To timely liaise with the Tajiks universities and ensure their cooperation;
- iii) To find the most appropriate venue for the event (preferably at the university) and to subcontract the rent of the hall (if applicable) and all other costs for the logistical arrangements for the event;
- iv) To provide, install and decorate a podium of the speaker;
- v) To timely liaise with the EU Member States present in Dushanbe for presenting their contributions. the Contractor should provide facilities for possible presentations of EU and EU Member States education initiatives during the event;
- vi) To organize a workshop (i.e. about CV building) ;
- vii) To organize a lecture on a EU topic;
- viii) To organize a moderated panel discussion with returning Erasmus students about their exchange experiences abroad;
- ix) To organize an essay Contest among the students on a EU topic No cash prizes allowed, so the tenderer should propose a prize or search for a sponsor (be it an equipment, or any other);
- x) To invite Media (TV) for the more official, ceremonial part of the Education Fair (awards for the essay contest, debating tournament) Musicians of the conservatorium could be invited to perform (European music);

- xi) To ensure the presence of qualified first aid or emergency services during the Education Fair, and ensure that safety requirements are met.

EUROPEAN FILM FESTIVAL

A European Film Festival should be held throughout the European Week, at a suitably chosen venue. The Film Festival has to reflect the main target group - young people (e.g. movies could be produced by young talented European producers; movies could be focused on youth, etc).

At least two European films from different EU Member States should be screened every evening at 17.00 and 19.00 (tbc). A free entrance for general public should be ensured.

The number of movies to be shown in total will depend on the number of movies provided by the Contracting Authority and the EU Member States diplomatic missions (which should ensure that copyright issues are dealt with). Russian subtitles should preferably be embedded in the DVDs themselves. EU Member States diplomatic missions may hold presentations on film nights.

The European Film Festival needs to be organised in Dushanbe and later repeated in provinces (involving the same activities specified below).

Specific activities to be arranged and carried out must include following:

- i) To find and rent out the most appropriate venue for the film festival and to bear all other costs for the logistical arrangements for the film festival, and (if needed) to provide a microphone system;
- ii) To work with the responsible person (s) from the cinema (or other chosen venue) on the timetable and programme of the European Film Festival (in accordance with the Contracting Authority);
- iii) To timely liaise with Member States diplomatic missions both in Dushanbe and the region (Tashkent, Astana, etc.) for getting films in relation to the selected character of the festival;
- iv) To locate appropriate movies from other sources, not only from the Member States, in relation to the selected character of the festival. To ensure that copyright issues are dealt with;
- v) To ensure the proper screening of the films; Technical requirements should be clear concerning the compatibility of movies & equipment;
- vi) To reserve a number of seats in the cinema hall for VIPs from the EU Member States diplomatic missions (not less than 10% of the whole number of seats);
- vii) To decorate the inside of the cinema (or other chosen venue) with EU visibility materials;

- viii) To decorate the outside of the chosen venue with a big banner and posters at least a week before the European Film Festival. The design is to be approved by the Contracting Authority before printing;
- ix) To hold promotion activities, so as to ensure a high number of visitors for the screenings of the films;
- x) To ensure the presence of qualified first aid or emergency services during the Film Festival, and ensure that safety requirements are met.

MUSIC EVENT

A music event should promote EU culture through capacity building for young Tajik musicians. The possible options should include young Tajik players performing European classical music.

Specific activities to be arranged and carried out must include following:

- i) Organise the music event that would invite musicians performing their selected songs. A music event should be organised in Dushanbe and preferably repeated in provinces.
- ii) To find and rent out the most appropriate venue for the music event and to bear all other costs for the logistical arrangements for the music event, and (if needed) to provide a microphone system;
- iii) To decorate the outside of the chosen venue with a big banner and posters at least a week before the music event. The design is to be approved by the Contracting Authority before printing;
- iv) To decorate the venue using balloons, posters and other material with EU logos, colours and symbols;
- v) To ensure the presence of qualified first aid or emergency services during the Film Festival, and ensure that safety requirements are met, in liaison with the city office and other relevant bodies.

