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CALL FOR TENDER

Terms of Reference

Elaboration of the strategic plan for the preservation and promotion of the tangible and intangible heritage of Araba Village

Proposed by the European funded project
“My Heritage! My Identity!”

Promoting Governance and Citizenship in Palestine
ENI/2017/390-692





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SUMMARY

1. PROJECT DETAILS	3
2. PROJECT DESCRIPTION	4
3. CONSULTANCY BACKGROUND	5
4. ASSIGNMENT PURPOSE	5
5. OBJECTIVES	5
6. DUTIES & RESPONSIBILITIES	6
7. TIMEFRAME	7
8. EXPECTED OUTPUTS & DELIVERABLES	8
9. REQUIRED SKILLS AND EXPERIENCE	8
11. SCOPE OF PRICE PROPOSAL	9
12. TENDER DOCUMENTS	9
13. CONTACT DETAILS	9



1. PROJECT DETAILS

PROJECT NAME	<p align="center">My Heritage! My Identity!</p> <p align="center"><i>(previous title as in the application for the Eu grant: Promoting Governance and Citizenship in Palestine)</i></p>
PROJECT LOCATION	Palestine
PROJECT PARTNERS	<ul style="list-style-type: none"> ✓ AFRAT (Association pour la Formation des Ruraux aux Activités du Tourisme) - Main Applicant ✓ BETHLEHEM UNIVERSITY ✓ PCR (Palestinian Centre for Rapprochement between People) ✓ Tétraktys - Association de coopération pour le développement Local des espaces naturels
PROJECT REFERENCE	ENI/2017/390-692
PROJECT DURATION	30 months: from 1 st January 2018 to 30 th June 2020
PROJECT BUDGET AND FUNDER	1, 250, 597.00 euros, funded 80% by the European Union



2. PROJECT DESCRIPTION

The 4 partners have previously collaborated in the “Rural Development Program along the Abraham Path” that establishes a trekking route across the West Bank. This program is currently financed by the French Development Agency (AFD), the World Bank, and French local authorities. The Path crosses the West Bank from north to south, passing through towns, villages, encampments and refugee camps, thereby reflecting Palestinian identity in all its diversity and complexity. The first phase of this Program along the Abraham Path, Masar Ibrahim in Arabic, supported by the AFD and French local authorities took place between 2013 and 2016. Its success led to a second phase that has been validated and is being implemented until 2019.

Based on the solid foundations of this existing Program, the 4 Partners have submitted to the European Union (EU) a new complementary project, entitled “**Promoting Governance and Citizenship in Palestine**”. This new project aims to strengthen Palestinian identity and citizenship through **re-appropriation (research, preservation and promotion) of historical and cultural heritage** along the Masar Ibrahim.

Context:

The Masar Ibrahim allow us to oversee the plurality of the Palestinian identity. The memories evoked by each step of this journey, and the historical relics that we discover, remind us of the multiplicity of influences that have existed on this land. Among them, we have the Canaanites civilization from the Antiquity; references to episodes recounted in the Tora and the Gospels, or mentioned in the Coran; ruins witnessing Greek, Roman, Persian, Byzantine and Arab occupations; buildings reminiscent of the Franc passage; the Mamluk and then Ottoman, and British domination.

The proximity of these steps evokes the close link that connects the various components of the Palestinian population: Christians of various obedience; Muslims of various sensitivity; urban descendants of the oldest Middle East civilizations; nomad Bedouins coming from the center of the Arabic peninsula at various times; sedentary farmers who have cultural and religious characteristics common to all the traditional rural areas; and refugees displaced after the 1948 or 1967 wars.

The exploration and valorization of diversity along the Masar Ibrahim, which appears to be the central axis of the Palestinian identity, would restore the Palestinians’ consciousness of the plurality which has characterized them as a nation for a long time, and give foreigners an image that reflects the wealth of this country’s history and the complexity of its modern society. Through the re-appropriation of historical and cultural heritage along the Masar Ibrahim, the Project aims to consolidate the social cohesion between the different components of the Palestinian population.





3. CONSULTANCY BACKGROUND

In June 2018, the Ministry of Tourism and Antiquities (MOTA) with the help of UNESCO, have launched a new law about the tangible and intangible heritage preservation including an inventory of the national heritage. Based on this important step, the project “My Heritage! My Identity!” is willing to collaborate with the ministry of Tourism and Antiquities in order to work on a first “pilot project” aiming to experience the law through the realization of an inventory, a mapping and a strategic plan. After holding several meetings together, the ministry and the project managers have decided to select Araba Village. Then, an inventory of the intangible and tangible heritage has been conducted by a team of Palestinian experts between January and August 2020.

In order to support the MOTA with Araba Municipality, the project team is launching this call for tender to select expert (s) for elaborating a strategic plan of preservation and promotion of the tangible and intangible heritage along the Masar Ibrahim in Araba village that could be replicated at the national level.

The selection and validation committee of expertise will be composed of the four project managers team with the MoTA and Araba Municipality.

4. ASSIGNMENT PURPOSE

The purpose of the assignment is to elaborate a strategic plan of preservation and promotion of the tangible and intangible heritage along the Masar Ibrahim in Araba village, under the supervision of the project partners and the project team. This strategic plan will be based on the results of the inventory previously conducted in the framework of the program.

The provider should involve the main stakeholders mentioned above, as well as the Araba population during each phase of the assignment.

5. OBJECTIVES

Heritage, in all its tangible and intangible components, is an essential factor for the dialogue of cultures, respect for identities and diversity, and social cohesion. Heritage is also a powerful factor in social and economic development, through activities it generates and the policies that support it. It can contribute to the objectives of other sectors. It also can be an invaluable resource in education, employment, tourism and development sustainable.

