

REQUEST FOR TENDERS FOR COMMUNICATION, MARKETING AND DIGITAL SERVICES

TECHNICAL SPECIFICATIONS

Consultation for the creation of the Med Trails Network
brand identity, website, communication strategy and
marketing plan

for the AFD project
“Emergence of the first trails network from the Mediterranean”

Application deadline: 20/03/2024 at 12:00pm (CET/France time)

1. Project context

1.1. Program presentation

Project	<i>Med Trails Network</i> , Emergence of the first long-distance trails network from the Mediterranean
Countries	Project: France, Jordan, Lebanon, Palestine Consulting: France
Project partners	AFRAT (Association pour la Formation des Ruraux aux Activités du Tourisme) Jordan Trail Association (JTA) Lebanon Mountain Trail Association (LMTA) Palestinian Heritage Trail (PHT) Tétraktys
Project duration	36 months: June 1, 2023 - May 31, 2026
Budget	2 769 231€

The project was initiated with the aim of creating a common tool at regional level to address the challenges of **managing, structuring, promoting and animating long-distance hiking trails**. Backbone of this project, hiking tourism is a driver of **sustainable economic and social development, and environmental preservation**.

AFRAT and Tétraktys have been collaborating for 30 years for the implementation of largescale international projects about local tourism development and heritage preservation, where each association brings its technical expertise in a complementary way, particularly in Palestine. The Lebanon Mountain Trail Association, the Jordan Trail Association and the Palestinian Heritage Trail have been working for more than ten years in the structuring and animation of a long-distance hiking trail within their territory.

The project has 3 main objectives:

1. Foreshadow the establishment of a network of long-distance hiking trails,
2. Develop the local economy by supporting innovative initiatives along the trails,
3. Analyze and anticipate the effects of climate change on hiking tourism.

1.2. Consortium presentation

AFRAT has been active for almost 60 years in the fields of training, regional development, and tourism, working with local authorities, institutions, and entrepreneurs, mainly in France but also internationally. A pioneering organization in the Vercors region for the development of rural tourism, the projects supported by AFRAT mainly affect rural and mountain areas and their inhabitants. Located at the heart of the Vercors Regional Nature Park, AFRAT provides expertise in capacity building, heritage enhancement and governance, itinerance and outdoor activities. The association has been able to export its know-how internationally by developing projects since 2004, in particular by participating in the creation of Tétraktys nearly 30 years ago. In 2023, AFRAT also supported projects in Palestine, Armenia, and Burkina Faso.

Tétraktys is a French NGO based in Grenoble, capital of the French Alps. It was founded in 1994 with the ambition of sharing the Alpine experience internationally in terms of heritage preservation and enhancement, sustainable tourism development and shared governance. The supported actions aim at improving the livelihoods of rural and mountain communities around the world.

With almost 30 years' experience, Tétraktys has developed a wide range of skills and a network of experienced Alpine stakeholders. It is thanks to this base, established both in the Alps and abroad, that the association today offers its know-how to local authorities and civil society stakeholders. Tétraktys supports new local projects to emerge, combining local development, innovation, and transition.

Palestinian Heritage Trail is a long-distance cultural hiking route in Palestine. The trail is about 500 km long and extends from the village of Rummana northwest of Jenin to Beit Mirsim southwest of Hebron back to Artas in Bethlehem, in addition to the newly developed Jerusalem segment that starts in Eizariya through the Old City of Jerusalem towards the villages in the Northwest (Beit Suriq to Beit Duqqo). The trail passes through more than 60 Palestinian cities, villages, and local communities where travelers can experience and enjoy the authentic Palestinian Hospitality.

The Palestinian Heritage Trail is more than just a hiking trail. It is a means of meeting and making connections with local Palestinians and hikers from all over the world. You can explore Bedouin communities and experience the traditional Palestinian dishes, which is one of Palestine's most fundamental traditions. The Trail does not only invite hikers to experience nature but also to change their perspectives by recognizing shared common values and creating friendships along the way.

