



## **Call for Tender**

### ***Capitalization of the 9–years project***

## **“Rural Development Program along the Palestinian Heritage Trail”**

### **Terms of Reference**

Deadline for submission of application: 07/12/2021



## A. Context

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“Rural Development Program along the Palestinian Heritage Trail” is a 9-years program (2013-2022) that establishes a trekking route across the West Bank, named the Palestinian Heritage Trail. Currently financed by the French Development Agency (AFD), the World Bank, and French local authorities. This program aims at developing and structure a trail from North to South Palestine, and use it for promoting Palestinian identity and heritage, supporting economic develop in marginalized territories, strengthening the capacities of local stakeholders, encouraging links and social cohesion between communities and deconstructing prejudices about Palestine. The trail runs through the West Bank from the Mediterranean olive groves of the highlands of Jenin in the north to the fascinating Jerusalem Wilderness towards Jericho and Sea Level to the deserts in the south of Hebron, extending back to Battir and Artas. In addition to the newly developed Jerusalem segment.

### The beneficiaries

Service providers: accommodations, guides, women’s centers, tour-operators

Public institutions: local authorities and Ministry of Tourism and Antiquities

Youth

Rural communities

National and international hikers

### The consortium

The project is led by a consortium of three associations: PH Trail (Palestine), AFRAT (France) and Tétraktys (France).

Palestinian Heritage Trail (PH Trail) is a non-profit community-based tourism union that delineates and develops Palestinian Heritage Trail in and around different Palestinian localities. The organization endorses cultural diversity and exchange, safeguards tradition and heritage, inspires storytelling and encourages friendships based on the advancement of human values and the preservation of the surrounding environment and the people’s needs for further growth and education. PH Trail works closely and jointly with local communities to cultivate their resources, capacities and the opportunity for a better life.

AFRAT is a tourism-job training center as well as a counselling center based in the French Alps, since 1965. Specialized in the sustainable tourism development, the AFRAT leads several projects in France and abroad with the support of a network of experts in the rural tourism.

Tétraktys is an NGO specialized in development based in the French Alps. For the last 24 years, the organization has been dedicated to sharing its expertise in rural development and cultural heritage preservation with communities all over the world. Today, Tétraktys is at the hub of a regional network of experts: elected officials and mountain communities, innovative businesses,

tourism professionals, educational establishments and universities, institutions, and organizations.

### Phase 1 (2013-2016)

#### General Objective

Develop 10 pilot stages from Auja to Hebron and settle the base of rural tourism in Palestine.

#### Specific objectives

- Promote the local economic development of rural Palestinian territories
- Strengthen civil society and the professional capacities of local actors
- Promote social cohesion between communities

#### Main activities

- Identify and validate the route and short circuits, mark the route
- Identify, diagnose, improve and develop reception areas
- Identify tour operators and customer expectations, organize a fam trip
- Create promotion and communication tools
- Train service providers and women centers
- Raise awareness among authorities and local stakeholders about tourism activity

### Phase 2 (2016-2019)

#### General Objective

Extend the path to additional stages and strengthen the capacities of local actors, including PHT, to initiate a sustainable development model

#### Specific objectives

- Embed the economic sector of the trail
- Strengthen civil society and the capacities of local actors
- Foster social cohesion between Palestinian communities and with the international community

#### Main activities

- Define and adapt accommodations
- Centralize the purchasing and distribution of local products
- Diagnose and structure natural physical activities
- Identify and support the renovation and enhancement of natural and heritage sites
- Diagnose quality, define a quality benchmark, and support service providers in labeling

- Launch a regional tourism promotion campaign
- Support the definition of a strategy and a development model for PHT

### Phase 3 (2019-2022)

Eventually, the objective of this third phase is to define the governance model of this territory driven by PH Trail and shared with local actors gathered in clusters. Then, the Masar becomes a unique and innovative tool for local development and social cohesion.

#### General Objective

Strengthen the relevance and sustainability of the trail as a tool for local development and social cohesion in Palestine

#### Specific objectives

- Sustainability of the trail management: Strengthen the trail as a vector of local governance and social cohesion
- Sustainability of PH Trail: Bolster PH Trail in its role of local development leader and representative of hiking in Palestine
- Sustainability of the tourism product: Strengthen the trail as a tourism product, vector of economic development

#### Main activities

- Structuring clusters in charge of destination management
- Strengthening the capacities of local actors: hiking and biking guides, heritage ambassadors, women's centers, heritage stakeholders and local authorities
- Strengthen capacities of PH Trail staff and definition of PH Trail sustainability model
- Quality follow-up, monitoring and evaluation
- Implementation of plea actions
- Development of the itinerary and of the tourism products along the trail: equipment of women's centers and accommodations, development of discovery tours
- Implementation of funds for local initiatives for outdoor activities and Strengthening promotion: Disseminate tools, define a promotional campaign and develop international ambassadors

## **B. Objectives & expected results:**

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The overall objectives of the assignment will be the following:

- To capitalize practices.
- To capitalize experiences.
- To capitalize skills.
- To compare between what we had in 2013 (no Trail) and what we have today (a lively Trail).

