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# BACKGROUND INFORMATION

## Partner country

Republic of Albania, Ministry of Defence

## Contracting authority

Ministry of Defence of Albania, Project TO BE READY, Programme Interreg IPA CBC Italy-Albania-Montenegro 2014-2020

## Country background

Albania is a disaster-prone country. The four main hazards affecting the country are earthquakes, floods, forest fires and landslides. The International Disaster Database (EM-DAT) shows that, during 1979-2019, floods accounted for the major share of disaster events (38%), followed by earthquakes (15%). According to the annual World Risk Report (BEH-IFHV, 2021), which calculates the Disaster Risk Index for 181 countries based on exposure, susceptibility, vulnerability and coping and adaptive capacities, Albania ranks first in Europe and 61st the world and in Europe only three out of 40 countries are in the group countries with very high exposure: the Netherlands, Greece, and Albania. The potential losses in Albania from a disaster with a 250-year mean return period are estimated at EUR 2.08 billion for earthquakes and EUR 1.18 billion (145.2 million ALL) for floods. Albania is at high risk of forest fires, particularly in the dry summer season. More than 95% of fire events are small (less than 100 ha burned) and account for more than 40% of the total burned area, while big events are relatively rare (5% of the total burned area). Albania is characterized by land instability caused by natural and anthropogenic factors. 33.6% of its territory is relatively stable, and 9.8% is unstable (UNDP, 2003).

In order to increase the response and address the situation, the Ministry of Defence is implementing the TO BE READY project financed under Interreg IPA CBC Italy-Albania-Montenegro, which aims at facing common challenge shared among Italian, Albanian and Montenegrin Adriatic regions which, in the last years, are hit by various natural and man-made disasters mainly many wildfires and floods that have caused notable human losses, damages to environment and infrastructures than social warning. To this regard, the project overall objective is to enhance conditions to increase the safety of the Italian, Albanian and Montenegrin basin from natural and man-made disaster implementing cross border initiatives able to establish a bridge among participating regions in order to adopt common intervention strategies in case of wildfires and floods. The principal expected changes to be achieved is improving coordination and level of preparation of strategic key actors involved in the phase of prevention and management of the emergency in case of fires and floods hazards. The main output produced by the project will be the promotion of a shared model of prevention and intervention to be activated in the partner countries. The model will be developed through activities able to stimulate the exchange of experiences and know-how among the participants in the participating countries, the establishment of intervention models and training programs with specific sessions on the organization, protocols and procedures applied in the countries of the middle Adriatic basin, in order to facilitate the easy and safe transfer of facilities, men and materials in case of major events. The cross-border approach is compulsory and represents a significant added value for the project and is related to the peculiarities of the different territories involved and different ways of prevention and intervention in case of fires and floods that integrated will certainly contribute to the development of a winning operational model.

## Current situation in the sector

The disaster events in recent years showed that there is an urgent need to strengthen disaster preparedness and risk management capabilities, to adopt appropriate response systems and procedures, and to improve the institutional capacity for coordination and interaction between disaster risk management public levels of government, as well as with private ones and civil society actors.

On July 18, 2019, the Albanian parliament approved Law no. 45, "On Civil Protection", in full compliance with the Sendai Framework for Disaster Risk Reduction, as it approximates a number of EU directives and decisions, and will help meet the conditions for Albania's membership in the Mechanism of EU Civil Protection.

The MOD in the field of civil protection have the responsibilities of defining the strategic directions and objectives of the National Civil Protection Agency and also developing and overseeing the implementation of disaster risk reduction and civil protection policies.

The National Strategy on Civil Protection (CP) and Disaster Risk Reduction (DRR) is a draft document not yet adopted by the GoA, but the Agency with other Albanian institutions are working on that. However, the main principles are contained in the National Strategy for Development and Integration 2015-2020 (DCM 348/2015).

The new law established the National Civil Protection Agency (NCPA), under the Ministry of Defence (MoD). This function was previously handled by the General Directorate of Civil Emergencies part of the structure of the MoD. The law provides a solid framework for promoting disaster risk reduction and requires preparation of a disaster risk assessment at both the national and local levels within two years of its approval. It also requires preparation and adoption of national and municipal DRR strategies, as well national and local Civil Emergency Plans, with special attention given to gender, and marginalized and other vulnerable groups. However, sub-laws, strategies, plans and activities at national, regional and municipal levels still need to be harmonized with the new law. The National Civil Emergencies Plan (DCM 835/2004) and the Disaster Hazard Assessment in Albania (UNDP, 2003) are still in use.

