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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia

## Contracting authority

Udruženje za razvoj turizma Tisa Palić Klaster, Radnoti Mikloša 16, 24400 Senta, Serbia

## Country background

The project is implemented within the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme. It lays the foundations for using EU funds under the cross-border component of the IPA Regulation, to support cross-border cooperation on the Romanian-Serbian border.

This contract runs between the main locations as Senta, Male Pijace, and Otelec, but the project aims precisely to encourage the development of adventure tourism in the cross-border region through the construction of the necessary infrastructure and capacity of tourism service providers and sector operators, analysing and valorising the tourism potential of the region and improving it, organizing the offer in the Romanian and Serbian CB regions, by creating a joint offer of tourist products and services, effectively increasing the competitiveness of the tourism sector through organized marketing campaigns while increasing the accessibility and visibility of the less developed tourist area.

International context in which this project takes place is dominated by relations between Serbia and the EU. Romania supports Serbia's actions to become an EU member. At the regional level the project is in competition with other projects developed by Romania-Serbia IPA.

These communities aim to successfully develop upon each side. Given the international and domestic situation of the two countries, CBC Programme offers a chance to solve the some of the problems they face. With an implementation time frame of 24 months, the probability of successful implementation of the activities proposed in the project is very high. This project will contribute to the development of relations between these communities and will increase and utilise the touristic potentials of the region.

## Current situation in the sector

The Banat region is a single region either in natural-geographic, cultural and historical respect, but it is divided by the borderline. Project focuses on common territorial challenges and intends to tackle such as connectedness of two country region, facilitating better communication and cooperation between population and communities on both sides of the border.

Romania and Serbia border region now is not an outstanding, favorite tourist destination because the region has no individually designed image, in addition to this, tourism supported marketing activities are missing as well.

The Banat region, which is bisected by the border, offers excellent opportunities for this, as it has diverse natural features, good accessibility, both by road and air, and the accommodation capacities in its big cities are also excellent. For tourists, however, we need to build on our natural resources to offer adrenaline-pumping adventures that provide a few days of relaxation and recharging on top of the daily grind.

The assistive tourist services largely fall short of its potential and they also are built by haphazard onto the tourist attractions. Between tourism stakeholders, the partnership and the cooperation initiatives are deficient. Due to this disorganization, joint touristic packages are missing and the inherent turnover growth.

The shortcoming may be linked to the above is that the tourist services do not follow the achievements of it, that is to say they are not in accordance with the expectations and requirements of tourists and travelers.

The main objective of the project is to enhance demand for cross-border tourist region by development of thematic adventure tourism packages and through joint branding and marketing activities. Thematic routes, integrated tourism stakeholders and marketing contributes to increase of attractiveness of the region for domestic and foreign tourists.

To achieve the defined objectives and results, we have to treat a cross border territory as a coherent area. Many landmarks, sites and other attractions are linked to each other. The integrated approach is needed to develop a joint tourism image and to create a successful network between key actors in the region.

## Related programmes and other donor activities

N/A

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is:

Developing online marketing activities based on the marketing strategy which developed during the project activities, before. Developing online tools, which include the project website, search engine optimization (SEO), social media marketing activities, on Facebook, Instagram, YouTube and TikTok, with paid advertising campaigns. On this platforms all the developed thematic routes will be uploaded, and all the necessary marketing and useful information, about the CBC thematic touristic routes.

## Specific objective(s)

The specific objective (Outcome) of this contract is as follows:

To showcase the developed adventure tourism offer of the area and to take advantage of the benefits generated by its tourist attractions Expected outputs to be achieved by the contractor.

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Output 1 to Outcome 1: successful implementation of the online marketing activities of the project

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The Contractor has to assume the tasks under the project according to the present Terms of Reference and according to the best practices in the field.

## Risks

Risk 1: Lack of relevant information, data, documents to create the marketing strategy.

Risk 2: Time frame and dynamic of realization of specific activity.

Risk 3: The local population`s or wider target groups attitude towards the project is weak.

Risk 4: Delay of funding/financial difficulties

# SCOPE OF THE WORK

## General

### Description of the assignment

The Contractor should cover the lack of capacity and experience in the field of organization and implementing the following activities, provide administrative, technical, logistical and HR support for organization, as well as bares the related costs for:

* implementation of the online marketing activities based on the developed marketing strategy

### Geographical area to be covered

Mainly activities and tasks should be organized and implemented in cross-border region (Timis county in Romania and North- and Mid- Banat districts in Serbia).

