**Annex 2\_Tenders Tasks, Timeline and Deliverables:** **Promotion of new business initiatives such as food processing, rural tourism, arts and crafts workshops, ecological projects, and sports and recreational activities for the Municipality of Banovići**

1. **DESCRIPTION OF THE CURRENT SITUATION**

In the Municipality of Banovići, there is no established chain for processing local agricultural products. Although small-scale producers of honey and jams operate in surrounding villages, their activities are individual and typically based on family labor, without formal support or branding at the municipal level. The absence of a coordinated platform or producers' association hinders the placement of these products in broader markets. In the domain of rural tourism, Banovići possesses unique potential for industrial tourism through the "Ćiro" narrow-gauge railway, which transports visitors along the former mining route.

However, this potential has not been integrated into a broader rural tourism offering. Etno Avlija Mačkovac, an open-air museum with traditional structures and handicrafts, demonstrates an interest in preserving cultural heritage, but accommodation capacities and thematic tour organization remain limited. The Tourist Board of Tuzla Canton and the Center for the Protection, Development, and Promotion of Tourism, established by the Municipality of Banovići, primarily promote urban attractions and industrial tourism, while the development of rural households and eco-tourism routes has not received adequate institutional coordination. Banovići lacks events or fairs for arts and crafts, and there are no regular training or mentorship programs for young artisans. Special attention of the project will be devoted to active inclusion of local entrepreneurs, small and medium enterprises and tourism actors through targeted mapping and formation of specific working groups.

The goal is to ensure that the promotion and branding plans are created in cooperation with practical owners of the offer (food producers, rural households, craftspeople and tour operators) and that they result in short, applicable roadmaps that groups can continue to implement with minimal external costs.

1. **PROJECT ASSIGNMENT DESCRIPTION**

This project establishes a structured framework for diversifying the rural economy and strengthening local capacities, directly stimulating the creation of additional income sources through agricultural product processing and the development of thematic rural tourism. The project task includes the establishment of a comprehensive database through the collection and analysis of planning documents of the Banovići Municipality, cantonal strategies and sectoral studies, as well as the organization of consultations with key partners to obtain quantitative and qualitative data on demographics, economy and previous initiatives. Based on this data, strengths, weaknesses, opportunities and threats in the areas of food processing, rural tourism and recreational activities will be defined, all for the purpose of developing a concept of an integrated promotion and branding plan that includes proposed logistical flows, financial model and communication identity with key messages and media presence plan, all supported by a detailed cost estimate and dynamic Gantt chart that enables task tracking, resource allocation and transparent budget management. The project is to be carried out through the following phases:

**PHASE 1: PREPARATORY PHASE AND DATA COLLECTION**

In the first phase, the expert team begins systematic collection of all relevant data needed for the development of the integrated promotion and branding plan. This involves identifying and studying all valid planning documents of the Banovići Municipality, cantonal strategies and sectoral studies related to agriculture and rural development. Simultaneously, consultation meetings are organized with key representatives of the Service for Economy, Planning and Local Development of Banovići Municipality, local farmers and workers from sectors of interest, as well as the Center for Protection, Promotion and Development of Tourism Banovići, in order to gather updated information on previous support measures and existing initiatives. The final result of this phase is an extensive database and documentation that includes quantitative indicators (number of registered entities, demographic data, unemployment rates) and qualitative findings from meetings and focus groups.

Steps for this phase include:

• Detailed review of planning documents and sectoral studies

• Organization and conduct of consultation meetings with municipal departments and partners

• Field visits and collection of primary data

**PHASE 2: ANALYSIS OF THE CURRENT SITUATION**

Based on the data collected, a detailed analysis of the situation will be conducted in all five focus areas: food processing, rural tourism, arts and crafts workshops, ecological projects, and sports and recreational activities relevant to rural areas. In this phase, the expert team will appliy a combination of SWOT analysis and geographic information analysis to clearly define the strengths, weaknesses, opportunities, and risks of each area. Special attention will be paid to identifying market barriers, logistical challenges, and the level of organization of local entities. The analysis will include a comparison of similar projects and the identification of best practices that could be adapted to the Banovići context. The situation analysis report will present key findings and conclusions in the form of synthesis, serving as a solid foundation for the development of the integrated promotion and branding plan. In this phase, attention will be directed toward locating and categorizing all physical and organizational resources to be included in the implementation of activities. The result of this phase is a detailed GIS database and accompanying analysis that clearly shows where and to what extent each of the planned activities can be carried out.