## Related programmes and other donor activities

The MOD and the National Civil Protection Agency are involved in different programs, projects and initiatives financed by EU, World Bank etc., as below:

In implementation process:

* TO BE READY Project, in the framework of IPA CBC Italy-Albania-Montenegro.
* FIRE PREP Project, in the framework of the IPA CBC Greece-Albania.
* PRONEWS Program that was implemented by a consortium leaded by the Italian Civil Protection Department and will be finalized within February 2022, aiming to support Albania in the improvement of the flood prevention system and early warning. The final work consists on the rehabilitation of 27 hydro-meteo stations that will improve the early warning system.
* IPA FF, EU Support to Flood Prevention and Forest Fires Risk Management in the Western Balkans and Turkey.

Finished:

* Albania Disaster Risk Mitigation and Adaptation Project 2009-2013 aiming to increase the overall capacities of Albanian civil protection system, World Bank loan;
* Multi beneficiary Programmes IPA CP I and II “Cooperation in Civil Protection with candidate and potentially candidate countries” aiming to increase the Albanian civil protection capacities in the central and local level;
* “Program for the Prediction, Prevention and Mitigation of Forest Fire and Flood Risk in Albania” aiming to strengthen the Albanian National System for the prediction and prevention of forest fires and flooding;
* “ADRIARadNet project (ADRIARadNet “ADRIAtic integrated Radar-based and web-oriented information processing system NETwork to support hydro-meteorological monitoring and civil protection decision”);
* “Disaster Inventory Management System: DesInventar”, aiming to develop the national disaster databases for Albania;
* “IncREO - Increasing Resilience through Earth Observation” aiming to provide actors responsible for civil protection and disaster management with Earth Observation based solutions contributing to an improved preparedness and mitigation planning for areas highly vulnerable to natural disasters and already noticeable climate change trends;
* “IPA FLOOD- Prevention, preparedness and response to floods in the Western Balkans and Turkey” aiming to improve measures for coordinated preparedness for response by neighboring countries, including through cooperation with the Union Civil Protection Mechanism, and integrated flood risk management – encompassing prevention – as approached at EU level;
* “IPA Disaster Risk Assessment and Mapping” aiming to enhance the abilities of the beneficiaries to ensure a proper risk management in national, regional and EU level.

# OBJECTIVES & EXPECTED OUTPUTS

The TO BE READY project aims at facing common challenge shared among Italian, Albanian and Montenegrin Adriatic regions which, in the last years, are hit by various natural and man-made disasters mainly many wildfires and floods that have caused notable human losses, damages to environment and infrastructures, as well as increase social warning. To this regard, the project overall objective is to enhance conditions to increase the safety of the Italian, Albanian and Montenegrin basin from natural and man-made disaster implementing cross border initiatives able to establish a bridge among participating regions in order to adopt common intervention strategies in case of wildfires and floods. The principal expected changes to be achieved is improving coordination and level of preparation of strategic key actors involved in the phase of prevention and management of the emergency in case of fires and floods hazards.

This project is implemented by Molise Region (Department of Civil Protection) in Italy - Project Leader, Puglia Region (Civil Protection Unit) in Italy; Ministry of Defence (AKMC) of Albania; Ministry of Interior (Department of Civil Emergencies) of Montenegro and Ministry of Interior of the Republic of Albania - Associate Partner.

Fires are a present phenomenon during the summer season in Albania and it becomes a serious threat when hectares are burned per year. The population is largely unaware of the risks and how to act in case of fire, and in turn, the need to protect people and infrastructures may compromise the resources available for fire prevention and suppression, especially near houses situated close by forested areas. Therefore, it is essential to raise individual awareness on the risk exposure and individual self-protection and prevention capacity, in order to reduce the social, economic and environmental costs of wildfire. A lot of resources are allocated towards fire suppression every year, but equal priority should be given to prevention efforts. Prevention needs to be done on the landscape level, and it is of the utmost importance to consider fire risk in landscape planning and to promote fire prevention education by running campaigns in order to raise awareness among all the different members of the population. The campaign should aim to provide information to the public which is as scientifically and technically accurate as possible, to improve planning and development of risk communication, both at a local and country level.

## Overall objective

The overall objective (Impact) to which this action contributes is to produce fire risk awareness campaign strategy and implementation plan and to design materials to prevent on how to reduce risk and prevent fire and how to respond in these emergency cases.