### Target groups

Target group are tourists with special interests, tourists who prefer natural heritage, lovers of nature, recreation and sports, and adventure activities. Also target group are various sports, hiking, rowing, riding, cycling, and trekking clubs and associations, tourist operators, municipalities, regional, subregional development agencies, tourist associations and boards, civil organizations active in the field of tourism and in the field of sports, professional bodies providing tourism-related services, and rural households.

Senta, Male Pijace and Otelec municipality and its surroundings will participate in project as direct beneficiaries. (3)

Members of sport clubs and other NGO-s will use, and be the users of physical and virtual results of project. (100)

Tourism operators and ancillary service providers from two countries will be the target of the marketing activities. (30)

Domestic and foreign tourists and visitors of the sites and CB region. (2000)

## Specific work

1. **Development and continuous updating to the fulfillment of this contract of a multilingual (English, Romanian and Serbian) website presenting the adventure tourism offer of the Banat region. Time frame for completion of this task is 1 month**

The development and continuous updating to the fulfilment of this contract of a multilingual (English, Romanian and Serbian) website is a key element in presenting the adventure tourism offer of the Banat region, since the cross-border character of the area and its diverse visitor base require communication to be accessible and appealing to everyone. The aim of the website is not merely to share information, but to convey experiences – meaning the visitor should immediately feel encouraged to explore the region. For this purpose, the visual appearance must be inspiring, while the content must strike a balance between practical information (routes, programmes, accommodation options, event calendar) and experience-based presentation.

Multilingualism does not only mean translation, but cultural adaptation as well – each language version must take into account the habits, interests and communication style of its target group. From the perspective of user experience, simple navigation, a clear menu structure, and the use of search-engine-friendly (SEO-optimized) texts are important, so that the website appears more frequently and in higher positions in search results. Regular updates to the end of the contract ensure that the site remains up-to-date and continues to attract returning visitors.

A professionally maintained multilingual website is therefore not only a tourism information platform, but also the digital ambassador of the region – representing the natural, cultural and adventure tourism values of Banat to an international audience in an authentic, modern form.

The Contractor shall register the required domain for the website in their own account, but in the name of the Contracting Authority, with a .com extension, prepaid for a minimum period of four (4) years.

The website must contain the following content elements in order to properly provide information to users:

1. Basic information (on the homepage and in the “About” section)

* Presentation of the project / organization:
* Who is the organizer / project owner (e.g. partnership, associations)?
* The objective of the project (development of cross-border tourism, promotion of sustainable adventure tourism)
* The geographical area of the activities
* Mission and values:
* Sustainability, nature protection, involvement of local communities, etc.
* Language selector: simple and clearly visible (e.g. flag icons).

2. Tourism offer (the most important content)

* Presentation of adventure tours and programmes:
* Name of the tour, type (hiking, cycling, quad, jeep off-road, horse-riding, horse-carriage, birdwatching, kayak)
* Difficulty level, duration, distance
* What it includes (accommodation, meals, equipment, etc.)
* Starting dates, method of registration
* Map or route diagram
* Downloadable PDF / GPX file (e.g. route)
* Gallery: photos, short videos

3. Service providers and partners

* + Accommodation, restaurants, local guides
  + Partners’ logos and short introductions
  + Map display

4. Useful information for visitors

* Travel information:
* Access (by car, bus, train)
* Parking options
* Border crossing opening hours
* Safety information:
* Health tips, insurance
* List of equipment needed for adventure tours
* Weather forecast, maps, GPS points
* FAQ (Frequently Asked Questions)

5. Multimedia content

* Photo / video gallery:
* Highlighted tours, natural sights, events
* Participant testimonials, reviews

6. Events and news

* + Current events (festivals, tour days)
  + Press releases, project news
  + Blog / articles (e.g. “Top 5 adventures in Banat”)

7. Contact / Registration

* + Online contact form
  + Email, phone number, social media links
  + Addresses of offices / information points
  + Registration option for tours (registration form, calendar)

8. Technical and legal elements

* + GDPR / data protection statement
  + Cookie notice
  + Imprint
  + Indication of funding source (e.g. “Supported by the Interreg IPA Romania-Serbia Programme”)

9. Extra features improving user experience

* + Newsletter subscription
  + Social media integration (Instagram feed, Facebook events)

The information required for the development of the website is provided by the data collected during the project’s activities to date. The Contractor is responsible for producing an adequate quantity and quality of photo and video (min. 200 photo and 10 video with a minimum length of 5 minutes) documentation about the thematic route points. The determination of the website’s design shall be jointly agreed upon by the Contractor and the Contracting Authority, using the visibility elements of the IPA Interreg RO–SRB programme.

