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# EU4Culture

## Terms of Reference (ToR)

External Service Provider for implementation of the  
Cultural Exchange Component of the EU4Culture  
Festival in Armenia and the festival visibility actions

## Disclaimer

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# EU4Culture - Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries

## Terms of Reference (ToR)

### External Service Provider for implementation of the Cultural Exchange Component of the EU4Culture Local Festival and the festival visibility actions

Coordinator of the grant contract:	Goethe-Institut (GI)
Name and title of the contact person:	Dr. Anatoli Beifert – Team Leader
Name of beneficiary(ies) and affiliated entity(ies) in the action:	Czech Centers (CC), Danish Cultural Institute (DCI), Institut Français de Géorgie (IF)
Title of the action:	EU4Culture: Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries
Contract number:	2020/417-654
Target country(ies) or region(s):	EaP

### TABLE OF ACRONYMS

- CC – Czech Centers
- CCI – Cultural and Creative Industries
- CCIP – Cultural and Cross-Innovation projects
- CDS – Cultural Development Strategy
- DCI – Danish Cultural Institute
- EaP – Eastern Partnership
- EU – European Union
- 1. ESP 1 - External Service Provider for management and curation of the festival
- 2. ESP 2 - External Service Provider for Integration of the cultural exchange component and ensuring visibility for the festival
- GI – Goethe-Institut
- IF – French Institute of Georgia (Institut Français de Géorgie)
- ToR – Terms of Reference

## 1. BACKGROUND INFORMATION

### 1.1 About the project

**EU4Culture** is the EU funded project. The project targets the cultural and creative sector in the Eastern Partnership (EaP) countries, aiming to support the development of culture as an engine for growth and social development across the region.

EU4Culture makes particular focus on non-capital cities of the Eastern Partnership countries.

In Armenia, Azerbaijan, Georgia, the Republic of Moldova, and Ukraine, the project supports Non-Capital Cities in developing (14 cities<sup>1</sup>) and implementing (one city<sup>2</sup> in each participating country) **Cultural Development Strategies (CDS)**.

In Armenia the city of Ijevan received grant for CDS implementation. The cities of Charentsavan and Sevan prepared CDS and implement targeted actions based on the city strategies with the EU4Culture support.

A grant scheme for **Cultural Projects, Cross-innovation Projects**, and the **Mobility Scheme** for artists and cultural professionals complement the project.

The EU4Culture project started on 1 January 2021 and will end on 31 March 2025.

The EU4Culture project is implemented by Goethe-Institut (lead), the Danish Cultural Institute, Czech Centres, and the Institut Français in Georgia.

## 1.2 EU4Culture Festival in Armenia

In September 2024, EU4Culture will organise the **EU4Culture Network Festival - “City Stories, Diverse Voices”** in **Armenia**. EU4Culture will organise festivals also in other participating EaP countries.

The festival in Armenia will last for a maximum of three days and will serve as a platform to showcase the impact of the EU4Culture project.

**The festival will be hosted** by the city of **Ijevan** and may also be extended to two other EU4Culture participating cities, Charentsavan and Sevan.

The festival will highlight achievements in Cultural Development Strategies (CDS), Cultural and Cross-innovation Projects (CCIP), and mobility schemes in Armenia.

The festival will **incorporate Cultural Exchange Component**, through showcasing the work of the artists (EU4Culture beneficiaries) from EaP countries other than Armenia (possibly involving also collaborative work with Armenian artist) and through organising artist talks with participation of artists from Armenia and other EaP country.

The event will have high level visibility.