Steps for this phase include:

• SWOT analysis for each focus area

• Geographic information analysis of market, logistical, and organizational barriers

• Preparation of synthesis findings as a basis for the draft integrated promotion and branding plan

**•** Detailed GIS database and accompanying analysis

**PHASE III: IDENTIFICATION AND ENGAGEMENT OF KEY STAKEHOLDERS**

This process begins with the systematic mapping of all actors whose interests, authority, or expertise may influence the success of the activities. This includes internal stakeholders within the municipal administration-such as the Service for Economy, Planning, and Local Development-as well as external partners like the Ministry of Economy of Tuzla Canton, local farmers' associations, tourism organizations, chambers of commerce, and civil society representatives. Each of these entities must be precisely defined through an interest and influence matrix, analyzing their potential contributions, available resources, and expectations regarding project outcomes. Concurrently, initial meetings and workshops are held with a representative sample of stakeholders to establish communication lines, define reporting channels, and discuss potential collaboration obstacles. The outcome of this phase is a formal declaration of supporting roles and commitments from each actor, including the signing of a memorandum of understanding (MoU) or a similar mechanism to ensure continuity and accountability throughout the entire project.

Steps for this phase include:

• Mapping and short profiling of local SMEs

• Development of an influence and interest matrix

• Conducting initial meetings and signing memorandums of understanding

**PHASE IV: DRATING THE INTEGRATED PROMOTION AND BRANDING PLAN**

In this phase, each segment of activity will be conceptually shaped, from the technological prerequisites for food processing and the schedule of rural tourism workshops to scenarios for organizing artistic and craft events, as well as ecological and sports projects relevant to rural tourism. A team of experts will develop optimal logistical flows and define basic scenarios of user interaction with the offer. At the same time, a conceptual document will be prepared, describing the functional elements of the integrated promotion and branding plan, including a preliminary model of the financial and operational structure. This comprehensive concept will serve as the output material for further detailed planning of the promotion and branding plan and will form the basis for collecting initial feedback from all key stakeholders before moving on to the development of the main project documents. The communications team will develop a logo proposal adapted to the local context of Banovići, ensuring recognizability across all materials. In parallel, thematic messages will be formulated to highlight the sustainability, authenticity, and innovation of each initiative, with clear positioning of the target audience: local producers and tourists, potential investors, and donors. Subsequently, an advertising and public relations plan will be assembled, detailing communication channels, frequency of publications, and team responsibilities, to ensure coordinated and continuous project presence in the media.

Steps for this phase include:

• Conceptual shaping of prototypes for all activities

• Preparation of the conceptual document

• Design of visual identity and key messages

• Advertising and PR campaign plan

**PHASE V: PRELIMINARY COST ESTIMATE AND TIMELINE**

The preparation of a preliminary cost estimate and dynamic timeline involves a detailed elaboration of price ranges for all key activities and resources. Experts collaborate on the development of a versioned Gantt chart in which the phases of preparation, implementation, and evaluation are clearly distinguished, and specific individuals or teams are assigned to carry out particular tasks. Each element of the project budget—mentor fees, venue rental, equipment procurement, marketing services, and unforeseen costs—is precisely quantified based on market prices and experiences from similar projects. This document also serves as an initial basis for negotiations with donors and institutions that will co-finance the activity, enabling transparency and cost control throughout the entire project lifecycle.

Steps for this phase include:

• Detailed versioned Gantt plan

• Quantification of all costs and budget allocation

**PHASE VI: PREPARATION AND VALIDATION OF THE INTEGRATED PROMOTION AND BRANDING PLAN**

The final presentation and validation of the integrated promotion and branding plan includes a formal session with key stakeholders, during which all components of the concept are presented, from the communication identity to the financial and operational plans. After the presentation, the team gathers feedback, records suggestions, and documents any proposals for additions or changes. Formal confirmation and adoption of the integrated promotion and branding plan are carried out by signing the minutes or a memorandum of understanding, which provides the space for launching the implementation of the promotion and branding plan.

Steps for this phase include:

• Formal session with stakeholders and collection of feedback

Due to financial constraints, most activities must be carried out with minimal costs for fieldwork (travel expenses and per diems), and a large portion of analytical and design tasks can be organized as workshops or online meetings. When preparing the cost estimate, special attention should be paid to resource optimization: engagement of local volunteers, partnership with civil society organizations, and use of existing municipal human resources and premises as venues for workshops and meetings.

