

PROJECT CENTRAL MOUNTAINS (INTERREG CENTRAL EUROPE)

CALL

External support in the implementation of the pilot (preparation of strategic documents for improved governance, future EGTC financing and developing the project pipeline to be conducted by the future EGTC)

CONTEXT

Alpine Pearls was an Austrian association founded in 2006 by 17 member destinations, the “Pearls of the Alps”. This was the result of two EU projects, Alps Mobility und Alps Mobility II. Both of these projects grew from an initiative of the Austrian Ministry of Agriculture, Forestry, Environment, and Water Management. The focus was on creating innovative, sustainable, and climate-friendly tourism packages.

Over the years, the transnational, Alpine-wide umbrella organisation Alpine Pearls has gained new members, all committed to ecotourism, climate protection and sustainable holidays. In particular, the focus has been placed on holistic mobility concepts in the member municipalities, which help to avoid the use of private vehicles and promote traffic-calmed areas with good conditions for pedestrians. Alpine Pearls is now a network of 19 municipalities/destinations and continues to focus on the core topic of sustainable mobility. In 2022, the legal form was changed from an association to an EGTC (European Grouping of Territorial Cooperation) to increase the transnational position and strengthen participation in EU funding projects.

Among these, the “Central Mountains” project, funded by the INTERREG Central Europe 2021-2027 Programme (project number CE0100083) designs and implements a joint strategy and regional action plans to create amongst others cross-border functional areas. By improving governance structures, processes and operations, the partners sustainably improve cooperation among Alpine-Carpathian regions.

Within the “Central Mountain” project, Alpine Pearls elaborated an Action Plan to improve the **development of the EGTC as the platform for transnational cooperation between tourism destinations in the Alpine region (focus on sustainability and mobility).**

REQUESTED SERVICE

The above-mentioned Action Plan ([see attachment](#)) will be implemented through a Pilot Action running from April 2024 to September 2025.

It is the intention of the EGTC to search for an external assistance to support the implementation of the Pilot Action, in particular for:

- 1) The elaboration of scenarios for an improved structure of the EGTC internal governance and organisation (*see Measure 1.a.2: Concepts for the optimization of the EGTC structure - Deliverable 1.4.3 - Action Plan for future Alpine Pearls EGTC*)
- 2) The elaboration of a financing matrix, showing main activities, tasks, projects that the EGTC needs/wishes to implement crossed with possible funding resources (*See Measure 1.b.1: Definition of possible financing sources for the EGTC and Measure 1.d.3: Matching project drafts with the most suitable funding sources - Deliverable 1.4.3 - Action Plan for future Alpine Pearls EGTC*)

- 3) Stemming from the previous matrix, provide support in the elaboration of 3 possible lines of action of the above-defined financing options (*See Measure 1.b.2: Implementing the identified financing sources for the EGTC - Deliverable 1.4.3 - Action Plan for future Alpine Pearls EGTC*)
- 4) Cooperate with the Alpine Pearls EGTC in elaborating a framework project idea on at least one of the three sub-themes (digitalization, last mile and visitor flow management), structured in common objectives to be achieved to strengthen the Alpine Pearls USP (*See Measure 1.d.2: Strategic actions drafting and prioritization - Deliverable 1.4.3 - Action Plan for future Alpine Pearls EGTC*)
- 5) Support the Alpine Pearls EGTC in elaborating the final documents foreseen by the Action Plan, as indicated in Paragraph 14. Conclusions of the Deliverable 1.4.3 - Action Plan for future Alpine Pearls EGTC, and in particular
 - Improved governance for the EGTC Alpine Pearls
 - Roadmap for future EGTC Alpine Pearls financing
 - Project pipeline
- 6) Remain available (also after the closure of the contract) to participate to a final workshop to present the findings of the previously elaborated activities.

The candidate is expected to respect deadlines for the issuing of the above-mentioned activities. Deadlines may be revised by mutual agreement as the project develops:

1	Scenarios - first inputs Scenarios - enriched version	September 2024 (M18) April 2025 (M25)
2	Financing Matrix - first version Financing Matrix - enriched version	December 2024 (M21) April 2025 (M25)
3	3 lines of action	April 2025 (M25)
4	1 Framework project draft	April 2025 (M25)
5	Final strategic documents	August 2025 (M29)
6	Final workshop	To be defined

AMOUNT

The foreseen amount for the implementation of the service cannot exceed 15.000 € VAT included.

APPLICATION PROCEDURE AND SELECTION

The candidate is required to send via e-mail at the address projects@alpine-pearls.com not later than 4.6.2024 the following application documents:

- Description of the economic operator, working group and previous experience
- CV of the professionals involved and/or of the enterprise participating
- Methodological note explaining how the service will be carried out (limited to 5 pages - A4 facades)
- Economic offer with the total amount and the calculation of working days needed to implement the service.

The resolution for the assignment will be made by the Alpine Pearls EGTC Council, following a careful comparison of the applications received. The selection will be guided by the principles of economic efficiency, meaning the best technical offer face the best price.