ART EXHIBITION

The Art exhibition should promote understanding and awareness of the European culture by the Tajik artists. The exhibition could be arranged jointly with the Union of Artists of Tajikistan. Art pieces could include paintings (oil on canvas, graphics, other techniques) or photos made by photographers.

Specific activities to be arranged and carried out must include following:

- i) To find and rent out the most appropriate venue for the art exhibition and to bear all other costs for the logistical arrangements, and (if needed) to provide a microphone system (for the welcoming speech by the EU HOD);
- ii) To decorate the venue using balloons, posters and other material with EU logos, colours and symbols;

PROMOTION CAMPAIGN OF THE EUROPEAN WEEK CELEBRATION IN TAJIKISTAN

The tasks of the Contractor include providing a well-developed promotion campaign as well ensuring and monitoring appropriate level of publicity and media coverage of the event. The Contractor is also responsible for liaising with the Dushanbe city mayor's office and other related State authorities both in Dushanbe and in provinces on the promotion campaign.

MOTTO AND GRAPHICAL SYMBOL OF THE EUROPEAN WEEK 2016

The motto of the European Week 2016 should reflect the main focus of this year, i.e. young people of Tajikistan as well as underline co-operation/relations between European Union and Tajikistan..

The graphical symbol should be related to the motto and as well highlight the co-operation between the European Union and Tajikistan.

- The graphical symbol of the European Week 2015 :



Иттиҳоди Аврупо - Тоҷикистон

The Contractor should present their draft proposal of the motto and the graphical within 10 calendar days after signing the contract. The final version is to be approved by the Contracting Authority. The Contractor must ensure that upon approval the motto and the graphical symbol are used in every relevant occasion, together with the logo of the European Union (according to the EU visibility guidelines;

https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en_0.pdf).

INVITATIONS

To design, print and distribute at least 350 cardboard invitations+envelopes for the European Week which include a programme of all the main events. Invitation lists to be provided by the Contracting Authority and EU Member States diplomatic missions.

To inform about the European Week events by e-mail distribution to all main media outlets (TV, radio, newspapers, online news) in Russian, Tajik, and English and also through the mailing lists of the Contractor, EU Delegation and EU Member States diplomatic missions.

FLYERS

To design, print and distribute at least 600 flyers (at least 400 in Dushanbe, 200 per provinces involved) with the programme of the European Week at least 15 working days before the event (Russian, Tajik and English languages on the same flyer). The design is to be approved by the Contracting Authority before printing.

NEWSPAPERS

To publish a newspaper announcement (in Russian, Tajik and English) informing about the European Week (including a detailed programme) in the Asia Plus Newspaper and other Russian, Tajik and English-language local newspapers at least one week before the event in their weekly publication.

RADIO

To ensure the production and broadcasting by at least one main Dushanbe radio station (and preferably in one of the main radio stations in covering the provinces) of a promotional audio-roll (15-20 seconds) advertising the European Week, in both Russian and Tajik languages. The broadcasting of the audio-rolls should start during the week before the event and last until the end of the week, at least 2 times a day during peak times (08.00-10.00 and 17.00-19.00).

TELEVISION

To invite local television for the more official, ceremonial part of the Education Fair (awards for the essay contest, debating tournament) Musicians of the conservatorium could be invited to perform (European music).

INTERNET AND SOCIAL MEDIA

Use of the Contractor's webpage and social media is highly recommended. The Contracting Authority will also back up the promotion at

the Delegation webpage (http://eeas.europa.eu/delegations/tajikistan/index_en.htm)

the Facebook page (<https://www.facebook.com/EUinTajikistan>).

The Contractor should indicate the links to the webpage and any social media in the technical proposal to be submitted to the Contracting Authority.