1. **Search engine optimization (SEO) to improve visibility in search results. Time frame for completion of this task is 2 months**

Search engine optimization (SEO) is one of the most important marketing tools for a multilingual website promoting adventure tourism, since it ensures that potential visitors can find the site organically — that is, without advertising — using Google, Bing, Mozilla Firefox and other search engines. For a trilingual (Romanian, Serbian and English) site, SEO means not only technical settings but also strategic, linguistic and content optimization, with special attention paid to each target market.

The first step is thorough keyword research, in which you must identify the search phrases in all three languages (e.g. “Adventure tourism in Banat”, “off-road tours in Serbia and Romania”, “adventure tourism Banat”) that the target audience is likely to use. Based on these the content should be formulated so that it is relevant, natural and search-engine-friendly. Meta descriptions, headings and image captions should also include these keywords, because search engines infer the website’s content from them.

On the technical side, fast loading speed, mobile-friendly display and the use of structured data markup are indispensable, as they help search engines crawl the site efficiently. Because of multilingualism, it is also important to apply hreflang tags to indicate to search engines which language version each piece of content belongs to — thus avoiding different language versions competing with each other.

Continuous content updating is also a pillar of SEO. Regular blog posts, tour descriptions, interviews and event reports keep the website dynamic, and search engines prefer active, up-to-date sites. In addition, quality link building — for example links from travel portals, tourism partner websites or local news sites — further strengthens the site’s credibility and visibility.

SEO is not a one-time task but an ongoing development process that, by harmonized improvement of content, technology and user experience, ensures that the Banat adventure tourism offer is easily findable, attractive and credible in all three languages for an international audience, to be carried out with the following steps:

* + 1. Keyword research

Its goal is to find which phrases people type into search engines when they are interested in adventure tourism. For this it is necessary to collect keywords in all three languages (Romanian, Serbian, English). This is followed by analysis of keyword competitiveness by search volume and difficulty, then selection of long-tail keywords.

* + 1. Technical SEO (technical optimization)

This activity aims to ensure the website’s technical operation is fast, stable and search-engine-friendly. The site must be prepared for mobile-friendly (responsive) display, fast loading times (image optimization, fast server), HTTPS secure connection and the use of structured data (schema.org markup). Multilingual URL structure (e.g. /en/, /ro/, /sr/) and setting hreflang tags for the language versions so the search engine knows which page belongs to which language.

* + 1. Content optimization

Content optimization (on-page SEO) aims for the site’s textual and visual content to be built around keywords in a natural way. For this, create unique, keyword-rich meta titles and meta descriptions for each subpage, set proper use of headings (H1, H2, H3), integrate keywords into the text, optimize images (file name, ALT text), set internal links (links between relevant subpages), and produce fresh, original, informative content: tour descriptions, blog posts, local tips — ensuring each of the three language versions is full-featured and not an automatic translation.

* + 1. Off-page SEO (external links and reputation)

Our goal is to increase the site’s credibility with links from other reliable websites. To this end, we make entries in tourism directories (TripAdvisor, Google Maps, etc.), perform link building on partner sites (e.g. local municipalities, tourism associations, accommodation providers), publish press releases in online local and regional media, share blog posts and guest posts on other tourism portals, and create an active presence on social media (Facebook, Instagram, YouTube, TikTok) — with posts linking back to the website.

* + 1. Continuous measurement and improvement

The task is to monitor how the site performs in search engines and improve based on that. For this: integrate Google Analytics and Google Search Console, track search rankings for the main keywords, analyze visitor behavior (which pages are popular, where they leave the site), update content regularly (at least one new article, event or tour per month), and perform an SEO audit 1–2 times per year.

1. **Social media marketing on Facebook, Instagram, YouTube and TikTok with attractive content (photos, videos, user stories). Time frame for completion of this task is 6 month**

The task is to open a page in Facebook, Instagram, YouTube and TikTok platforms, for the Avantur-Banat touristic product with attractive content (photos, videos, user stories). The creation and updating of social media platforms shall commence only after the website has been fully completed.

Social media marketing is one of the most important pillars of building the Banat adventure tourism brand, since these platforms (Facebook, Instagram, YouTube and TikTok) make possible direct, visually appealing and emotionally impactful communication with the target audience. The aim is for the Banat region, as an adventure tourism destination, to create a strong and attractive digital identity that inspires travelers to explore and builds a long-term community around the brand.

The Facebook and Instagram platforms are suitable for reaching a wider audience and shaping the image of the region. Regular posts, event invitations, tour recommendations, as well as shared user photos and experience reports strengthen credibility and community engagement. Visually rich, trilingual (Romanian, Serbian, English) content helps make the region accessible and inspiring for an international audience as well.