## 1.3 Technical Implementation:

The festival implementation is divided into two key assignments:

- ✦ **Assignment 1 - to be implemented by External Service Provider, (ESP 1):**  
Development of the festival concept, curation of the festival, logistical and technical implementation of the festival
- ✦ **Assignment 2 - to be implemented by External Service Provider, (ESP 2):**
  - a) Development of the concept for integration of Cultural Exchange Component in the EU4Culture Festival in Armenia, its technical and logistic implementation
  - b) Ensuring the visibility and communication of the whole Festival

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<sup>1</sup> The list of the cities: Armenia (Charentsavan, Ijevan, Sevan); Azerbaijan (Khirdalan, Lankaran, Sheki), Georgia (Kutaisi, Poti, Zugdidi); Republic of Moldova (Cahul, Orhei); Ukraine (Odesa, Rivne, Vinnytsia).

<sup>2</sup> The list of selected cities: Armenia (Ijevan); Azerbaijan (Lankaran), Georgia (Zugdidi); Republic of Moldova (Cahul); Ukraine (Odesa, Rivne, Vinnytsia).

## 2. DESCRIPTION OF THE ASSIGNMENT

### 2.1 Objective and Scope of the assignment

The objective of the assignment under this Terms of Reference (**Assignment 2**) is to curate, manage and coordinate **Cultural exchange component** and ensure its technical and logistical implementation. The assignment also foresees tasks related to the **visibility and communication of the whole festival in Armenia**.

#### Cultural Exchange Component of the festival In Armenia

Cultural Exchange Component of the festival in Armenia foresees two types of activities.

1. Showcase of work (exhibition, live performance, workshop etc.) by artist/artists from an EaP country other than Armenia, who is the beneficiary of the EU4Culture CCIP or Mobility grant scheme.  
Depending on the final concept, collaborative work between Armenian artist and an artist(s) from other EaP country can be considered.
2. Organisation of the artist talk with participation of at least one artist from Armenia and at least one artist from a different EaP country (both EU4Culture project beneficiaries).

Based on the overall concept of the festival (**assignment 1**) and the concept and theme for the cultural exchange component (**assignment 2**) EU4Culture team shall provide the selected service provider (ESP 2) for the **assignment 2** with the list of artists who can be involved in the cultural exchange component.

The artists shall arrive in the city hosting of the festival approximately 1 week prior for preparation.

#### Visibility

The event will have high level visibility. The visibility of the event shall be ensured under **assignment 2**.

Preliminary list of visibility actions (to be adjusted based on the final concept):

- ✦ Media partnerships and media coverage
- ✦ Social media campaign
- ✦ Production of the festival summary video
- ✦ Print and installation of placements and special installations
- ✦ Print of banners and other material
- ✦ Giveaways

#### Geographic Scope

The External Service Provider (ESP2) must be based in Armenia. The assignment foresees frequent travel to the regional city for short and medium-term missions and active cooperation with local partners, artists, and stakeholders from Armenia.

## Time Scope

- Preparatory phase: August 2024
- Implementation phase: September 2024
- Reporting and follow up: October 2024

## IMPORTANT NOTE

- Content related work shall be carried out in close cooperation and in agreement with the festival curatorial team (ESP 1), under the supervision of the EU4Culture team.
  - Logistics and technical arrangements shall be carried out in collaboration with the festival curatorial team (ESP 1) and EU4Culture team
  - Visibility campaign shall be executed in collaboration and in agreement with the festival curatorial team (ESP 1), the EU4Culture team and under the supervision of the EU4Culture Communications Manager.
3. All visibility material shall be designed in line with the pre-defined event identity document. The event identity document provides: colour scheme, typography and general design patterns of the related materials.
- Concrete actions and items for the event visibility shall be determined upon finalisation and harmonisation of the festival concept and the concept for the cultural exchange component

## The assignment is structured into three work packages:

### Work Package #1 - Concept development and content related management of the cultural exchange component of the festival

- Produce and finalise the concept of the cultural exchange component of the festival in line with the general theme and artistic vision of the festival developed within assignment 1 by ESP 1.
- Define theme and structure for the artist talks.
- Verify the list of International/local artists who will participate in the cultural exchange component of the festival (at least 2 artists representing other EaP countries and 1 local artist participating in the artist talks).
- Communication and work coordination with the artists
- Curate the events under the cultural exchange component
- Curate and coordinate the artists talks component

