

## **TOR for Short-term Consultancy**

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**Head Office / Secretariat of the Regional Rural Development Standing Working Group  
in South-Eastern Europe (SWG) – Skopje**

### **Terms of Reference**

**Senior expert on quality policy – schemes of geographical indications and traditional specialties**

#### **1. Introduction**

The Regional Rural Development Standing Working Group (SWG), as a platform for networking and regional co-operation, has been established during the Agricultural Policy Forum 2005 (“Rural Development Opportunities for Co-operation in the SEE”) held in Macedonia and Serbia in June 2005.

With the International Agreement in March 2009, the SWG is registered as an International Intergovernmental Organization, with its managing and coordinative body – SWG Head Office/Secretariat based in Skopje, Macedonia. On September 7<sup>th</sup> 2009, the Law on Ratification of the SWG Agreement has been decisively completed by the Parliament of the Republic of Macedonia.

The main SWG strategic framework is composed of the following elements:

SWG vision is to promote innovative and sustainable agriculture and rural development through regional cooperation, to improve rural livelihoods in the SEE countries.

Mission - to increase horizontal cooperation among respective countries and territories of South Eastern Europe, by coordinating regional initiatives related to agriculture and rural development and supporting the process of social and economic development of rural areas in SEE region.

General objective of SWG is to facilitate close cooperation between the Ministries of Agriculture and other stakeholders in the field of agriculture and rural development and to support EU integration in SEE. The SWG has four specific objectives on which the organization has focused its work:

- To improve the common understanding on agriculture and rural development policies;
- To assist the improvement of implementing structures and systems for agriculture and rural development, with specific emphasis on cross border cooperation;
- To improve the understanding and use of implementation tools for agriculture and rural development;

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- To identify and share information and application of good practice in agriculture and rural development to broaden the rural agenda.

### **2. Background**

In September 2018 the German Federal Ministry for Economic Cooperation and Development approved the realization of a 3-years regional programme with the title “**Support to economic diversification of rural areas in Southeast Europe (SEDRA)**”.

The project aims at strengthening the institutional capacities of selected stakeholders in Southeast Europe for supporting EU-compliant economic diversification in rural areas.

The renewed EU accession process is the main incentive for harmonisation and adaptation of the rural development policies and instruments of the six Southeast European countries (Albania, Bosnia and Herzegovina, Kosovo\*, Macedonia, Montenegro and Serbia) to the needs of their rural regions and the people living there. An explicit aim of the EU is to strengthen economic and social cohesion through its structural policy, its common agricultural policy (CAP) and their accompanying instruments.

The project contributes to improvement of the technical, methodological and implementation capacities for evidence-based rural development policies for economic diversification, facilitates community-led area-based development, as well as, value chain development.

The regional project includes the Southeast European countries/territories and the lead executing agencies are the ministries competent for agriculture and rural development, through their membership in the regional organisation Standing Working Group for Regional Rural Development (SWG RRD), which at the same time is the main implementing partner.

The three central project outputs are:

- 1) Regional cooperation and policy advice,
- 2) Sustainable business models, and
- 3) Community-led and area-based development strategies.

### **3. Specific Situation / Scope of assignment**

The project aims at the formulation of regional recommendations for evidence-based and EU compliant policy on diversification in rural areas, which are expected to be adopted and supported by administrative or legislative measures by national authorities responsible for implementation in SEE countries. The logic is that only an enabling policy framework agreed on the regional level and implemented on the national level can enable EU-compliant economic diversification in rural areas.

Considering that the schemes of geographical indications and traditional specialties are important for adding value and marketing of products with specific characteristics, particularly

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\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

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those coming from less-favored rural areas, Protected Designation of Origin (PDO), Protected Geographic Indication (PGI), Traditional Speciality Guaranteed (TSG) are among the topics that are selected within the project, as part of the economic diversification agenda in SEE countries.

The objective of this assignment is preparation of overview of requirements and implementation of the EU schemes of geographical indications and traditional specialties and of the state of the art in the SEE countries.

Particularly the focus will be on:

- Analysis of the state of the art and existing gaps in the legislative, strategic, policy and institutional framework related to implementation of quality policy and schemes of geographical indications and traditional specialties in SEE;
- Identification of key problems and challenges requiring policy interventions based on the given analysis and providing policy recommendations and actions to overcome the challenges and ease the approximation process;
- Preparation of guidelines on the steps and procedures for registration of products with geographical indications and traditional specialties;
- Identification of products from SEE countries which fulfill criteria and have potential to be registered under the schemes of geographical indications and traditional specialties;
- Identification of good examples and practices to raise awareness about the importance of the implementation of quality policy and schemes of geographical indications and traditional specialties in SEE and their importance for sustainable economic development of rural areas;
- Raising awareness about the importance of the implementation of quality policy and schemes of geographical indications and traditional specialties for sustainable economic development of rural areas in SEE;
- Assessment of possibilities and recommendations to apply digital approaches in promotion of the schemes of geographical indications and traditional specialties in SEE.