The YouTube platform is the space for longer, storytelling videos, where professional drone footage, tour route presentations, interviews and behind-the-scenes content can present the uniqueness of the region. These videos not only inform but also provide an experience, strengthening the destination’s visual brand value.

TikTok is ideal for addressing the younger generation, with short, dynamic and spectacular videos in which adventures, natural locations or local legends can be presented using humor, musical elements or challenges. This platform is excellent for achieving viral content and rapid brand-awareness growth.

Social media presence is therefore not only a promotional tool, but also a platform for dialogue between the brand and the community. Through followers’ feedback, shares and interactions, the project can establish a real, living connection with those interested. This communication takes place in three languages – Romanian, Serbian and English – which ensures cross-border accessibility and inclusive communication, thereby strengthening the position of Banat as a Central European adventure tourism destination.

**Special tasks:**

1. Facebook – community building and information sharing

The main goal is to address the local audience, partners and returning tourists, as well as to present events, news and tours related to the project.

Required activities include:

• To open a Facebook page for the tourism product

•1 posts per week: event invitations, tour descriptions, photo galleries, success stories.

• development of language versions: every post should be uploaded in all three languages (Romanian, Serbian, English) as separate entries.

• encouraging community interaction: questions, polls (“Which route would you most like to try?”).

• creation of featured stories (Stories) to present daily moments and behind-the-scenes photos, 1 story per week.

2. Instagram – visual experience and inspiration

The main goal is inspiration and experience-based communication. Instagram is the best platform for the visual world of adventure tourism, which can be made effective through similar activities. Required activities include:

• To open an Instagram page for the tourism product

• 1 visual post and 1 Reels video per week (spectacular landscapes, adventures in motion), like stories (Stories and Highlights) – thematically: “Hiking”, “Water sports”, “Culture”,

• sharing user-generated content (UGC): participants’ photos and videos re-shared,

• hashtag strategy: #DiscoverBanat #Avanturbanat #ExploreRomania #BanatTrails,

3. YouTube – documentation and inspiring longer content

The main goal is the detailed presentation of the region’s adventure tour offer in storytelling format. The aim is building trust and longer engagement.

Content types to be uploaded to the end of the cotract:

• To open a youtube page for the tourism product

• 3 mini-documentaries (3–5 minutes): “The most exciting trails of the Banat Mountains”,

• 5 short guide videos: what to bring, tips from locals,

• 1 YouTube Shorts per week for short, dynamic clips (adapted from TikTok content).

Optimization: keywords and descriptions in all three languages. Every video ends with a CTA (Call to Action): directing viewers to the website, booking link.

4. TikTok – dynamic, youth-oriented communication

Using the platform, the main goal is to reach the younger age group (18–35 years) with short, entertaining videos and strong visual impact.

Required activities include:

• To open a TikTok page for the tourism product

• upload 1 pcs 10–20 second POV adventure videos/week, for example “Before–after” clips: escaping from city stress into nature,

• challenges (Hashtag Challenge): e.g. #Avanturbanatchallenge,

• reposting user-generated content, encouraging experience sharing.

Result focus: increasing reach, brand awareness and follower count, continuous linking to the website and tour offers.

The information required for the development of the social media platforms is provided by the data collected during the project’s activities to date. The Contractor is responsible for producing an adequate quantity and quality of photo and video documentation. The determination of the platforms design shall be jointly agreed upon by the Contractor and the Contracting Authority, using the visibility elements of the IPA Interreg RO–SRB programme.

1. **Paid online advertising campaigns (Google Ads, Meta Ads, Tiktok). Time frame for completion of this task is 6 month**

Paid online advertising campaigns play a key role in the success of the adventure tourism website, because they make it possible to reach the target audience quickly and in a precisely measurable way. Their aim is to increase website traffic, support the sale of new tours, events and services, and strengthen the awareness of Banat as an adventure tourism brand both on the domestic and international market.

Google Ads campaigns make it possible for the ads to appear exactly to those who are actively searching for information related to adventure tours, nature exploration or outdoor experiences. Through search and display campaigns, potential tourists can be reached at the early stages of their interest and directed immediately to relevant subpages of the website. In addition, through remarketing ads, those users can be targeted again who previously visited the website but did not book or did not register.

The strength of Meta Ads (Facebook and Instagram) lies in visual and experience-based communication. Campaigns that present impressive imagery, short videos, tour recommendations and stories appeal to the audience on an emotional level. These platforms are excellent for community building, event promotion and creating direct connection with users, since comments and shares also increase the organic reach of the campaign.