### Work Package #2 - Technical and logistical service related to implementation of the Cultural Exchange Component of the festival

- Contract Artists (International and local)
- Ensure travel, accommodation, daily allowance arrangements for the artists
- Ensure all logistic and technical aspects of the Cultural Exchange Component (travel, stage, inventory, light, sound etc.) of the festival.
- Select venues, contract suppliers coordinate with venues and suppliers to manage logistics effectively.
- Ensure implementation of the component and manage the event on-site

- Conduct follow-up activities after the festival.

### Work Package #3: Visibility

- Media Partnerships – indicative list of actions:
  - ✧ Build up and lead media partnerships:
  - ✧ Dissemination of the press releases
  - ✧ Preparation of the press kits with the festival details
  - ✧ Integration of the festival content, guest appearance into the local media channels (TV, online magazine, radio etc)
- Online Presence
  - ✧ Lead and implement social media campaigns
  - ✧ Create social media posts and event page, social media graphics and banners, digital posters and flyers (where needed)
- Produce Festival Summary Video
- Design and print visibility material inc.:
  - ✧ Spatial installations: e.g. directional signs, stage and venue banners/flags, Info booth signs
  - ✧ Promotional and informational material: e.g. posters, flyers, banners, brochures
  - ✧ Giveaways: e.g. tote bags, mugs, t shirts

## 3. DELIVERABLES OF THE ASSIGNMENT

Timeline	Description
<b>August 2024</b>	Final Concept (Inc. Venues, schedule, themes, concrete activities and mediums, artist talk topics and structure, names of the contracted artists)
<b>September 2024</b>	Cultural Exchange Component Implemented
<b>October 2024</b>	The service provider shall submit activity report. The report shall be prepared based on predefined template, describe the activity implemented and list all visibility actions: including media coverage and social media links, number and digital samples of all produced material.

### Reporting

The External Service Provider will be directly accountable to Goethe-institut Georgien.



## 4. ELIGIBILITY

Legal entity (profit or non-profit) based and registered in Armenia is eligible to apply.

## 5. TEAM PROFILE AND QUALIFICATION REQUIREMENTS

The project will consider applications submitted by legal entities that may contract other team members (if needed) or subcontract other service providers.

The applicant can divide the work packages among team members according to their qualifications or may choose to assign one person for execution of separate work packages. The managerial structure and role distribution must be provided in **Annex 2 – Staff and management structure**.

### 5.1 Required experience

1. Proven experience in curating and managing festivals and international cultural events.
2. Proven experience of dealing with Artist hospitality arrangements (international and local travel, Artists rider fulfilment, providing accommodation etc.)
3. Proven experience of technical and logistics management of the festivals
4. Experience in communication activities including, collaboration with media outlets, leading and planning social media campaigns, design and print of visibility material.



## 6. LANGUAGE

Official Language of the EU4Culture project is English. The Language of the assignment is English and Armenian. All documentation to be delivered to the EU4Culture should be written either in **English** or both English and Armenian.

## 7. FEE

The applicants are invited to submit the budget proposals for the assignment. The budget proposal must be prepared according to the template provided and must reflect all costs related to fulfilment of the assignment, including honorariums for the Implementing team, honorariums for the artists, travel costs and sub-contracting costs, **excluding VAT**.

**The maximum allocated budget for this assignment is EUR 24 700.**

## 8. INVOICING

Invoices must be submitted to the EU4Culture team in accordance with the procedures outlined in the service contract between Goethe-Institut Filiale Georgien and the external service provider.