The work will be conducted by by an experts' team on PDO, PGI and TSG, consisted of:

- One Senior Expert
- Three Regional Experts
- One International Expert

The REAWG will be supported by inputs from stakeholders from the public, private, and civil sector from the WB region.

For accomplishment of the above-mentioned outcomes a Works contract is foreseen.

### **4. Tasks of the Consultant**

The assignment includes the following tasks:

- Based on the methodology provided by the senior expert, collecting data and

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information for assessment of the state of the art and existing gaps in the legislative, strategic, policy and institutional framework related to implementation of quality policy and schemes of geographical indications and traditional specialties in SEE;

- Identification of key problems and challenges requiring policy interventions, and providing policy recommendations and actions to overcome the challenges and ease the approximation process;
- Contribution to preparation of guidelines on the steps and procedures for registration of products with geographical indications and traditional specialties, based on the EU regulations;
- Identification of products from SEE countries which fulfill criteria and have potential to be registered under the schemes of geographical indications and traditional specialties, as well as a cost-benefit analysis of the registration;
- Identification of good examples and practices to raise awareness about the importance of the implementation of quality policy and schemes of geographical indications and traditional specialties in SEE and their importance for sustainable economic development of rural areas;
- Assessment of possibilities to apply digital approaches in promotion of the schemes of geographical indications and traditional specialties in SEE.
- Continuous cooperation and consultation with the Senior and International Experts engaged under the assignment;
- Assisting SWG and GIZ in any other related issues.

The Contractor might be required to perform additional tasks that are deemed necessary for the completion of the defined assignment.

All activities will be closely coordinated by SWG within the programme “Support to economic diversification of rural areas in Southeast Europe (SEDRA)”. Access to political, regional and local stakeholders, thematic networks and target groups as well as strategies, policies and assessments will be assured by SWG.

The working language for the assignment is English.

### 5. Reporting and Deliverables

The expert reports to the SWG Secretary General and the responsible SWG Project Manager.

The following deliverables are foreseen for the expert within this ToR:

Deliverable	Timeframe/Deadline
1. Participation at the kick-off meeting	28 – 30 January 2019
2. Collecting data and information for assessment of the state of the art and existing gaps in the	31 March 2019

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legislative, strategic, policy and institutional framework	
<p>3. Contribution to the first draft report including:</p> <ul style="list-style-type: none"> <li>a. Identification of key problems and challenges requiring policy interventions in SEE</li> <li>b. Identification of products from SEE countries which fulfill criteria and have potential to be registered under the schemes of geographical indications and traditional specialties and cost-benefit analysis</li> <li>c. Identification of good examples and practices of the implementation of quality</li> <li>d. Assessment of possibilities to apply digital approaches in promotion of the schemes of geographical indications and traditional specialties policy and schemes of geographical indications and traditional specialties</li> <li>e. Policy recommendations and actions to overcome the challenges and ease the approximation process.</li> </ul>	30 April 2019
4. Participation at the interim meeting	April 2019
5. Preparation of guidelines on the steps and procedures for registration of products with geographical indications and traditional specialties based on the EU regulations	31 May 2019
6. Final meeting	June 2019
7. Final report and final guidelines	15 September 2019

### 1. Place of assignment

The place of assignment of the expert is the SEE region.

### 2. Timeframe

The expert should accomplish the deliverables from the date on which the last party signs the contract until 15 September 2019.

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### **3. Payments**

The payments for realization of this Contract shall be completed in one installment, after completion, submission to and approval by SWG of all of the deliverables: 1, 2, 3, 4, 5, 6 and 7.

The expert has to submit the deliverables in electronic version to SWG Secretary General and the responsible SWG Project Manager. The payment of the agreed remuneration shall be done upon submission of original invoices to the SWG Head Office/Secretariat, accompanied by the above-mentioned deliverables.

### **4. Other provisions**

The travel and accommodation costs for the expert for participation in event organized within the project will be covered by the SWG Head Office/Secretariat.

The expert shall not use for own purposes or transfer to third persons any information related to the engagement and work, considered to be a business secret of the Head Office /Secretariat of the Regional Rural Development Standing Working Group in South-Eastern Europe (SWG) – Skopje.

The expert, besides the agreed remuneration, will have no other claims from the Head Office/Secretariat of the Regional Rural Development Standing Working Group in South-Eastern Europe (SWG) – Skopje.

### **5. Expert profile**

Qualifications and skills:

- A university degree in agriculture and rural development, economics, tourism, regional development, or closely related discipline relevant to the assignment. PhD will be considered as an advantage;
- Fluency in English;
- Computer literacy;
- High quality analytical and document drafting skills;
- Ability to work in a team;
- Excellent communication and reporting skills.

General professional experience:

- Proven professional experience in policy assessment.

Specific professional experience:

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- Proven professional experience related to schemes of geographical indications and traditional specialties;
- Proven experience in drafting strategic documents;
- Extensive knowledge of Common Agricultural Policy (CAP), neighbouring policies, pre-accession assistance of EU;
- Understanding of the situation as well as the relevant legislative and policy framework in the Western Balkan region.