



Programme: Private Sector Development and TVET South Caucasus
The EU4Business “Innovative Tourism and Technology Development for Armenia” project

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Activity: Support to International expert(s) for strategy development for improvement of Armenia’s participation in Horizon 2020 and Horizon Europe framework programmes

Period: estimated: 22nd of June to 14th of August 2020

1. Brief Introduction

The EU4Business “Innovative Tourism and Technology Development for Armenia” project started in November 2019 and will run until April 2023. It is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by German Development Cooperation GIZ under the umbrella of the Private Sector Development and TVET South Caucasus Programme. The project is part of the EU4Business initiative (www.eu4business.eu) of the European Union. The project has an overall objective to foster shared and balanced inclusive growth in tourism and innovative industries. This will be achieved through a) transformative, innovative tourism ventures in the Northern regions of Armenia, b) support to high tech and innovative entrepreneurs, c) international knowledge exchanges for high tech researchers and entrepreneurs as well as tech start-up institutions and 4) networks for the benefit of entrepreneurship culture for students and general population groups.

The EU4Business “Innovative Tourism and Technology Development for Armenia” project targets two main directions/components: **development of innovative tourism and of start-ups and existing investable and innovative technology ventures**. Methods used will be competitions for grants, technical assistance by experts, community and stakeholder participation, and the entrepreneurial eco-system development.

The **first component** is focused on the **development of enhanced tourism offerings**, especially in the Northern regions leading to good jobs, sustainable businesses and responsible tourism value added. It foresees the conceptualisation and implementation of three financial/grant schemes focusing on tourism ventures. Furthermore, it includes the strengthening of the Tourism Committee, including supporting data driven tourism marketing activities.

The **second component** of the project is focused on **transformative creation and development of SMEs to enable diversification of economic growth**. It will also support the entrepreneurship ecosystem, as well as technology ventures through a grant scheme approach as well as through innovation partnerships between science, education and businesses, including innovative youth at universities and aiming at an increased participation in Horizon 2020 / Horizon Europe grants.

2. Context and current situation in the field of assignment

One of the pillars of the second component of the EU4Business “Innovative Tourism and Technology Development for Armenia” project is support to Armenian’s participation in Horizon 2020 and Horizon Europe framework programmes.

Horizon 2020 is the eighth framework programme funding research, technological development, and innovation. The programme runs from 2014-20 and provides an estimated €80 billion of funding: it provides grants to research and innovation projects through open and competitive calls for proposals. Horizon Europe is a planned 7-year European Union scientific research initiative meant to succeed the current Horizon 2020 program starting from January 2021 with a total estimated €100 billion in research and innovation spending.

Armenia became an associated country for Horizon 2020 in May 2016, which provided researchers and innovators from Armenia full access to the programme, under the same conditions as their counterparts from EU Member States and other associated countries.

With the launch of Horizon 2020 the network of National Contact Points (hereinafter NCP) of Armenia has been established. This network is the main structure to provide guidance, practical information and assistance on all aspects regarding the participation in Horizon framework programme. This network covers almost all thematic priorities of Horizon 2020 and is headed by the Coordinator in the National Academy of Science (www.h2020.sci.am).

The responsible governmental body in Armenia for Horizon framework programme participation is the [Science Committee](#) (hereinafter SC), which is a subordinate body under the Ministry of Education, Science, Culture and Sport of Armenia. As one of its main tasks, SC implements elaboration of the state policy and development of draft legal acts in the field of science.

The integration into European research area and the participation in Horizon framework programmes is still considered highly relevant but a few challenges were encountered that contributed to a slow-down of the process, including missing scientific specialisation focus, unclarity of functions and responsibilities.

So far Armenian entities are only occasionally participating in Horizon 2020. Due to the missing experience in writing applications and a lacking overall strategy even the most competitive Armenian institutions do not successfully utilise the collaboration opportunities with the European research area.

Against this background, this pillar aims at increasing the participation of Armenian institutions participating in Horizon 2020 and Horizon Europe, and better leveraging on opportunities provided by the framework programmes, mainly with focus on **innovation and research, as well as SME related actions**.

The EU4Business “Innovative Tourism and Technology Development for Armenia” project aims to contract a company (hereinafter Contractor) to conduct this assignment.

3. Conditions of the assignment

3.1 Objective and tasks

The Objective of this assignment is to support the development of a long-term strategy and institutional approach to improve Armenia's participation in Horizon 2020 and Horizon Europe and better leveraging on opportunities provided by the framework programmes mainly with a focus on innovation and research as well as SME related actions.

