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# BACKGROUND INFORMATION

## Partner country

Serbia

## Contracting authority

Fondacija “Novi Sad – Evropska prestonica kulture”

## Country background

Serbia, a country at the crossroads of Southeast and Central Europe, is characterized by its rich cultural heritage, dynamic creative industries, and growing potential in tourism. As a candidate country for EU membership, Serbia has been undertaking reforms aimed at aligning its policies with European standards, including those in the cultural, social, and economic sectors.

The cultural and creative industries in Serbia are recognized as important drivers of economic growth and social cohesion. They contribute significantly to employment, especially among young people and vulnerable groups. Despite this potential, challenges such as limited access to funding, insufficient infrastructure, and a lack of professional training opportunities hinder the full development of the sector.

The Serbian government has acknowledged the role of the cultural sector in fostering sustainable development and cross-border cooperation. The adoption of the Strategy for the Development of Culture 2020–2029 reflects a commitment to enhancing the cultural sector’s impact on economic and social progress. Additionally, Serbia’s strategic location and historical ties to neighboring countries, including Hungary, present a unique opportunity for cross-border cultural collaboration.

In the context of this project, public green spaces serve as ideal venues for fostering inclusive cultural engagement while promoting environmental sustainability. By focusing on young cultural managers and artists, particularly those from vulnerable groups, the project aligns with Serbia’s priorities for social inclusion and regional cooperation. Enhancing professional competencies and artistic production through innovative educational and networking activities will not only strengthen the Serbian-Hungarian cultural partnership but also contribute to creating sustainable tourism offerings that can benefit local communities and economies.

## Current situation in the sector

Organizational structures in the cultural sector are diverse, including state-run cultural institutions, private enterprises, and non-governmental organizations. While public institutions dominate the sector, emerging independent organizations play a critical role in innovation and cross-border collaboration. Despite this, the sector faces significant challenges, such as fragmented coordination among institutions, insufficient funding mechanisms, and limited infrastructure for contemporary cultural production.

Human resource capacity is another constraint, with young cultural managers and artists often lacking access to specialized training programs and professional networks. This issue is particularly acute for vulnerable groups, who face additional barriers to participation in the sector.

Infrastructure development in the sector remains uneven, with urban centers like Belgrade and Novi Sad benefiting from better resources and facilities compared to smaller municipalities. Public green spaces, while abundant, are underutilized for cultural and creative activities, representing untapped potential for inclusive cultural engagement and sustainable tourism.

This project aims to address these gaps by fostering institutional collaboration, strengthening professional competencies, and enhancing cultural production to create inclusive, sustainable tourism offerings.

## Related programmes and other donor activities

Financial flows in the sector are largely dependent on public funding, with limited private investment and restricted access to international funds. The EU has been continuously providing support through programs and funds to enhance the cultural as well as tourism sectors.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is :

To strengthen cooperation and capacity of Hungarian and Serbian contemporary cultural and creative scenes to create sustainable tourism offerings by enhancing professional competencies and artistic production between 36 young cultural managers and artists, especially those coming from vulnerable groups through a series of 19 innovative and inclusive educational, networking and cultural events in public green spaces

## Specific objective(s)

The specific objectives (Outcomes) of this contract are as follows:

* To organize a training seminar for cultural managers and producers
* To organize a study visit in Serbia for cultural managers and producers
* To organize an evaluation meeting for cultural managers and producers

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Implemented training seminar for cultural managers and producers
* Implemented study visit in Serbia for cultural managers and producers
* Implemented evaluation meeting for cultural managers and producers

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

N/A

## Risks

Difficulties in finding adequate experts and difficulties in finding interested young producers and managers. The probability of this risk is very low because the project partners will implement a targeted information and dissemination campaign to attract the required number of people.

# SCOPE OF THE WORK

## General

### Description of the assignment

The project will directly empower and train young culture managers and artists to create innovative, contemporary public culture events in public green spaces (PGS) by implementing trainings and study visits and enabling them to organize innovative festivals. These activities will be accompanied by tasks related to transportation, accommodation, catering, venue rental and engaging adequate experts.

### Geographical area to be covered

Republic of Serbia, AP Vojvodina, Novi Sad / Republic of Hungary, Csongrád – Csanád, Szeged

### Target groups

The target groups encompass:

Cultural Managers are the main target group, aged 20 to 35, primarily from the participating bordering territories of Serbia and Hungary who will be trained and empowered to develop sustainable tourism offerings and enhance the active and environmentally-wise use of green areas. By targeting cultural managers, the project aims to build their skills and knowledge to drive positive change in the cultural and tourism sectors. The second group are (2) artists who will participate in the project's artistic residencies when they will have the opportunity to collaborate and exchange cultural practices with their peers from both countries. By involving artists, the project aims to foster cultural exchange and create contemporary artworks that reflect the shared heritage and creative expressions of Serbia and Hungary. Therefore the project serves as a platform for artists to showcase their work and contribute to the development of innovative and sustainable tourism offerings. The final conference organized by the project aims to bring together (3) professionals and stakeholders in the culture and tourism sector from both territories.