A tentative instalment plan (which will be precisely regulated in the Service Contract) is as follows:

- ✧ The first instalment: 30 % prepayment upon the bilateral service contract signature
- ✧ The second instalment: 50 % upon delivery and bilateral signing of the Act of Delivery and Acceptance with Goethe-Institut Filiale Georgien of the first deliverable – finalised concept (including information on the contracting artists etc.)
- ✧ The third instalment: 20 % balance payment upon approval of the activity report and bilateral signing of the Act of Delivery and Acceptance with Goethe-Institut Filiale Georgien

## 9. SELECTION CRITERIA

The Service Provider will be selected based on the following criteria:

Selection criteria	Points (out of 100)	Evaluation of:
1. Prior experience, specific expertise, in curating and managing inc.logistics festivals and international cultural events.	20 %	Provided CV's or portfolios /and the list of implemented activities
2. Prior experience, specific expertise, and qualification in communication and visibility	20 %	Provided CV's and the list of implemented activities

3. Financial offer	30 %	Annex 3- Budget form
4. Relevance and quality of the proposed concept	20 %	Concept note and statement of interest
5. Proposed Management Structure and role distribution	10 %	Annex 2 – Staff and management structure

## 10. SUBMISSION OF PROPOSALS AND DEADLINE:

4. The applicants are invited to submit detailed proposal in English to [eu4culture@goethe.de](mailto:eu4culture@goethe.de), and [hasmik.muradyan.extern@goethe.de](mailto:hasmik.muradyan.extern@goethe.de) in copy, with the subject line: " **Armenia EU4Culture Festival**" by **31 July 2024, 23:59 Local time.**
  - Applications submitted after the deadline will not be considered.

*A detailed proposal should include:*

### 1. Curatorial concepts note and statement of interest:

- ✧ Free form, no more than 800 words, .pdf format

Concept note shall include:

- ✧ Description of the envisaged activity and theme for the cultural exchange component of the festival
- ✧ Elaboration of the relevance of the activity considering EU4Culture project objectives,
- ✧ Possible topics and preliminary structure of the artist talks, considering the relevance and the local context

After the contract signature the concept, submitted with this proposal shall be adjusted to ensure coherence with the general concept of the local festival in Armenia.

2. **References** to the already implemented similar projects following the template provided by the project (**Annex 1 – References**) (.pdf format).
3. **CV's and/or portfolio's** (highlighting previous festival/art event curation projects), of all team members (including designer and communication work)
4. Document with clear **role division between the team members** and the management structure following the provided template (**Annex 2 – Staff and**

**management structure** clearly indicating the main responsible person for the successful implementation of the assignment. (.pdf format).

5. **Budget Proposal** in the provided template – **Annex 3 Budget form**.
  - The budget proposal must reflect all costs related to fulfilment of the assignment, including honorariums for the Implementing team, honorariums for the artists, travel costs and sub-contracting costs.
6. The filled out **Self-declaration** form following the provided template – **annex 4-Self Declaration** exclusion criteria and avoidance of conflicts of interest.
7. **Certificate of Registration**: Official document issued by the relevant unit for registering legal entities, confirming the registration of the organisation.
8. **Bank Account Details**: Official document issued by the bank, containing the account number for Euro transactions, along with other relevant banking information.

## 11. LIST OF ANNEXES

### 11.1 Documents to be submitted

1. Curatorial concept note and statement of interest.
2. CV and/or portfolio of the curator.
3. **Annex 1**: References (following the provided template).
4. **Annex 2**: Staff and management structure (following the provided template).
5. **Annex 3**: Budget form (following the provided template).
6. **Annex 4**: Self Declaration exclusion criteria and avoidance of conflicts of interest (following the provided template).
7. Certificate of registration.
8. Bank account details.

#### Useful links: Web sites related to the project

- [EU4Culture \(goethe.de\)](http://EU4Culture.goethe.de)
- <https://euneighbourseast.eu/projects/eu-project-page/?id=1487>
- <https://linktr.ee/eu4culture>
  - [Ijevan CDS](#)
  - [Sevan CDS](#)
  - [Charentsavan CDS](#)
  - [EU4Culture CCIP Projects](#)