BANNERS

To produce outdoor banners announcing all the events of the European Week and place them outside the venues during the week preceding the events as well as in central locations in Dushanbe;

POSTERS

To produce at least 500 posters (350 in Dushanbe, 150 per province involved) of A2 format, in Russian and Tajik languages in the same poster, announcing the European Week and its main events;

viii) To distribute and put up the A2 posters in state institutions and organisations, outdoor placings in streets, academic and educational institutions (at least 4 main universities), schools, international organisations, NGO premises, Embassies, cultural centres, restaurants and cafes, media outlets, during the week before the event;

PRESS CONFERENCE

To organise the press conferences (one in Dushanbe, and in provinces involved) in the beginning of the European week informing the media about the purpose and content of the European week. Press release (in Russian and Tajik languages) should be distributed before the press conference and the text should be approved by the Contracting Authority beforehand.

PROMOTION MATERIALS

To produce a number of promotion materials which are to be distributed during the European week. Promotion materials should visualise EU – Tajikistan cooperation. The material and the design is to be approved by the Contracting Authority before producing.

Promotion material with the EU-TJ symbols. The promotional material produced will be distributed among the participants of the events, especially youth at universities and musicians and artists involved in the European Week Festival.

OTHER TOOLS OF THE PROMOTION CAMPAIGN

Use of additional promotion tools such as City screens in Dushanbe city, compiled booklets presenting the full information about the European Week 2016, announcements on various websites, e-mail alerts, and other, is encouraged.

FOLLOW UP

To monitor media coverage and provide the Contracting Authority with clippings of media coverage maximum 20 days after the European Week in Tajikistan;

To prepare a photo collection (at least 50 photographs) and a high resolution video film of the main events of the European Week (including the opening events and speeches, music, theatre and contemporary art events, European film festival, interviews with representatives of the EU Delegation, EU Member States diplomatic representations, the Government of Tajikistan side, and the wider public) and to provide other success indicators (attendance sheets, lists of participants, speeches, recordings, etc.). Copies of the photographs and the video film are to be delivered to the Contracting Authority digitally.

The visual identity of the EU needs to be prominent in all material, stands, programmes, publications and advertisement according to the EU visibility guidelines which can be consulted at the following

webpage:

https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en_0.pdf

5. LOGISTICS AND TIMING

5.1. LOCATION

The location of the Contractor's office shall be in the city of Dushanbe, Tajikistan. The office of the Contractor shall be equipped with all modern means of communication (Telephone, Fax, Computer, Printer and Internet access). In no case the location of the Contractor should put at risk the realisation the contract. All arrangements at the spot of the event fall under the solely responsibility of the Contractor.

5.2. COMMENCEMENT DATE & PERIOD OF EXECUTION

The contract shall run for maximum of 5 months starting from the date of the signature by all parties. Please refer to Articles 4 and 5 of the Special Conditions for the actual commencement date and period of execution.

6. REQUIREMENTS

6.1. CONTRACTOR'S EXPERTISE

The acceptable Contractor shall have a minimum of 3 years' experience organizing events of similar nature and scope.

6.2. PERSONNEL

The Contractor will nominate a Project Coordinator for the European Week in Tajikistan (for the entire period of the contract implementation) who has the overall responsibility for the implementation of all tasks during the duration of the project.

6.2. EQUIPMENT

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

7. REPORTS

7.1. REPORTING REQUIREMENTS

Please refer to Article 26 of the General Conditions. There must be a final report and a final invoice at the end of the period of execution. The draft final report must be submitted at least one month before the end of the period of execution of the contract. The Contractor must also present the video films as well the photo collections and the media monitoring reports. Note that these final reports are additional to any required in Section 0 of these Terms of Reference.

The final reports must be submitted in 3 copies, in English at the following address:

*Ms Mahbuba Abdulloeva
Delegation of the European Union to Tajikistan
74 Adhamova Street
734013 Dushanbe*

8. MONITORING AND EVALUATION

8.1. DEFINITION OF INDICATORS

Following performance measures chosen to provide valid, useful, practical and comparable measures of progress towards achieving expected results.

- Quantitative: number of participants in all the events of the European Week.
- Qualitative: Possible feedback from the EU Member States and general public over the quality of the events. Photo collection, video film and media monitoring report provided to the Contracting Authority.