Based on this observation, the strategy for preservation and promotion of the tangible and intangible of Araba village aims to:

- develop an inclusive approach, involving national and local authorities, all heritage, cultural and tourism stakeholders, including professional and non-governmental organizations, the





voluntary sector and civil society,

- promote good governance based on participative management. Local authorities and citizens must be mobilized and requested for the implementation of this strategy,
- create a synergy between existing policies and tools, to improve or supplement them, based on the legal instruments in force at the national level,
- promote heritage as vector of strengthening the attractiveness of the area and economic benefits.

6. DUTIES & RESPONSIBILITIES

Under the supervision of the EU project team, MOTTA and Araba Municipality, the provider and his/her team will undertake the following tasks:

Preparatory phase

Inception meeting

- The expert (s) has to conduct an inception with each partner: EU project team, MoTA and Araba municipality and a collective one

Desk review

- The expert has to collect data about the legal framework regulating the preservation and promotion of Palestinian heritage.
- The expert has to review all documents/studies/reports/strategy for preservation and promotion of heritage already conducted during the last five years in Araba and on the national level.
- The expert should also provide examples from MENA region and other countries.

Hold a joint coordination meeting

- Organize a meeting involving MoC, MoTA, Araba municipality and EU project team with the inventory team. MoLG, UNESCO and other stakeholders could be also involved. This meeting will aim to present the objectives of the assignment and share the detailed calendar of work, the tools and the methodology with all the participants.

Implementation phase

Conduct a series of consultations (interviews)

- Organize several interviews and/or focus groups with the local authority, the socio-professional and community-based organizations in the field of heritage, tourism and culture as well as

Advocate tools of management

- In order to ease the process of preservation of Araba heritage by the public administration, elaborate a list of tools and recommendations adapted to the context and based on the





consultation results.

Advocate tools of mediation/interpretation

- Based on the desk review and the data collected from the consultations, and according to the means of the municipality, the expert (s) has to suggest awareness and promotional tools aiming to document and promote the different components of heritage to a wide audience (ex: digital app, signage, events...).

Formulate recommendations on the touristic development

- Based on the consultation of the actors of the touristic sector, elaborate general guidelines of touristic development including main axis in line with the promotion of Araba heritage.

Reporting and workshop

Reporting

- The expert (s) has to submit a final report documenting the experience of the pilot project and describing the methodology implemented in Araba. The report must include analysis of the information and data collected, a description of the tools suggested and final recommendations including the framework of a methodology and guidelines that can be developed at the national level.

Workshop

- The expert has to prepare a presentation summarizing the main results and recommendations of the final report. This content will be used for a workshop that will be held in Araba with the main partners (MoTA, MoC, Araba municipality, UNESCO and other relevant stakeholders) as well as the representatives of Bethlehem municipality. Given the current context, the workshop could also be organized online.
- The inventory and the strategy experts, along with the project team, will organize the workshop to share their experience in Araba and give the main recommendations to develop a national methodology of inventory and strategic plan. This workshop will be an opportunity for Bethlehem municipality to exchange about the best practices for developing the methodology in the governorate.

7. TIMEFRAME

The assignment will be carried out from **24th of September 2020** and be completed by **7th December 2020**.



8. EXPECTED OUTPUTS & DELIVERABLES

Under the direct supervision of the project team, the selected provider will be expected to submit the following:

<i>Deliverables/ Outputs</i>	<i>Estimated Duration to Complete</i>	<i>Review and Approvals Required</i>
Methodology, work plan and detailed calendar	One week after the signature of the contract	project managers and MOTA supervisor
List, methodology, a structure of the questionnaire of interviews and focus groups and a timeframe	Two weeks after the signature of the contract	project managers and MOTA supervisor
Organize the joint coordination meeting (presentation, agenda, minutes, photos, list of attendees...)	Two weeks after the signature of the contract	project managers and MOTA supervisor
Summary report about the desk review phase	Mid October	project managers and MOTA supervisor
List of management tools and recommendations	End of October	project managers and MOTA supervisor
List of awareness and promotional tools	End of October	project managers and MOTA supervisor
First draft of the final report (including results of the interviews/FG, list of tools...)	Mid of November	project managers and MOTA supervisor
Final workshop (agenda, ppt presentation, minutes, photo, list of attendees...)	Mid of November	project managers and MOTA supervisor
Final report	End of November	project managers and MOTA supervisor

- Language of the data collected: Arabic and English (according to supervisor instructions).

9. REQUIRED SKILLS AND EXPERIENCE

The successful candidate must have the following:

- Relevant experience in strategic plan elaboration related to heritage and/or in heritage site management
- University degree in heritage, tourism, geography, urbanism or related subjects
- Strong knowledge of the context of the area (historic, cultural, socio-economic...)



- Good knowledge of the Palestinian legislation in terms of heritage protection and promotion
- Professional expertise in development of decision support tools, management tools and mediation tools
- Demonstrated strong analytical skills and abilities to conduct interviews/FG
- Excellent communication, drafting, presentation and reporting skills
- Fluency in oral and written Arabic and English

10. PROPOSAL GUIDELINES

Interested applicants will be asked to fill out a short application form (see tender documents), and submit it along with a short application form including methodology (see application form – Annex 3) and team members Curriculum Vitae.

The consultant is required to describe the key processes for the assignment and create an action plan that describes the necessary work steps and related working hours/days with the assignment timeframe.

11. SCOPE OF PRICE PROPOSAL

The contract value is max 8 000 EURO (Incl. VAT).

12. TENDER DOCUMENTS

The call includes:

- the present document (ToR)
- the Application procedures (Annex1)
- the Application form (Annex 2)
- the Budget template (Annex 3)

13. CONTACT DETAILS

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