



Terms of Reference for a Trainer- facilitor for a cluster workshop dedicated to "Building-up collective projects ideas"

Alterural is looking for a consultant in order to facilitate a workshop for the members of a Rural Tourism (RT) cluster in the wide periphery of Sarajevo.

Topic: "Building-up collective projects ideas for the cluster's development".

Place: The workshop will be held in Vares

Approximate date: end of March – early April 2019.

This project is funded by the European Union and supported in the framework of the Civil Society Facility Programme 2014-2015 aiming to support networking of citizens for the reduction of unemployment trough enhancement of cooperation among key stakeholders at local level and active labour market measures.

One of the main purposes of this project is to increase the competitiveness of local economies and territories by creating collaborative and sustainable synergies among the stakeholders.

1. Presentation of the contractor

Alterural is a non-profit, non-governmental organization dedicated to the development, promotion and professionalization of rural tourism in Bosnia-and-Herzegovina. It accompanies the local stakeholders in BiH to:

- Contribute to bring economic alternatives in the countryside and reduce current rural exodus trends in particular among the youngsters.
- Preserve and valorize the heritage and local identities of the Bosnian villages and their inhabitants.

For more information: www.alterural.ba or facebook. <https://www.facebook.com/alterural/>

In the present project, Alterural ensures the coordination and works in cooperation with 4 other partners coming from the civil society and particularly committed to the animation of their local communities in different segment of tourism: gastronomy, geo-tourism and mountain tourism. The partners are here directly contributing to the organization of the trainings in their respective rural areas. **Project partners are:**

-Forum žena „Strica – Zarudje“, from Vareš Municipality

-ZU „Kreševski citrin“, from Kreševo Municipality

-PD Vranica,from Fojnica Municipality and

-Eurogites, European Federation of Rural Tourism, which is the main European platform for the RT organizations in Europe.

Project implemented by:





2. Project description: Objectives, expected results & activities

Project title: “Building-up countryside tourism destinations around Sarajevo to diversify the rural economy“ is supported in the framework of the Civil Society Facility Programme 2014-2015 aiming to support networking of citizens for the reduction of unemployment through enhancement of cooperation among key stakeholders at local level and active labour market measures.

Duration: 3 years

Location: The wide rural periphery of Sarajevo. Its implemented in 7 municipalities: Kreševo, Vareš, Ilijaš, Fojnica, Sarajevo Centar, Sarajevo Stari Grad, Istočni Stari Grad.

Targeted areas: Rural tourism is an effective tool for the revitalization of remote areas and villages, this project targets the following mountains: Bitovnja, Vranica, Zvijezda and Ozren (Crepoljsko and Bukovik). All these beautiful mountains have a well preserved natural environment, active and dedicated local communities and CSOs. They are offering exceptional cultural heritage and natural sites, and their visitors can experience vivid hospitality, products and rural traditions. Seven municipalities are covered by the project : Kreševo, Vareš, Ilijaš, Fojnica, Sarajevo Centar, Sarajevo Stari grad and Istočni Stari Grad.

Description of the target groups and final beneficiaries:

Three different target groups: stakeholders involved in the local rural economic development:

- 1- The local active CSO members: NGOs, associations, clubs involved in local development and proposing outdoor activities in the targeted areas.
- 2- The agriculture producers, rural family and small enterprises are a focus but also local private travel agencies, hotels and restaurants in targeted territories.
- 3- Competent public institutions representatives in the 7 municipalities and competent tourism organizations.

Specific project objective: To develop 4 countryside tourism destinations around Sarajevo by involving all relevant stakeholders in rural territories.

Overall objectives:

- To encourage local networks of stakeholders and greater involvement of the citizens to create a favourable environment for employment opportunities in Bosnian countryside.
- To generate new professional skills in order to facilitate innovation, self-employment opportunities and complementary incomes in rural areas.
- To strengthen a sustainable model of local rural economy by diversification strategies, valorising and preserving local resources, identities and heritages in order to alleviate poverty and reduce rural exodus trends. Citizens should be able to keep their heritage and preserve natural resources.

Expected results

R1-Thanks to peer exchanges and support from EU partners, a pilot RT cluster is created to build-up 4 more visible countryside tourism destinations around Sarajevo.

