



TERMS OF REFERENCE

Project

“Upgrading multimodal transport and road safety in cross border area”

“TRANSPORT.SA.FER”

“External expertise for communication and social media campaigns, for road safety”



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1. BACKGROUND INFORMATION

1.1 Partner country

Regional Council of Vlora

1.2 Contracting authority

Regional Council of Vlora

1.3 Country background

Albania is experiencing continuous growth in mobility, trade and tourism, particularly in the southern region and along major transport corridors connecting Albania with Greece and EU markets.. While these developments contribute positively to economic and social progress, they also intensify road traffic volume, congestion and accident risk, particularly in locations where infrastructure is outdated, crossings are unsafe and multimodal routes intersect. At national level, traffic accidents represent a major socio-economic cost, while the transition toward greener mobility requires reducing emissions and improving transport efficiency—both core priorities of Albania’s transport and EU integration strategies. The cross-border area faces common territorial challenges including road-safety “blackspots” near multimodal hubs, insufficient safety measures, poorly designed junctions and limited use of modern traffic management solutions. These issues lead to delays, higher accident probability and environmental impact. Addressing them requires coordinated action and shared solutions.

TRANSPORT.SAF.ER responds directly to these needs under Priority 2 – Improving Accessibility and RSO3.2 by enhancing safe mobility, strengthening intermodal connections and upgrading critical road and roundabout infrastructure on both sides of the border. The project reduces emissions through more efficient traffic flow, capitalizes on previous Interreg experience, and enables structured exchange of best practices for Road Safety Strategy integration into regional transport policies. By improving access to TEN-T routes and promoting Vision Zero objectives, the project contributes to safer mobility for citizens, businesses and tourists while reinforcing sustainable cross-border connectivity

1.4 Current situation in the sector

< The financial management of EU-funded projects in Albania, particularly under the Interreg IPA CBC Greece–Albania Programme, is undergoing continuous improvement as institutions adopt more advanced systems of financial control, eligibility verification, procurement compliance and internal audit mechanisms. At local and regional level, public authorities are increasingly involved in cross-border cooperation projects but often face challenges related to limited administrative capacity, complex eligibility rules, the need for harmonised financial flows, and strict reporting requirements.

The institutional framework for financial management is defined by national legislation on public finance, the Treasury system, procurement rules, and IPA III Framework Agreement, which together determine the responsibilities of contracting authorities and implementing



partners. Despite progress, several constraints remain, including the need for better coordination between departments, consistent monitoring tools, and structured internal filing systems to ensure audit-trail compliance.

In parallel, infrastructure development and regional mobility priorities have increased the volume and complexity of projects requiring detailed financial planning, budgeting, forecasting, documentation control and systematic reporting. Strengthening financial management capacities is therefore essential to meet donor requirements, reduce risks of ineligible expenditure, and ensure high-quality implementation.

1.5 Related programmes and other donor activities

The assignment is closely linked with other EU-funded initiatives operating in the field of transport, mobility, capacity building and institutional strengthening. Albania participates in multiple Interreg, IPA III and cross-border programmes where similar financial and administrative procedures are applied, such as Interreg IPA Adriatic, Interreg IPA Italy–Albania–Montenegro and Interreg Europe. Lessons learned from these programmes have demonstrated the importance of robust financial management systems, unified filing procedures, and systematic expenditure verification.

2. OBJECTIVES & EXPECTED OUTPUTS

2.1 Overall objective

The overall objective of this assignment is to provide external expertise for the planning, coordination and implementation of social media communication and awareness-raising activities, in order to maximize outreach, engagement and visibility of the project and Interreg IPA CBC Greece-Albania 2021-2027 programme rules.

2.2 Specific objective(s)

- To design and implement a coherent social media communication strategy in social media network such as Instagram, Facebook, LinkedIn etc, and aligned with project objectives.
- To increase engagement of target groups and stakeholders through social media channels.
- To ensure coordinated communication among all project beneficiaries.
- To ensure compliance with EU Communication and Visibility rules.

2.3 Expected outputs to be achieved by the contractor

The purpose of this contract is to contribute to technical and financial activities of the project in order to ensure the achievement of project's activities and outputs

- A Social Media Communication Plan aligned with the project's objectives and EU communication and visibility requirements.
- Regular social media content, including posts, short texts, visuals and hashtags, covering project activities, events and key milestones.
- Promotion of project events and actions through targeted social media campaigns.



- Coordinated communication materials developed in cooperation with all project beneficiaries, ensuring consistency of messages.
- Visual content adapted for social media use, compliant with EU visibility rules.
- Evidence of dissemination activities, including links, screenshots and publication records.
- Short periodic activity reports summarising actions implemented, outreach and engagement achieved.

3. ASSUMPTIONS & RISKS

3.1 Assumptions underlying the project

- Excellent and effective cooperation and interaction between Albanian and Greek partners involved in the project/the contracting authority and the expert.
- Execution of the tasks according to the timeframe.