To raise the effectiveness of this process two assignments will be commissioned. This assignment for Armenian national expert(s) with the aim to provide national expertise, knowledge of the national context and access to a broad group of stakeholders in the field, will be complemented by the assignment of international expert(s) (hereinafter international contractor). Taking into consideration the current situation in the world related to COVID-19, the international contractor will work remotely (no missions to Armenia are envisaged). The coordination of the activities for both project teams is part of the assignment. The Contractor is responsible for the data collection and coordination/implementation of all activities on-site in Armenia (conducting and gathering results of survey, organisation and implementation of the workshop) and support for the development of the strategy. The international contractor is respectively responsible for research on Horizon, the development of all documents (including survey documents) and briefing to the Contractor, summarisation of survey results and the development of the strategy for Armenia. In the beginning of the assignment both contractors need to present a joint working programme.

Both contractors are responsible for the overall success of this approach and shall contribute with their tasks. For all major adjustment and feedback the EU4Business "Innovative Tourism and Technology Development for Armenia" project is acting as a steering point.

The assignment is estimated to start on 22nd of June and to last until 14th of August 2020.

The assignment consists of the following parts:

I. Preparation

As a basis for the overall assignment success, the coordination and supervision between the Contractor and the international contractor needs to be set up as a first step of the assignment. Joint working programme (including detailed time planning) for the whole assignment with clear responsibilities needs to be provided to the project for review and commenting.

II. Assessment and Research

For the first desk research, the Contractor will assess the current situation in the field of science and Armenia's participation in Horizon 2020 framework programme. For the elaboration of the research document the Contractor shall conduct a series of qualitative interviews with SC, NCP coordinator, relevant NCPs, research institutes, Horizon winning Armenian applicants (for the last three groups the Contractor should follow the suggestions from the SC and NCP coordinator) and other relevant stakeholders (at least 10). The Contractor shall also collect all available relevant data on the topic (including, brief information and contact details of NCPs,

research institutes, Horizon 2020 winning Armenian applicants, etc.) and with the elaborated document provide that to the international contractor.

In a joint skype call the contractors (both local and international) shall present all the available data to the project, SC and NCP coordinator for their review and commenting.

Also, the Contractor (jointly with international contractor) shall carry out a more in-depth analysis on the Armenia's Horizon ecosystem.

To gather more information for the strategy, it's suggested to use a survey methodology. The international contractor is responsible for the development of the survey (format, questions, etc.) and analysis of the survey results (with close cooperation with the Contractor).

Surveys should be designed for the following target groups and in addition to information gathering for strategy development should also answer to the following question:

- 1) National contact points
 - i. Assess effectiveness of the current structure of NCP network and efficiency of individual NCP
 - ii. Identify capacity development needs
- 2) Research Institutes
 - i. Prioritise the best and the most competitive Armenian research institutions (taking into account the existing study Horizon 2020 "Policy Support Facility" report)
 - ii. Identify potential projects for Horizon framework programmes
- 3) Winning applicants in Armenia
 - i. Identify the successful supporting measure for proposal elaboration
 - ii. Identify barriers and challenges

For reaching out all stakeholders from the above-mentioned groups and ensuring high response rate, the Contractor shall collect all up to date contact details during the previous stage.

The Contractor is responsible for conducting surveys (with an intensive support from the international contractor), collecting and providing the results to the international contractor for summary of the survey.

III. Strategy development

In the final stage of the assignment, based on the results of the surveys and general assessment, the Contractor shall support the international contractor to elaborate a draft version of the strategy. The contractor shall actively support the international contractor, who will be the responsible for the strategy development, during this process.

The strategy (with its annexes) should also include the following points:

- a. Potential fields for Armenia to concentrate on Horizon participation
- b. Recommendations for structural improvements of NCP network

- c. Information on the best and the most competitive Armenian research institutions
- d. Potential projects for Horizon framework programmes
- e. The best supporting measure for proposal elaboration

After incorporating the feedback from the project, SC and NCP coordinator, the draft strategy should be presented to the wider audience in order to reflect on elaborated results.

As support to strategy development process the Contractor shall prepare, organise and facilitate the workshop with participation of SC; NCPs; Research community; Armenian institutions; Universities; Start-ups and other interested relevant stakeholders (Individual companies; Laboratories; NGOs; Foundations), where the draft strategy will be presented. The Contractor shall support the international expert for the development of the draft agenda and concept of the workshop.