## Specific objective(s)

The specific objectives (Outcomes) of this contract are as follows:

* To produce an Information and Awareness Analysis to determine the level of knowledge and reaction in case of fire and floods, through situation analysis, a survey with relevant stakeholders and in relevant municipalities, and data analysis to provide information and awareness needs for a wider audience in the framework of awareness campaign.
* To produce an Information and Awareness Campaign Strategy and Implementation Plan, based on the information and awareness analysis, to enhance the awareness, understanding, and knowledge on how to reduce risk and prevent fire and how to respond in these emergency cases, by specifying appropriate communication channels, dissemination methods and media, to effectively communicate key messages to specific stakeholders.
* To design the Fire Risk Awareness Campaign Materials through drafting of content for informational materials and design (including content for innovative practices such as mini videos, guides related any relevant information to reduce risks from fire and floods, leaflets, etc.) on how to reduce risk and prevent fire and how to respond in these emergency cases.

## Expected outputs to be achieved by the contractor

Development of the report on Information and Awareness Analysis, the Awareness Campaign Strategy and Implementation Plan and the Communication materials conceptualized and designed

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

N/A

## Risks

N/A

# SCOPE OF THE WORK

## General

### Description of the assignment

The scope of the contract is to regulate the responsibilities, financial remuneration, deadlines and terms of services between the selected operator (contractor) related to the communication strategy to enhance the awareness, understanding and knowledge on how to reduce risk and prevent fire in emergency cases and the Contracting Authority (Ministry of Defence). The proposed methods must be clear and effectively communicate key messages to the stakeholders.

### Geographical area to be covered

Albanian territory, Forest Fire and Flood Risk areas.

### Target groups

Beneficiaries of this external expertise will be Ministry of Defence and the National Civil Protection Agency, the Fire Protection and Rescue Service, Municipalities Urgency Services and all other national and local bodies involved in the sector.

Final beneficiaries are inhabitants vulnerable to the danger of fire, who generate fire risk and inhabitants and stakeholders who mitigate fire risk by their proximity to forests and forested lands having an a priori motivation to protect the forests from fire risk.

## Specific work

The selected operator should conduct an Information and Awareness Campaign Strategy and Implementation Plan and Designing of the Fire Risk Awareness Campaign Materials.

The tasks should be accomplished within 90 days after the signing of the contract from the last party.

The contractor should select the best possible staff in order to deliver the expected results.

## Project management

### Responsible body

Ministry of Defence of the Republic of Albania (Contracting Authority) and the National Civil Protection Agency.

### Management structure

As the General Secretary of the Ministry of Defence is the legal Representative of the TO BE READY project, he is also the authority where the expert should report about its activities and their plan of implementation.

The National Civil Protection Agency is another responsible structure for this project, and all the activities should be implemented based on mutual consultation.

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

The contractor should accomplish its tasks in its own facilities.

# LOGISTICS AND TIMING

## Location

Ministry of Defence of the Republic of Albania, Tirana.

## Start date & period of implementation of tasks

The intended start date is 19 August 2022 and the period of implementation of the contract will be 3 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

REQUIREMENTS

* **General requirements for admission of operators**
* At least 5 years of professional experience in developing and designing communication products.
* Prior experience in developing communication strategy and in preparing communication campaigns.
* Good understanding of the information and communication campaigns to reduce natural disaster risks.
* **Additional elements/qualifications to be considered as an asset**
* Relevant experience in working with government and/or national/international organizations on consultancy assignments, especially in communications planning.

### Key experts

N/A

### Other experts, support staff & backstopping

N/A

## Office accommodation

Office accommodation for the staff working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

The contractor shall ensure that its staff engaged in the contract is adequately supported and equipped.

## Equipment

N/A

## Cost for this contract

The service will be paid on the basis of the delivery of Information and Awareness Analysis Report, Awareness Campaign Strategy and Implementation Plan and communication materials conceptualized and designed (global price contract). Payments might be totally or partially withheld if the contractual results have not been reached in conformity with the detailed terms of reference. Payment will be made based on the approval of the content of the report and strategy. The contractor is requested to submit a breakdown of price per deliverable in the tender dossier.

The maximum available budget for this contract is EUR 50,000 (tax excluded).

# REPORTS

## Reporting requirements

There are no reporting requirements, but the contractor will be continuously in contact with the contracting authority.

## Submission and approval of reports

The content of the deliverables as described in Section 2.3 should be approved by the Contracting Authority.

# MONITORING AND EVALUATION

## Definition of indicators

The monitoring will be carried out by the working group established with the Order of the Minister of Defence, no 33, dated 14.1.2022, a composite group from staff from MOD and NCPA and will be based on the quantitative and qualitative evaluation of the realization of the tasks that are set in the sections above.

## Special requirements

N/A