## Specific work

The contractor must organize:

Training seminar – module 1 (accommodation, educators, working material, renting of venue and equipment)

Study visit in Serbia (travel cost, local transport, accommodation, catering, educators)

Evaluation meeting (travel cost, accommodation, catering, renting of venue and equipment)

The contractor will manage the following organization activities for each event:

* Planning and implementation of the programs of the events in consultation with the Contracting Authority
* Provide professional coordination of the events
* Provide professional support of the events
* Making events scenarios, recruitment of educators, equipment technicians in consultation with the Contracting Authority
* Registration of the participants

Specifically, the contractor will fulfil the following tasks:

1. **Training seminar** – module 1 (4 days)

* The event will take place late February 2025. in Novi Sad (exact date will be confirmed by the Contracting Authority.
* Provide adequate accommodation (minimum 3 stars) including breakfast in Novi Sad for 10 persons from Hungary. The proposed hotel / hostel should be communicated to the Contracting Authority at least 7 days before the event. Accommodation is needed for 4 nights.
* Recruit 3 educators (non-key experts). One with adequate background in implementing open-air festivals, one with adequate knowledge in community engagement and participation of citizens and communities, and one from the field of ecology and sustainable environment. All proposed educators have to be previously presented to the Contracting Authority for approval.
* Provide adequate accommodation (minimum 3 stars) including breakfast for 3 educators in Novi Sad for 4 nights. The proposed hotel / hostel should be communicated to the Contracting Authority at least 7 days before the event.
* Recruit 1 local mentor (non-key experts) for running the workshop. The tasks of the mentor will be to implement teambuilding games, to interact with the participants, to design the workshop, provide mentoring (online and in person) to the participants during the implementation of the project. The proposed local mentor has to be previously presented to the Contracting Authority for approval.
* Provide working material (paper, pencils, drawing table…) for 24 participants of the training seminar.
* Provide catering for 24 people for 4 days during the training seminar. Lunch should consist of regular portions of cooked meal for adults, including meat and vegetables, as well as refreshment drinks. Water should be available to the participants during each day of the training seminar.
* Provide a venue with technical equipment adequate for organizing the training seminar. The venue should have chairs for at least 30 persons, have heating, possibilities for screening presentations.

2. **Study visit in Serbia** (2 days)

* The event will take place between March 1 and June 30 2025. in Novi Sad (exact date will be confirmed by the Contracting Authority.
* Provide adequate accommodation (minimum 3 stars) including breakfast in Novi Sad for 12 persons from Hungary. The proposed hotel / hostel should be communicated to the Contracting Authority at least 7 days before the event. Accommodation is needed for 1 night.
* Provide a round-trip transport between Szeged and Novi Sad for 12 persons.
* Provide local transport in Novi Sad for the participants of the Study visit.
* Provide catering for 12 people for 2 days during the Study visit. Lunch should consist of regular portions of cooked meal for adults, including meat and vegetables, as well as refreshment drinks. Water should be available to the participants during each day of the study visit.
* Recruit 2 mentors (non-key experts) during the study visit, one from Serbia and one from Hungary. The mentors should be experienced in youth work or pedagogy. The proposed mentors have to be previously presented to the Contracting Authority for approval.

3. **Evaluation meeting** (3 days)

* The event will take place between March 1 and June 30 2026. in Novi Sad (exact date will be confirmed by the Contracting Authority.
* Provide a round-trip transport between Szeged and Novi Sad for 12 persons.
* Provide adequate accommodation (minimum 3 stars) including breakfast in Novi Sad for 12 persons from Hungary. The proposed hotel / hostel should be communicated to the Contracting Authority at least 7 days before the event. Accommodation is needed for 3 nights.
* Provide catering for 24 people for 3 days during the Evaluation meeting. Lunch should consist of regular portions of cooked meal for adults, including meat and vegetables, as well as refreshment drinks. Water should be available to the participants during each day of the evaluation meeting.
* Provide a venue with technical equipment adequate for organizing the Evaluation meeting. The venue should have chairs for at least 30 persons, possibilities for screening presentations.

## Project management

### Responsible body

The responsibility is the contracting authority:

Fondacija “Novi Sad – Evropska prestonica kulture”

Trg slobode 3, 21000 Novi Sad

### Management structure

The responsible person in the contracting authority for this contract is Milica Rašković, member of the project staff.

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

The contracting authority will not provide facilities for the implementation of the tasks. The contractor will provide adequate facilities for the implementation of the tasks.

# LOGISTICS AND TIMING

## Location

Republic of Serbia, AP Vojvodina, Novi Sad / Republic of Hungary, Csongrád – Csanád, Szeged

## Start date & period of implementation of tasks

The intended start date is the date of signature of the contract by both parties and the period of implementation of the contract will be 16 months from this date. 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 expert 1: Team leader**

Qualifications and skills

* Higher education diploma in management, economics, social sciences or equivalent
* General IT skills: Windows, Internet, MS Office
* English language knowledge

General professional experience

* Minimum 5 years of general professional experience

Specific professional experience

* Minimum 3 years of experience in organizing various events
* Minimum 3 years of working in teams

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

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

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## 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 English in one original and one copy:

* **Interim report:** the first interim report will be submitted in March 2025 with a corresponding invoice. The approval of interim reports will be the basis for issuing respective interim payments as indicated in the Special Conditions.
* **Interim report:** the second interim report will be submitted in July 2025 with a corresponding invoice. The approval of interim reports will be the basis for issuing respective interim payments as indicated in the Special Conditions.
* **Final report:** will be submitted will be submitted at the end of this contract. The approval of the final report by the Contracting Authority will be the basis for issuing final payment as indicated in the Special Conditions. 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

Services provided in timely, quality and quantity manner, as required in these Terms of Reference

## Special requirements

N/A