All the comments and suggestions on the strategy should be collected by the Contractor and provided to the international contractor for the finalisation of the documents (word and PPP).

All documentations should be provided in English. All supporting information, which are not going to be presented in the strategy, should be provided as an Annex to it.

In all stages of the assignment the Contractor shall closely cooperate with international contractor and local stakeholders, particularly with the project, SC, NCP coordinator and other relevant partners.

The Contractor in his proposal may suggest additional topics, which will be determined by the project.

3.2 Deliverables and resources

The following deliverables are to be submitted during the assignment period:

Tasks & Deliverables	Timeline of deliverable	Man days (max) / location
<p>I. Preparation</p> <ul style="list-style-type: none"> • Joint work programme to be provided to the project for review and commenting <p>Deliverables: work programme</p>	<p>1st week after contracting start date</p>	<p>Armenia</p> <p>1 Team Lead 1 Analyst</p>
<p>II. Assessment and Research</p> <ul style="list-style-type: none"> • Pre-Assessment <ul style="list-style-type: none"> ○ Preparation and organisation of at least 10 qualitative interviews with main actors 	<p>1st – 4th weeks after contracting start date</p>	<p>Armenia</p> <p>14 Team Lead 9 Analyst</p>

Tasks & Deliverables	Timeline of deliverable	Man days (max) / location
<ul style="list-style-type: none"> ○ Assess the current situation and collect all available relevant data (Word document: 15-20 pages) ○ Contact details of relevant stakeholders ● Short presentation on findings (PPP: 15-20 slides) ● Conducting surveys <ul style="list-style-type: none"> ○ Support with the development of surveys ○ Conducting survey ○ Collecting and providing results to international contractor <p>Deliverables: short report, elaborated document, list of contacts, PPP, conducting surveys</p>		
<p>III. Strategy development</p> <ul style="list-style-type: none"> ● Support international contractor with draft strategy ● Support international contractor to draft Agenda and concept of the workshop ● Prepare, organise and facilitate the workshop ● Support international contractor with finalisation of the strategy <p>Deliverables: support to international contractor during the whole process, organisation and facilitation of the workshop</p>	<p>5th – 8th weeks after contracting start date</p>	<p>Armenia</p> <p>10 Team Lead 5 Analyst</p>
<p>Total</p>		<p>25 Team lead 15 Analyst</p>

3.3 Conditions and payment terms

The Contractor’s offer needs to include:

- The **Financial offer** requires the Contractor to submit for consideration a summary of costs with respect to the above sections.
- The **Technical offer** requires the Contractor to submit:
 - the relevant Contractor’s experience to this assignment;
 - comments/suggestions on the Terms of Reference, description of approach, methodology and work;
 - description of the methodology for conducting survey for ensuring high response rate

- brief background on the field of science (and particularly Horizon 2020 programme participation) in Armenia under the review by the Contractor (to demonstrate experience in this field)

The description of approach, methodology and work plan must include activities and deliverables as indicated in above table.

Payment terms:

- Final payment upon satisfactory fulfilment of the contract.

3.4 Coordination and communication

The Contractor reports to the Team Leader of the EU4Business “Innovative Tourism and Technology Development for Armenia” project, as well as closely collaborates with the responsible Project Advisor or assigned team member and the administrative support team in Armenia.

Moreover, the Contractor shall actively coordinate the activities with the international contractor during the planning phase as well as during the assignment. In case of further coordination demand, arising questions or conflicts, the project is in charge of coordination of both assignments.

3.5 Submission Requirements

The Contractor needs to provide an offer for the following team members and their respective requirements:

- Lead Consultant (Team Lead):
 - Strong proven expertise and knowledge in the area of assignment (strategy development) of at least 5 years. Experience on workshop moderation.
 - Good knowledge on Armenia’s participation in Horizon 2020 and strong networks to current NCPs and research institutes will be considered as an advantage
 - Master or PhD degree in Science, Technology, Innovation or Economics
 - Proficiency in English and Armenian languages (written and spoken)
- Analytics consultant (Analyst):
 - Experience on survey design and analysis. At least 2 years working or similar project experience.
 - Bachelor’s degree in economics or related field with experience in surveys and quantitative survey analysis.
 - Proficiency in English and Armenian languages (written and spoken)