

Subject:

Notice of a call for tenders for the development and delivery of a mentoring programme and peer support programme for heritage interpretation trainers and freelancers

Reference:

**HI-PEOPLE - building a hub for value-based and people-centred heritage interpretation in the European heritage sector
(project ID: 101187682 Crea-cult-2024-Net. Work package task 2.2:
Development of a mentoring programme and peer support)**

**Deadline for submission of tenders
07.07.2025 at 16:00 CET**

Tender document

Interpret Europe - European Association for heritage interpretation

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1. Background

Interpret Europe, the European Association for Heritage Interpretation, is engaged in the delivery of the project entitled, HI-People - Building a hub for value-based and people-centered heritage interpretation in the European heritage sector, co-financed by the Creative Europe Programme 2021-2027 supporting European networks of cultural and creative organisations (Call: Crea-cult-2024-Net). The project duration is 48 months (02.01.2025- 01.01.2029).

1.1 Project summary

In recent decades, the heritage sector has undergone a paradigm shift from a conservationist view, where meanings & values of heritage are inherent in heritage assets & interpreted by experts, to a people-centred paradigm which respects the diversity of meanings & values that people assign to heritage. Heritage interpretation (HI) should therefore be the result of a collaboration between heritage experts, communities, and other stakeholders (ICOMOS 2020).

Since 2015, Interpret Europe has become a global leader in advancing value-based and people-centred approaches for HI. Therefore, the HI-People project aims to reinforce the European Cultural Heritage Sector's ability to address contemporary issues, by building capacity for values-based and people-centred HI at individual, organisational and systemic level.

The HI-People project will implement training, networking, advocacy and policy activities that will promote and build capacity for values-based and people-centred HI at individual, organizational and sectoral level; they will aim at improving the working conditions and resilience for self-employed HI professionals, building capacity of institutions to enhance cultural participation, promoting the adoption of the new approach to interpretation as a tool for social and environmental sustainability; the project will expand the impact and reach of the values-based people-centred approach beyond EU borders in collaboration with international UNESCO bodies, and unleash the potential of digital technologies for designing human-centred authentic HI experiences.

The ultimate goal is to build a common Framework of Reference (FoR) for values-based and people-centred interpretation. The work on this framework shall serve as a catalyst for a constructive discourse within our membership of professional interpreters, with partner networks and stakeholders in the European heritage sector and with UNESCO.

The HI-People project comprises 7 work packages to deliver a range of activities comprising four key areas of action mentioned above: training, networking, advocacy and policy. The present call for tenders concerns key action of training under Work Package 2, Task 2.2: Development of a mentoring and peer support programme

2. Purpose of the mission

2.1 Description

Within the framework of Work package task 2.2, the following activities are to be undertaken:

1.) A mentoring programme designed to support **Interpret Europe certified heritage interpretation trainers*** in expanding their businesses. These trainers, upon completing their certification programme, have highlighted a need for further assistance to both recognise potential business opportunities and to effectively utilise the skills they have learned.

2.) Facilitating personalised guidance and support for **Interpret Europe members and non-members wanting to start a freelancing career**, tailored to each participant's business development needs within the heritage interpretation sector. A variety of mentors will offer a variety of advice, from the scalability of successful entrepreneurial projects, market demand, potential barriers to growth, and other profession related issues, such as client-provider relationships, interpretive project design.

**It should be noted that in most cases potential beneficiaries are both certified trainers and freelance heritage interpretation consultants.*

2.1 Deliverables

1.) An online mentoring programme with 5 mentors from different fields of work, designed to support circa **30 early career heritage interpretation freelancers or trainers** as a group in expanding their business skills, discuss client-provider relationship, learn about heritage management and other topics. This will include legal experts to develop agreement templates trainers could use in their training business with clients.

Sessions would take from 2 to 8 hours for approximately 30 trainers.

2.) Facilitating online personalised guidance and support **for 10 IE members and non-members per year wanting to start a freelancing career**, tailored to each participant's business development needs within the heritage interpretation sector. A variety of mentors will offer a range of advice, from the scalability of successful entrepreneurial projects, market demand, potential barriers to growth, and other profession related issues, such as client-provider relationships, interpretive project design.

Annually engage 5 mentors with 10 mentees.

