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Terms of Reference

Creation of pedagogical tools

For the European project

Promoting Governance and Citizenship in Palestine

“My Heritage! My Identity!”

ENI/2017/390-692



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1. PROJECT DETAILS

PROJECT NAME	Promoting Governance and Citizenship in Palestine
PROJECT LOCATION	Palestine
PROJECT PARTNERS	<p>AFRAT (Association pour la Formation des Ruraux aux Activités du Tourisme) - Main Applicant</p> <p>BETHLEHEM UNIVERSITY/ICP</p> <p>PCR (Palestinian Centre for Rapprochement between People)</p> <p>Tétraktys - Association de coopération pour le développement Local des espaces naturels</p>
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. ABOUT THE EU-FUNDED PROJECT “MY HERITAGE! MY IDENTITY!”

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* allows 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 Torah and the Gospels, or mentioned in the Quran; 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; Nomadic Bedouins coming from the centre of the Arab 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 valorisation 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.

Project Objectives:

O 1 | FOSTER THE KNOWLEDGE ABOUT PALESTINIAN HERITAGE

1. Mobilization of Universities and Researchers
2. Interactive & Informative Web Portal Database
3. Workshops & Seminars

O 2 | CAPACITY BUILDING & NETWORKING

1. Trainings on Heritage Preservation & Promotion
2. Intercommunity Workshops Encouraging Social Cohesion and Cooperation
3. Case studies and Cohesion Trip to Jordan

O 3 | RAISING AWARENESS ABOUT PALESTINIAN HERITAGE

1. Activities Targeting Schools and Women Centres
2. International Youth Camps
3. International Symposium on Palestinian Identity and Citizenship

TARGET GROUPS

Universities, researchers, local organizations.

Key actors on heritage issues, local and national authorities.

Women centres, schools, large audience in Palestine and abroad and tourist service providers.





3. CALL FOR TENDER PURPOSE

The aim of the call for tender is to create educational tools (comics, exhibition, videos, application...) related to the Palestinian heritage and more specifically to the six themes listed here below:

- Hikayat Palestine Through The Masar Ibrahim : Dialects, Oral Memories & Histories
- From Terraces to Settlements : The Testimony of Masar Ibrahim landscapes
- The Maqam as a place of popular practices : evolution and diversity
- The one who has olive oil will never be poor” Material and Political Aspects of a Palestinian Symbol
- Architecture and ways of living : traditional and modern Palestinian villages and cities
- Necessity of water and problems: source of life, claim for heritage?

Six researchers are currently studying the themes above, and will deliver their paper at the mid of November. These papers will be very helpful for the creation of the tools, and should be considered as the basis for reflection, as well as the results of the seven focus groups that have been held from July to September in the North, Middle and South of Palestine with different targeted groups. Indeed, in order to sensibilise all the targeted groups during the raising awareness activities, the pedagogical tools will be based on their needs and expectations. To be in accordance with their recommendations, a seminar is scheduled on 4th December. This seminar will be the occasion for the six researchers to present their studies and answer to the audience questions. After what, a last session of discussion will be organized within the audience to identify a list of potential tools.

Targeted groups

- Institutions: Ministries (tourism, education, local authorities, environment...) and local authorities.
- Schools: primary, secondary, high schools, and universities.
- Bedouins: mokhtar, women’ centers, youth groups, elderly groups, guides...
- Refugees: directors of popular committees, women’ centers, service providers that welcome publics, youth groups, elderly groups...
- Civil Society Organizations: Rozana, NEPTO, PWLS, HRC, Hebron-France, IFPO...
- Media: specialized radios, newspaper...
- International programs: UNESCO, JICA, USAID, AFD, EU...
- Palestinian and international tourists





Thus, the tools will be disseminated among schools, youth clubs, women centres, Bedouins camps, NGO's...

4. DUTIES & RESPONSIBILITIES

Under the supervision of the project's partners, the provider will undertake the following tasks:

- To share minimum three concepts of tools per theme
- To send different versions of development or mockup per tool (for e.g story board for comics, design for application, themes for exhibitions)
- To take in consideration the publics to whom the tools are dedicated
- To take in consideration the specificities of the country (particularly regarding the way to disseminate the tools)
- To create minimum two tools covering one to six themes

5. TIMEFRAME

The tools creation should begin from **1st of December 2018** and be delivered **on 1st of March 2019**. It's strongly advised to participate to the seminar on the 4th December (physical presence or via Skype).

6. EXPECTED OUTPUTS & DELIVERABLES

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



<i>Deliverables/ Outputs</i>	<i>Estimated Duration to Complete</i>	<i>Review and Approvals Required</i>
Phase 1: Submit a work plan including ideas of tools.	Two weeks after the signature of contract	project managers
Phase 2: Submit a first mockup of the tools.	On the 14 th of January 2019	project managers
Phase 3: Submit a reviewed mockup of the tools.	On the 25 th of January 2019	project managers
Phase 4: Submit a final mockup of the tools.	On the 15 th of February 2019	project managers
Phase 5: start the production phase	On the 20 th of February 2019	project managers
Phase 6: Deliver the tools	On the 1st of March 2019	project managers

7. REQUIRED SKILLS AND EXPERIENCE

The successful candidate must have the following:

- Relevant experience (a minimum of 3 years) in the field of mediation, plastic arts, graphic design, application development...
- Ability to work independently and find solutions.
- Prior international markets is an advantage.
- Excellent communication, creativity and innovation
- Fluency in spoken and written English.
- Fluency in spoken and written Arabic.
- Fundamental knowledge of the Palestinian culture is a plus.



8. SCOPE OF PRICE PROPOSAL

The range of the contract value is between €2,500 and €25,000 (Incl. VAT).

The financial proposal will include a breakdown of the amount as following:

- The number of anticipated working days and their related costs
- The costs of the tools production (detailed per tool)
- Each tool must cost between 2 500€ and 25 000€
- Each tool shall be in Arabic and English

9. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Candidates wishing to be considered for this call for tender are required to submit the following documents to demonstrate their qualifications:

1. CVs of the team who will undertake the assignment.
2. A short concept note including proposed approach and brief methodology (public analysis, type of relevant tools, key concepts, way of dissemination...) (no more than 4 A4 pages).
3. A book including at least three examples of educational tools/tools of mediation created
4. A financial proposal.
5. All documents have to be in English language.

Note:

- collaborations between different providers are allowed
- one tool can cover several themes
- one theme can be covered by several tools

10. EVALUATION

The evaluation criteria will be the following:

- Relevant experience: 20 points max.
- Fundamental knowledge of the Palestinian culture and heritage: 10 points max.
- Communication: 5 points max.
- Creativity: 20 points max.
- Fluency in oral and written English: 10 points max.
- Fluency in oral and written Arabic: 10 points max.
- Technical proposal with clear methodology: 25 points max.





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Maximum obtainable points: 100 points max.

11. DEADLINE

Applications shall be sent no later than the **15th of November 2018** to Mathilde Blondeau – mathilde.blondeau@tetraktys-ong.org

Please, indicate “Pedagogical tools - EU project ENI/2017/390-692” as subject of your email.

12. CONTACT DETAILS

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