1. **EXPECTED RESULTS**

The result of the integrated promotion and branding plan, as a key output within Development Pathway 4: Sustainable Agriculture and Functional Area 4.5. Diversification and Branding of Rural Activities, Traceability and Heritage Preservation – activity Promotion of New Business Initiatives such as food processing, rural tourism, artistic and craft workshops, ecological projects, and sports and recreational activities, includes the following key aspects:

**1. Promotion and Branding Plan for Rural Agri-Food Products**

* In the long term, the establishment and registration of new micro and small businesses for the processing of honey, fruit jams, and similar agri-food products is expected;
* Establishment of a joint brand with unified packaging and certification, and the development of products under that brand;
* Organization of workshops on business development and marketing, with mentoring support in the development of business plans and online sales channels;
* Achieving income growth for producers from the pilot group within 12 months of initiating activities, measurable through financial turnover reports;
* Defined unique visual identity (logo, slogan) for rural products/services of Banovići, focused on sustainability, authenticity, and cultural heritage.

**2. Integrated Plan for the Promotion of Rural Activities**

* In the long term, the development of rural tourism and the involvement of local households in the provision of accommodation and hospitality services is expected;
* Implementation plan for a series of promotional events, so-called "Rural Weekends", twice a year;
* Implementation plan for an annual ecological action (e.g. riverbed cleaning, planting of native species), involving local schools and associations;
* Plan for organizing a cycle of traditional handicraft workshops (e.g. weaving, woodcarving, and ceramic techniques);
* Achievement of an increase in the number of tourist overnight stays in Banovići compared to the previous calendar year.

**3. Institutionalization and Capacity Building**

* Mapped base of local entrepreneurs (SMEs) and short profiles of interested actors from the food processing sector, rural tourism and crafts;
* One online validation session for confirmation of roadmap drafts with representatives of working groups and the Municipality;
* Signing of a memorandum of understanding between the Municipality of Banovići and other stakeholders, e.g. the Ministry of Economy of Tuzla Canton, the Tourist Board of Tuzla Canton, or local associations, thereby formalizing long-term cooperation and reporting protocols;
* Enrichment of the e-portal “TurizamBanovići.ba” with traditional offers from rural areas, where an event calendar and profiles of rural entrepreneurs will be published;
* Development of a communication strategy with clearly defined target groups (local producers, domestic/foreign tourists) and an advertising plan for social media and tourism fairs.

**4. Monitoring and Evaluation**

* Definition of key indicators from the number of registered entities and jobs to event attendance and user satisfaction, with quarterly reports;
* Preparation of a final evaluation report with recommendations for scaling the model to neighboring municipalities and suggestions for inclusion in larger EU development fund programs.

**Success Indicators:**

**Short-term success measures:**

* Number of mapped and profiled small and medium-sized enterprises
* Income growth of pilot producer group compared to baseline
* Adoption of unified logo and slogan
* Signing of at least one memorandum of understanding
* Contractual frameworks and institutional support established
* Improved communication efficiency

**Long-term success measures:**

* Number of new or strengthened food processing producers
* Increase in tourist traffic
* Launch and placement of new products under the brand umbrella

1. **TIMELINES AND DELIVERABLES**

The planned duration for the implementation of all project activities in the Municipality of Banovići is four (4) months and the Contractor will be required to deliver services in accordance with the deadlines listed below:

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| --- | --- |
| **Tasks/Deliverables** | **Expected Completion Date** |
| Task 1: Preparatory Analysis and Data Collection (3 weeks) | October 21st 2025 |
| Task 2: Situation Analysis and Diagnostics (4 weeks) | November 18, 2025 |
| Task 3: Stakeholder Mobilization and SME Engagement (3 weeks) | December 9, 2025 |
| Task 4: Draft Integrated Promotion and Branding Plan (5 weeks) | January 13, 2026 |
| Task 5: Costing and Scheduling Framework (2 weeks) | January 26, 2026 |
| Task 6: Validation and Finalization and a final report to SEI on work performed (1 week) | January 31, 2026 |

The Contractor will be provided with the contact details of representatives from the Municipality of Banovići. Monitoring and evaluation to ensure quality will be carried out by SEI experts.

The Contractor is required to take into account the comments from the representatives of the Municipality of Banovići, SEI, and other relevant parties, and to align their work with the provided suggestions.