R2- Agriculture producers and rural enterprises in tourism strengthen their market competitiveness by improving their professional skills, knowledge and quality of their offers.

R3- The 4 destinations are actively promoted to gain new markets.

R4- The civil society has improved expertise on rural tourism sector's opportunities and challenges, becoming more involved in policy making processes.

Project implemented by:





3. The Purpose of the Engagement

As mentioned above, the aim of the project is to establish a rural tourism pilot cluster in order to create 4 tourist destinations in the wide periphery of Sarajevo.

Target audience: Minimum 25 people, members of civil society organizations, NGOs mainly but also farmers, families in rural areas and small businesses, local private tourist agencies, hotels and restaurants in the target area, representatives of relevant public institutions in 7 municipalities and competent tourist organizations will participate in this strategic workshop in order to jointly define the identity, the current status and needs of the target territory.

This will be the 6th and final workshop for this RT “cluster” and is conceived as a continuation of the 5 previous workshops. **The focus of the workshop is:**

- conceiving collective projects ideas and
- tips and simplified methods for building project proposals.

-The 1st workshop was on the benefits of the cluster as a tool for networking and economic development.

-The 2nd was dedicated to Rural Tourism (RT) as niche sector with a good prospect in a global digital economy.

-The 3rd workshop stressed upon the importance of natural heritage and protected areas as a tool for sustainable economic development as it is the case in Italian natural protected areas.

-The 4th focused on the preservation and valorisation of local rural heritage for tourism.

One main recommendation of the previous was to join the 4 micro destinations **under one “Brand”** for a better visibility on the market and be creative.

-During the 5th workshop, the members selected a **final name for their cluster**, a concept and the main orientations of the promotion material to be produced by the project during winter 2018/19.

During each workshop, the selected facilitators provided various examples and advices to inspire the participants’ decision. For the last workshop, the Trainer-facilitator will be expected to provide the contractor and the participants:

Before the training

- A precise training agenda/programme at least 5 days before the workshop.
- Bring training and promotion material.

During the first training part;

- Rapid determination of main orientation strategy for the cluster “Mala sela”
- Brainstorming : identification of collective projects ideas

During the second part:

- Basic methods and tips for simplified project proposals using the previous discussions.

After the workshop

- Produce a short evaluation report (5 pages report on the content of the training, group dynamics and recommendations for next steps).

The training should be participative, organised in a manner where the participants can have theoretical as well as hands-on experience. This may include theoretical part and field based approach and collective exercises. The training should be conducted in an interactive mode reflecting local perceptions of the community.

Project implemented by:





Taking this into consideration, the Trainer-facilitator will:

1. Create a tailored programme.

The training should include the following elements.

- a. Creative collaborative exercises to bring up project ideas
- b. Simple methods for project proposals.

2. Facilitate a one-day workshop for a group of 25 persons in Vares.

3. Deliver a short evaluation report (5 pages maximum) about the workshop and recommendations on the next steps to be taken.

4. Organization of the Engagement

3.1 Skills required for conducting the training

Proven experience in the creation of program & providing trainings.

- Validated expertise and experience in both fields of project development and conception as well as tourism sector.
- Strong pedagogical and communication skills.
- Knowledge of the specificities and experience in rural (particularly mountainous) territories is considered as an asset.
- The trainer is expected to provide concrete, cost effective and innovative solutions and advices to the target audience.

3.2 Duration and dead line

The total service for conducting this training is estimated at **2 working days** (including preparation, provision of the training and short reporting duties).

The service provision will begin after the contract between the trainer-facilitator and Alterural has been signed. .

The workshop is planned to be held **in Vares**

Period: **end March/early April 2019.**

3.3 The procedure for selecting the consultant

For your application please send the following documents

1. A CV confirming previous engagement – including References and their contacts;
2. A cover letter.
3. A short draft of proposed training content (in 10 points).

3.4. Payment conditions

The service provider will be paid an amount of **780 .00 KM net for the total service.**

The payment will be made by the contractor in one instalment once the training is finalized and final evaluation report is presented to the contractor.

3.5 For interested applicants

Interested applicants may submit their CV, cover letter and short agenda no later than 20th of February 2019 to the following address:

Association Alterural, Čekaluša 1, 71000 Sarajevo, or by e-mail: alterural@gmail.com
with sarah.devisme@alterural.ba in cc.

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