The Jordan Trail Association (JTA) is a long-distance hiking trail in Jordan linking Um Qais in the north to Aqaba in the south. It provides 40 days of hiking over 675 kilometers of trails and passes through 75 villages. The trail crosses a large variety of landscapes: from the forested hills of the north, through the rugged wadis, the cliffs overlooking the Jordan Valley, the pink rock of Petra, the sandy deserts, and mountains of Wadi Rum, to the crystal-clear waters of the Red Sea. The Jordan Trail also runs through Jordan's history and culture. The JTA model allows you to taste Jordan's varied cuisines, meet the locals, and sleep in local homes. The trail also passes through the main historical sites of the region such as Um Qais, Jerash and Petra.

Established in 2007, the **Lebanon Mountain Trail Association (LMTA)** is a non-profit organization dedicated to:

- Maintaining and protecting the Lebanon Mountain Trail (LMT) and its side trails
- Promote the LMT as a destination for rural tourism and well-being
- Conserve the natural resources and protect the cultural heritage on the LMT
- Advance economic opportunities on the LMT through responsible tourism
- Encourage responsible behavior through targeted education, community mobilization & outreach

The Lebanon Mountain Trail is Lebanon's first long-distance hiking trail. It stretches from Andqet Akkar in northern Lebanon to Marjeyoun in the south, a 600 km long trail (covering the main linear trail along with the side trails and network trails) that crosses more than 76 towns and villages at an altitude ranging from 570 meters to 2,073 meters above sea level.

2. Consultancy

2.1. General objectives

The "Med Trails Network" project's communication plan includes number of communication and marketing tools. The development of an identity reflecting the network's values, the development of a website promoting the network and its members, and the development of a marketing strategy declined in a strong marketing plan are key elements in the network's implementation, development, and visibility.

In this frame, the general objectives are:

- Elaborate a brand identity reflecting the values of the Med Trails Network.
- Designing and developing a user-friendly and interactive website promoting the network and its members.
- Providing assistance on the elaboration of a communication strategy and plan including a marketing plan.

2.2. Specific objectives

- **Brand identity:**
 - Main logo and variants.
 - Particularly a minimalist version (logomark) that can be used by itineraries mentioning "Member of the Med Trails Network".
 - The logo's right will be assigned to the consortium behind the Med Trails Network. The consortium may use and modify the logo as it wishes based on guidelines provided by the contractor.
 - The network is looking to attract new Mediterranean members. The northern and southern shores of the Mediterranean must be able to identify themselves with the visual identity.
 - Color palette and typography.
 - The northern and southern shores of the Mediterranean must be able to identify themselves with the visual identity.
 - Brand guidelines
- **Website :**
 - Modern and functional website showcasing both the network and members.
 - Domain name already bought.
 - Website respecting the previously created visual identity.
 - Website in English, Arabic and French.
 - Interactive map with network members and links to itinerary websites.
 - Easily editable (Wordpress/Elementor combination preferred).
 - Network and members news section.
- **Communication strategy and plan, including a marketing plan:**
 - Brainstorming sessions (mission, vision, objectives...)
 - Assist on the structuring and elaboration of a communication strategy declined in a communication and marketing plan (overall strategy, strategic positioning, communication messages and communication initiatives / activities such as campaigns, etc...)
 - Elaborate a "ready-to-implement" communication strategy and marketing plan.
 - Support the early stages of implementation.
 - The service provider must be aware of the AFD rules and manuals on communication.
- **Content strategy based on the developed communication strategy to help convey the right messages.**
 - Strategic positioning and unique selling proposition (USP)
 - The above to be translated into a slogan.
 - Mission and vision statement.
 - Statement of our values.