The mentoring programme for trainers will aim to engage approximately 30 beneficiaries who will remain in the programme for the duration of the action (3 years - see below), with

replacements joining where possible when others leave the scheme. By contrast, the personalised guidance and support activity will cater for 10 beneficiaries each year. Both activities can be treated separately or combined in one action.

In order to ensure the proper management of public money, this notice of call for tenders will proceed in accordance with the principles underlying the regulations governing public procurement (equal treatment, non-discrimination, transparency and proportionality).

The mission will be organised according to the indicative schedule detailed below.

As an indication, the provision of this mission is estimated at a maximum of 18,000 Euros not incl. VAT in 3 annual instalments and a balance payment upon completion of the mission, by 31 December 2028.

3. Conduct of the mission

The delivery of the mission takes effect as soon as Interpret Europe has notified the successful tenderer. It ends, in principle, on 31 October 2028.

Interpret Europe contact persons for the mission:

Helena Vičič / Alexander Colvine – Project implementation

The desired interventions are as follows:

- 2nd semester 2025: Needs analysis and preparation of operational mentoring and peer support programme
- 2026: Mentoring and peer support programme Year 1 + evaluation
- 2027: Mentoring and peer support programme Year 2 + evaluation
- 2028: Mentoring and peer support programme Year 3 + Pdf report in English (max 20 pages), describing the mentoring scheme programme, list of mentors and participants, single sessions agenda, any materials developed, outcomes and feedback questionnaires.

4. Procedure and desired content of tender proposals

Those wishing to bid for this tender must submit their proposal by e-mail with “read receipt” acknowledging that the proposal has been received by Interpret Europe before the deadline indicated.

Proposals should include the following parts:

- A detailed technical report which sets out the proposed methods and organisation to meet the tasks described in § 2,
- A description of the team mobilised, accompanied by the CVs of the team members,
- An indication of the experience of the applicant organisation and its team in the field of mentoring and peer support for professionals. Experience in European cooperation in the areas covered by this tender will be an additional advantage as the beneficiaries come from different European countries.
- A price offer, taking into account the costing of the various activities described. No specific format is required, but the tenders must show a basic breakdown of the costs of the activities to accomplish each of the tasks presented.
- Any relevant certificates of professional competence,

Proposals must be submitted **before Monday 7 July 2025 by 16:00 CET**:

By e-mail to alexander.colvine@interpret-europe.net indicating the subject of the tender.

For any questions relating to the mission, please contact Alexander Colvine – alexander.colvine@interpret-europe.net.

5. Review of proposals and notification

5.1 Review of proposals

The examination of proposals will be carried out on the documents mentioned in § 4 above.

A proposal may be deemed invalid if it is not accompanied by the documents mentioned in § 4 or if it does not present sufficient technical, professional and financial details.

- **Judging of bids**

The judging of the proposals will be carried out by three members of the HI-People project team. The assessment will consider both price and value for money. As such, proposals will be assessed according to the following criteria, ranked in descending order of importance:

- Technical value: 60%
- Price: 40%

Technical value will be judged on the basis of the information provided in the technical brief and the references detailed in §4 of this document.

The technical criterion (TV) will be scored, before weighting, according to the following rating scale:

Level	Note/20
Excellent	16 to 20
Acceptable / Satisfactory	11 to 15
Fair / Unsatisfactory	6 to 10
Insufficient / Poorly detailed	1 to 5
Non-compliant / Not specified	0

A 60% weighting is then applied to this criterion. The TVw score is calculated as follows: $TVw = TV \times 60\%$.

Tender price (TP) will be scored based on the detailed breakdown and the total amount appearing in the candidates' tenders, according to the following formula:

$$TP = \text{lowest price} \div \text{price of tender analysed} \times 20$$

The TP score is inversely proportional to the price offered by the applicant. The best price, the lowest price, will be awarded the highest score. A 40% weighting is then applied to this criterion. The TPw score is calculated as follows: $TPw = TP \times 40\%$.

The applicant's overall score (S) is equal to the sum of the weighted scores obtained for each criterion: **$S = TVw + TPw$, The resulting scores are given out of 20.**

5.2 Notification - Billing

Proposals will be ranked. The tender of the applicant with the highest overall score (S) will be considered the most economically advantageous tender.

The results of this call for tenders will be communicated by email by 14 July 2025 at the latest. A provisional invoicing schedule will be set up for the 3 annual instalments and balance at the end of the mission. Each invoice must be accompanied by a report on the performance of the mission for the period concerned.