3.2 Risks

The risks that could affect the successful and timely completion of the project are:

- Incorrect partnerships;
- Poor communication with and between partners;
- Unexpected changes in the subsidy contract.
- No funds available

4. SCOPE OF THE WORK

1.5.1 Description of the assignment

The assignment consists of the provision of external expertise for the planning, coordination and implementation of social media communication and awareness-raising activities in support of the project's objectives. The Contractor shall be responsible for designing and implementing social media actions aimed at increasing the visibility of project activities and results, enhancing stakeholder engagement and ensuring effective outreach to target groups and the general public. The assignment shall be implemented in close coordination with the Contracting Authority and all project beneficiaries. The Contractor shall collect, adapt and disseminate relevant communication materials provided by the beneficiaries and ensure coherence of messages across social media channels. All activities shall be carried out in compliance with the Programme rules and the applicable EU Communication and Visibility requirements. The assignment does not include decision-making responsibilities and shall be limited to advisory, coordination and implementation tasks related to social media communication.



1.5.2 Geographical area to be covered

Region of Vlorë, Corfu, Region of Epirus

1.5.3 Target groups

- The public local and regional authorities
- Citizens Region of Vlorë, Corfu, Region of Epirus
- Tourist

4.2 Specific work

Within the framework of this assignment, the Contractor shall perform the following specific tasks:

1. Develop and submit a Social Media Communication Plan defining objectives, target audiences, key messages, channels and posting frequency.
2. Manage and update the project's social media channels, as designated by the Contracting Authority.
3. Create and publish social media content related to project activities, including posts, short texts, visuals and hashtags.
4. Support the promotion of project events, meetings, site visits and other key actions through social media communication.
5. Coordinate social media activities with all project beneficiaries and ensure the timely collection and dissemination of relevant materials.
6. Ensure consistency of messages and correct application of EU communication and visibility requirements, including logos and disclaimers.
7. Monitor social media performance and engagement using basic analytical tools.
8. Prepare and submit short periodic activity reports, including evidence of publications and dissemination actions.

4.3 Project management

1.5.4 4.3.1 Responsible body

Administrative staff of Regional Council of Vlorë, including the Directory of Finance, Economic and Social Development and the Directory of Land Management and Protection

1.5.5 Management structure

The project is managed through a Project Management Unit (PMU) including a Project Manager, Financial Manager, administrative staff and Steering Group representatives.

- The **Project Manager** supervises implementation and reviews contractor outputs.
- The **Steering Group** reviews progress and validates major deliverables.
- The contractor reports directly to the Project Manager.



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

The Contracting Authority will provide access to template, institutional data, coordination support and necessary communication channels.

5 LOGISTICS AND TIMING

5.1 Location

Region of Vlorë

1.6 Start date & period of implementation of tasks

The intended commencement date is February 2026 and the period of implementation of the contract will be 18 months.

6 REQUIREMENTS

6.1 Personnel

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 able to provide input 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 on any potential interference or conflict of interest of the proposed expert in his/her function as expert and his/her present or previous functions working as civil servant. Moreover proof should be submitted that the expert is seconded or on personal leave.

The selection procedures used by the contractor to select the experts who provide input to the contract must be transparent, must guarantee the absence of professional conflicting interests and the absence of any discrimination based on former or current nationality, gender, place of residence, or any other ground. The findings of the selection panel must be recorded.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

These Terms of Reference contain expert profiles and the tenderer shall submit CVs and Declaration for the consultants.

1.6.1 Experts

Minimum requirements for the team of experts as a whole are defined

The Contractor shall ensure that the team of experts, as a whole, meets the following minimum requirements:



- Proven experience in social media communication and awareness-raising activities, preferably in the context of EU-funded or publicly funded projects;
- Demonstrated capacity to design and implement social media communication plans and campaigns;
- Experience in the creation and dissemination of digital content, including text and visual materials, for institutional or project-related communication;
- Ability to coordinate with multiple stakeholders and beneficiaries in a structured and timely manner.
- Registration as a legal entity in the relevant Commercial Register, in accordance with applicable national legislation

No minimum requirements are imposed on individual experts; the Contractor is responsible for allocating appropriate expertise within the team to ensure the successful delivery of the assignment.

6.2.1.1 Additional advantageous qualifications

- Ability to develop creative digital content, including visuals, short videos or infographics, adapted for social media use;.
- Familiarity with basic social media analytics and performance monitoring tools.
- Experience in social media communication.

1.6.2 Support facilities & backstopping

The Contracting Authority shall provide the Contractor with the necessary background information, strategic guidance and relevant project documentation required for the implementation of the assignment.

Backstopping and day-to-day coordination shall be ensured by the Contracting Authority and the designated project staff, who will provide feedback, validate communication content when required and facilitate coordination with project beneficiaries.

1.7 Office accommodation

The Contractor shall ensure the availability of all technical means, equipment, software and human resources necessary for the execution of the social media communication and awareness-raising activities. No office space or permanent facilities shall be provided by the Contracting Authority.

1.8 Equipment

No equipment will be purchased under this contract.

7 REPORTS

1.9 Reporting requirements



The Contractor shall submit reports in accordance with the reporting schedule and instructions provided by the Contracting Authority.

At a minimum, the reporting requirements shall include:

- **Periodic activity reports** summarising the social media communication actions implemented, including content produced, campaigns carried out and coordination activities with project beneficiaries;
- **Evidence of dissemination activities**, such as links, screenshots and publication records of social media posts;
- **Basic performance information**, including outreach and engagement indicators (e.g. number of posts, views, interactions), where applicable.

All reports shall be concise, factual and submitted in electronic format. The reporting obligations shall be without prejudice to the Contractor's responsibility to provide additional information or clarification upon request of the Contracting Authority.

1.10 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. Within 15 days of "no objection" from the contracting authority, the reports are to be defined as approved.

8 MONITORING AND EVALUATION

- **N/A**

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