### **Expected results:**

Improving practices: Questioning evolution of the practices of the consortium (piloting, management, governance, stakeholders' involvement) during the whole project duration, in order to identify the best practices as well as failures and draw elements for improvement with a view to the creation of a new program.

Capacity building: Strengthen the capacities of teams to administer territorial funds, support and former actor, in particular by identifying the skills mobilized and those to be strengthened.

Valuation / Advocacy: Valuing and consolidating the role of PHT in the management and development of a national trail, establishing its role of referent in the field at the scale of the country or even the region; valuing and consolidating the role of AFRAT and Tétraktys in supporting the emergence, structuring and empowerment of local structures in the fields of international cooperation and solidarity and in a multi-actor logic.

Accountability and sharing of experiences: Respond strategically to AFD's expectations requiring capitalization relating to a program that it co-finances.

### **C. Suggestion of methodology:**

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In connection with the PH Trail, AFRAT and Tétraktys teams, who will be the coordinators, time spent preparing and monitoring capitalization should be planned at different times (presentation of the framework / context, knowledge of project documents, issues, knowledge of the stakeholders, perspectives, etc.). The coordinators will provide the consultant with all the project documentation and the beneficiaries/stakeholders contacts.

It is essential that this capitalization be participatory and inclusive, it is therefore desirable that the consultants adopt an approach integrating dialogue and associating the different categories of actors, according to each step. It is strongly recommended to use tools, such as exchange workshops, coffee-debates and/or focus groups to develop this inclusive approach.

Three main stages have been identified:

- Preparation and framing phase
- Data collection phase and collection of testimonials
- Analysis phase and design of deliverables

The main actors to be involved in the process are the following:

- The coordinators (PH Trail, AFRAT, Tétraktys teams) to tackle on good memories.
- The funders (AFD, French local authorities, European Union, World Bank)
- The Palestinian national and local authorities (Ministries, governorates and municipalities)
- The tourist providers (accommodators, Palestinian and French TO, guides)
- The women centers
- The youth (trainees and local ambassadors)

A closing event will take place in France in June 2022, it will be an opportunity to share the content of the capitalization.

#### **D. Qualification:**

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##### **Firms/Experts Profile:**

The evaluation will be carried out by a team of two consultants, one of whom will be the head of the mission (the offers will specify which one), with the following skills and experience:

- Demonstrated strong analytical skills and abilities to conduct interviews/Focus groups
- Excellent communication, drafting, presentation and reporting skills
- Fluency in oral and written Arabic, English and French (can be shared in the team consultants)
- Good knowledge of the dynamics of NGO's project at the national and international level
- Good knowledge of collective / network / consortium programs
- At least three capitalizations of middle to large scale projects, including various deliverables
- Significant experience in the analysis of programs / systems
- Good knowledge of the Palestinian and French context in terms of international cooperation, governmental, institutional and CBO's stakeholders

#### **E. Deliverables**

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In order to organize the knowledge, experience, practices and skills acquired and make it transferable, the consultancy is asked to produce:

- A methodological guide including in particular "good practice sheets" covering at least:
  - The governance
  - The social cohesion
  - The trail development and management
  - The economic development of the trail
  - The sustainability of a trail management structure

- The creation/rehabilitation/equipment of accommodations and women centers
  - The capacity building (guides, women centers, local authorities, touristic and cultural actors)
  - The creation of tools (communication, promotion, and awareness)
  - The quality processes.
  - The cross-cutting approach (gender, youth, environment, poverty reduction...)
  - The exchange of experience between Palestine and France and
  - The importance of twining between Palestinian and French local authorities.
- A synthesis of this guide should be also delivered.
- An infographic illustrating the capitalization work for the 9 years program has to be produce.

In addition, the experts are requested to collect data and write a scenario for a short movie (from 4 to 6 minutes) aiming to provide the history and the impacts of the project. It should include interviews or animation sessions, and portrait-testimonies.

Furthermore, any other tools among the following can be suggested by the experts: cards, notes, reports, guides, brochures, films, radio broadcasts, articles, files experiences, comics, documents to be published via the web...

Mentioned tools will be used for the organization of the closure event of the program in late Spring 2022 and for dissemination to any relevant stakeholders decided by consortium's members.

An intermediary and a final report will be submitted to the coordinators during the study.

## **F. Consultancy timeframe**

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The capitalization should start at the beginning of January 2022.

Deadline to submit the deliverables: 4 months, starting at the beginning of the contract.

## **G. Tender documents**

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The call for tender includes:

- the present document (Call for Tender)
- the tender procedures (Annex 1)
- the technical application form (Annex 2)
- the financial proposal template (Annex 3)

## H. Proposal submission requirements

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Applicants meet the above requirements are requested to submit:

- Curriculum Vitae (CV) A proposal of methodology and timeframe, including the work organization envisaged between the two consultants of the team
- A financial proposal (Annex 3) including the number of anticipated working days and the related costs as well as travel costs for the timeframe of assignment
- The declaration of honor on exclusion signed (see Annex 2)
- 3 samples of similar studies having been conducted
- Other Information: Applicant can provide other information or material may support the proposal.

Submission Deadline: Proposals shall be received no later than **07/12/2021** to the following emails:  
[tenders.afd@gmail.com](mailto:tenders.afd@gmail.com)