2.3. Expected deliverables

- A complete “ready-to-implement” communication strategy and marketing plan.
- Main logo and variants.
 - Logos formats *.svg*, *.png* and *.ai*.
 - Logo animation.
- Brand guidebook. including graphic charter
- Communication kit for partners and network members.
- Teaser of network and its identity.
- Slogan and statements.
- Digital templates:
 - Microsoft Word and Powerpoint.
 - Social network post.
 - Newsletter.
- Website :
 - Functional website.
 - User-friendly backend (such as wordpress, using Elementor plugin)
- Ready-to-print communication tools:
 - Leaflets, flyers.
 - Roll-up and backdrop.
 - Variations for goodies.
- Concept notes for various communication activities such as campaigns, videos, brochures, or any other activities defined in the communication and marketing plan.
- 3 versions for each deliverable: English, French, Arabic.

2.4. Target audience

- Institutional partners
- Donors
- Socioprofessionals
- Local authorities
- Beneficiaries and local communities
- Destination Management Organization
- Other long-distance trails association and trails related organisations
- Specialist press
- Tour operators
- Influencers

2.5. Methodology and provisional chronogram

The following timetable is a first proposal of milestones that will be adjusted according to the needs and imperatives of the project and its advancement, under the control and approval of the customer.

Scoping sessions will be organized at the beginning of each phase to specify the expectations and fit the demands/proposals.

Intermediary regular meetings are expected based on an on-going process.

Mid-term reviews will be held at the end of each phase (1,2,3) based on a "stop and go" process and will allow the necessary readjustments (planning...) to start the subsequent phase.

Phase 1: Brand identity

Step 1: Scoping meeting with the service provider.
→ 15/04/2024

Step 2: First proposal for the brand identity
→ 06/05/2024.

Step 3: Second proposal for the brand identity
→ 15/05/2024.

Step 4: Final version of the brand identity and ready-to-print communication tools
→ 31/05/2024.

Step 5: Presentation of the brand identity to members of the Med Trails Network consortium
→ Second week of June 2024

Phase 2: Website development

Step 6: Website development
→ June 2024

Step 7: Functional website and user instructions
→ End of July 2024

Phase 3: Communication strategy and plan

Step 8: Assistance on the communication strategy and marketing plan definition
→ August 2024

Step 9: Communication strategy and marketing plan
→ End of September 2024

Phase 4: After care services contract
→ 30/11/2024 (end of MTN program's first part)

2.6. Budget

The maximum budget for this consultancy is **43 000€** incl. tax.

3. Application

3.1. Provider profile

The service provider must satisfy the following technical requirements:

- At least 3-year experience in brand identity creation, communication and marketing strategy, consulting and planning, and web design.
- A team with demonstrated academic background and professional experience in communication, marketing, graphic design, web design, creative campaigns...
- At least 3 references for services similar to the present one (technical, strategic and assistance aspects), and a qualitative book / portfolio
- Comprehension, agility, and a capacity of adaptation to the project values, to the specific topics covered and to the target audience – that shall be demonstrated in the methodology proposal
- Fluency in English, French and Arabic.
- Experience in working for non-profit organizations / projects / campaigns...is a plus.
- Experience on hiking trails, tourism, sustainability, environment preservation...is a plus.

3.2. Tender documents

The call for tender is composed as follows:

- Terms of reference
- Annex 1 – Tender procedures
- Annex 2 – Technical application form
- Annex 3 – Financial application form

3.3. Submission

Application deadline: 20/03/2024 12:00pm (CET/France time).

Any question about the call for proposal should be addressed before 11/03/2024 12:00pm (CET/France time)

Answers will be published all together on the 13/03/2024 end of the day, online: <https://tetraktys-association.org/faqs-communication-marketing-mtn/>

Selection phase (pre-selection / interviews / selection): 01/04/2024 to 08/04/2024.

Applications should be sent to: elise.monge@tetraktys-ong.org and tom.darbon@tetraktys-ong.org