One of the biggest advantages of paid ads is that they are precisely targeted and continuously measurable. Campaign statistics (impressions, clicks, conversions, cost-effectiveness) make it possible to analyze performance and fine-tune messages and visual materials, so the ads become increasingly effective over time.

Paid online advertising campaigns do not only serve the short-term increase of website traffic, but they contribute to long-term brand building, strengthen the adventure tourism image of the Banat region, and support the sustainable growth of the region’s tourism revenue.

The contractor’s responsibilities include promoting the completed website and the tourism product itself through paid advertisements on the previously created social media platforms, at their own expense and in the name of the contracting authority.

The first step is defining the target groups, which may include geographic targeting: Romania (western regions: Timiș, Arad, Caraș-Severin), Serbia (North Bačka, North Banat, Central Banat), Southern regions of Hungary, foreign tourists (English-language ads)

The Contractor is responsible for promoting the developed website and social media platforms through paid advertising.

**Main advertising channels to be used for the contractor:**

1. Google Ads

Google Ads is built on search intent, meaning it reaches those who are actively searching for tourism opportunities.

Required to organise:

• A search campaign (Search Ads), e.g. “Avantur Banat”, “adventure tourism Serbia”, “cycling tour in South Banat” – aim: direct website visits, booking

• A Display campaign (banner ads): visual ads appearing on travel-related portals and blogs – aim: brand awareness, visual presentation

Meta Ads (Facebook and Instagram)

The Meta platform is ideal for visually experience-based tourism advertising.

Required to organise:

• Image and video ads, presenting adventure tours, nature photos, short videos

• Story and Reels ads, rapid reach of younger audiences

TikTok Ads

Short, visually striking adventure videos targeting the young audience (18–35 years).  
It is one of the most effective platforms for visual, emotional and experience-based adventure tourism content.

Required to organise:

• In-Feed Ads: short (15–30 sec) videos appearing in the user feed, linking directly to the website or a tour registration page.

• TopView Ads: the first video appearing when opening TikTok – ideal for major campaign

launches, but more expensive (higher reach).

• Hashtag Challenge campaign – creating a branded tourism hashtag, e.g. #DiscoverBanat #AvanturBanat; encouraging users to create their own videos of tours.

Required targeting and language settings:

Target countries: Romania Serbia, Hungary, foreign tourists (English-language ads).

Language targeting: separate versions with Romanian, Serbian and English subtitles.

Demographic aspects: 18–55 years old, active, nature-loving, travel-interested individuals, young adults, families, outdoor athletes, etc.

Based on interests: travel, nature, extreme sports, outdoor, adventure tours, nature hikes, cycling, paddling, ecotourism, local gastronomy, etc.

The Contractor may not spend more than 10% of the total net contract value on paid online advertising.

The marketing activities have to include the compulsory visibility elements defined by Interreg-IPA CBC Romania-Serbia Programme.

Time frame for completion of all the tasks are 6 months, by the end of July 2026 at the latest.

With the fulfilment and expiration of the contract, the Contractor shall hand over all online access credentials to the Contracting Authority, enabling the client to carry out further updates. Upon fulfilment of the contract, the Contractor shall waive all copyright and related rights in favour of the contracting authority with respect to the completed photographs, videos, and all other marketing materials. Upon expiration of the contract, the rights to use these materials shall belong exclusively to the contracting authority.

## Project management

### Responsible body

The Contractor is responsible for all the activities regarding this contract. From the other side, Udruženje za razvoj turizma Tisa Palić Klaster as a Contracting Authority will be responsible for the management.

### Management structure

The responsible person for the overall implementation of the tasks related to this contract, in the Contracting Authority is Atila Voros, the project manager.

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

Not appropriate.

# LOGISTICS AND TIMING

## Location

Senta, North Banat district, Serbia.

## Start date & period of implementation of tasks

The intended start date is 02.02.2026. and the period of implementation of the contract will be 6 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

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 approved to work 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 as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Not appropriate.

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in one original:

* The contractor will prepare 1 brief interim report after the closure of each specific activities (according to 29.1 Article of the Special Conditions of the Contract), and the final report on the implementation of the tasks, at the end of this contract. The approval of interim report and the final report by the Contracting Authority will be the basis for issuing respective interim and final payments as indicated in the Special Conditions.

The required formats of the reports will be communicated to the Contractor by the Contracting Authority after the signature of the contract.

## 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.

# MONITORING AND EVALUATION

## Definition of indicators

The indicator of the successful implementation of the contract is “Services provided in timely, quality and quantity manor, as required in these Terms of Reference” and defined within activities determined in point 4.2. Specific work.

## Special requirements

Not applicable.