



This Project is funded by the European Union

CALL FOR EXPRESSION OF INTEREST Under Competitive negotiated procedure

Individual Experts or companies to be appointed for performing research and design activities, Smart Phone APPs, Data Upload, Web Portal development, Social Networking, Events Organisation and Translation in the framework of the Black-Sea funded project: Black Sea Silk Road Corridor (BSSRC)

ERFC, Alexandroupolis Greece
24/1/2013

1. Aim of the call

This call of expression of interest is published by European Regional Framework for Co-operation (ERFC) in the framework of the implementation of the project called "Black Sea Silk Road Corridor (BSSRC)" funded by the EC Black Sea Programme.

The aim of the call is to collect the expression of interest of companies or individual experts which are willing to respond further to the detailed tender dossier (if short-listed) and bid for undertaking specific tasks for the successful implementation of the project's activities that are detailed here below.

Individuals or companies preliminarily interested should express their interest via either e-mail to the following address: erfc@otenet.gr or post or by hand delivery to the following address Xarilaou Trikoupi 2, P.C. 68100, Alexandroupolis, till **28/2/2013**. They should send a letter of interest as well as their profile with references related to the activities hereunder. Shortly after, ERFC will prepare a short list of suitable and interested companies / individuals (no less than 3) who will be invited to participate in the second step of offering their services replying to a detailed tender dossier with Annexes which will be communicated to them.

2. Description of activities

The experts or companies will have to undertake tasks within the following **Group of project Activities (GAs)**:

GA 1: Mark the BSSRC Trail with directional signs, information panels, hiking trail markers & inner city walking tour plaques. Signs pointing to multi-cultural monuments and touristic destinations are standardized by state regulations with a shared brand for all; panels have unified design and include directions how to download APPs or access the web portal for users with smart phones and wi-fi/3G/4G compatible connection; multi-language panels languages decided by partners for each state include basic information for each site; markers used in hiking trails, plaques in urban walking tours.

Activity 1.1 Design and Create the content of directional signs and markers on the BSSRC (**research and design is required**)

Activity 1.2 Design and Create the content of panels (all sites on trail) and plaques (walking tours) (**research and design is required**)

GA 2: Web portal & smart phone APPs, social networking integration and online directory of services.

As a minimum the portal and APPs will share a centralized database; design; integrate with the most popular social networks; link a central directory of local, regional and national tour industry service providers to relevant trail site descriptions; allow uploads of portable documents, images, audio and video sequences; allow links to other online resources; incorporate GPS guidance and current online mapping/directions; include news, announcements and calendar of events; include an interactive tools of directory members to communicate with each other.

Activity 2.1 Create smart phone APPs for BSSRC (**Research and Content Preparation**)

Activity 2.2 Create Web Portal for BSSRC (**Research**)

(APPs, Web Portal development)

Content preparation APPs, Web Portal development

Data upload technicians (multi-language) (APPs, Web Portal, Social Networking)

Activity 2.3 Social Networking (research) - Research to identify Social networks to join.

Activity 2.4 Directory of Services (research) - **Research, Upload directory database**

GA 3: Visibility.

Visibility includes Social Networking; ~~optimization of APPs and web portal for upper tier ranking~~; PDF e-brochures and e-packets for downloads from APPs and web portal; preparation of the email campaign to tourism industry, associations and authorities and media; professional presentations to tourism industry, associations and authorities 1 each state; public presentation to public at large and media 1 each state; one-on-one promotion by survey/community liaison during survey and local registration process, Social networking seminar, Professional and Public presentation events.

Activity 3.1: Promote BSSRC through ePrint Media (**Research and Design**).

Activity 3.2: Seminar in Social Networking (**Organisation of the event**).

Activity 3.3: Professional Presentation Event **(Organisation of the event).**

Activity 3.4: Public Presentation Event **(Organisation of the event).**

GA4: Translation, interpreters

Translation activities include the translation of content for 28 panels, 50 directional signs, 15 markers and 18 plaques for 15 sites on the Greek portion of the BSSRC into 5 languages commenced (Greek, English, Russian, French, Turkish); Translation of the content of the website which refers only to the Greek partner's material, from English to Greek; 2 Interpreters will be used in order to facilitate the process of the two presentation events (from English to Greek and vice versa) which will be organized by the Contract Authority.

Activity 4.1: Translation of the content

Activity 4.2: Interpretation for the two presentation events