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# BACKGROUND INFORMATION

## Partner country

Republic of North Macedonia

## Contracting authority

Project ALTER TRIP, Association of persons with physical disabilities of Bitola, Demir Hisar and Resen - MOBILNOST Bitola

## Country background

Map

Description automatically generatedThe Republic of North Macedonia is a country in Southeast Europe. It gained independence in 1991 as one of the successor states of Yugoslavia. The Republic of North Macedonia is a landlocked country with a total area of 25,713 km2. It lies between latitudes 40° and 43° N, and mostly between longitudes 20° and 23° E (a small area lies east of 23°). The Republic of North Macedonia has some 748 km of boundaries, shared with Serbia (62 km) to the north, Kosovo (159) to the northwest, Bulgaria (148 km) to the east, Greece (228 km) to the south, and Albania (151 km) to the west. Skopje, the capital and largest city, is home to a quarter of the country's 2.08 million population.

Project ALTERTRIP will be implemented in Pelagonia Statistical Region. The Pelagonia Statistical Region is one of eight statistical regions of The Republic of North Macedonia. It is located in the southwestern part of the country along the eponymous plain. It borders Greece and Albania. Internally, it borders the Southwestern and Vardar statistical regions.

Pelagonia statistical region is divided into 9 municipalities: Bitola, Demir Hisar, Dolneni, Krivogaštani, Kruševo, Mogila, Novaci, Prilep, Resen

Project ALTER TRIP will be managed from Bitola, located in the Pelagonia Statistical Region. Bitola is a municipality in the southern part of The Republic of North Macedonia. Bitola is also the name of the city where the municipal seat is found. The population of the municipality is 105.644, according to the last national census in 2002.

## Current situation in the sector

Tourism today is an extremely important social phenomenon that mobilizes millions of people around the world, especially in Europe, constituting not only a driver of economic development but also a critical element in improving knowledge, communication, and the degree of relationship and respect between citizens of different countries. Within the European social model, tourism can be seen as a social good that should be available to all citizens, without the exclusion of any group of people, regardless of their personal, social, economic, or other life circumstances.

One of the key areas where the tourism sector in Europe can increase its offerings of sustainable and higher quality products and services, with a greater value for customers, is by making tourism offers and services "accessible for all.” This objective, when pursued effectively by destinations and businesses, can improve not only the national but mostly the regional and local tourism sector’s competitiveness and lead to increased market share. In particular, the provision of accessible tourism products and services opens up the market to the growing numbers of older visitors, disabled persons, people with long-term health conditions, and their families.

In parallel to the demand for Accessible Tourism, it was calculated that the market size in Europe was around 780 million trips in 2012. Yet the demand far outweighs the present market supply, creating an opportunity for “early adopters” relative to the inbound tourism market.

Looking at the European Disability Strategy 2010-2020, accessibility, participation, and equality are three of the eight priority areas for the EU. Those three areas aim to make goods and services accessible to people with disabilities, allow them to enjoy all benefits of EU citizenship, combat discrimination, and promote equal opportunities. Making constant improvements in these areas will enable full and effective participation. This signals the political imperative of businesses enabling disabled citizens in the EU to participate fully in tourism, thereby allowing them to exercise their rights to choose travel destinations without hindrance.

Through the analysis of the needs expressed by tourists with disabilities and access requirements, there is a clear and growing demand for accessible tourism products and services. This fact is confirmed by a growing awareness on the part of some tourism operators who provide some of the new offers to cater to the demand coming from seniors and the segment of people with disabilities.

"Accessibility,” aside from the dimension of physical access, also encompasses the dimension of functionality, communication and it is related directly to autonomy and safety. The CB area combines favorable natural resources, climate conditions, and cultural assets, providing opportunities for sustainable tourism development with respect to the environment.

However, accessibility problems create difficulties for tourists with disabilities to enjoy equal benefits and services.

Touristic services are not well organized for groups with special interests, while joint efforts to create attractive itineraries and common branding are missing. Touristic facilities and their management need to be improved substantially. Access to tourist sites needs to be extended together with the development of new forms of tourism products. Even though tourism is a growing sector in the Pelagonia region of The Republic of North Macedonia, the area itself is not promoted as a popular tourism destination. On the other hand, there is untapped potential and underestimation of niche tourism prospects, such as tourism for people with disabilities, etc. Such potential is significantly correlated with the urgent need to use opportunities that the cross-border region has to present. Although some important steps have been taken in recent years concerning legal and institutional framework, much remains to be done for making a destination truly accessible, attractive to national and international customers who today still prefer destinations most tested from the accessibility point of view. The actions taken by the central government and local/ regional authorities are usually not part of a strategic plan to improve services for people with disabilities as potential consumers of the tourism product but are mostly confined only to a few private initiatives.

## Related programmes and other donor activities

Accessible tourism is an almost unknown topic in the Republic of North Macedonia. We managed to identify only one related project funded by Erasmus+ Programme “Accessible travel solutions for visually impaired persons (ATS for VIP)” <https://www.atsvip.eu/>, implemented by Life Long Learning Network (<https://mdu.mk/>)

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is:

To motivate a transformation of a Cross-border Region between the Republic of North Macedonia and Greece (CB area) into an accessible and inclusive tourist destination and support the sustainable development of heritage tourism in the CB area. There as contributing to the development of a CB Partnership, with the involvement and participation of the various agents of the tourist value chain that provide quality services to tourists with special needs.

The action (ALTER TRIP project) aims to:

• exchange and import know-how and good practices related to the improvement of the accessibility of cultural and natural heritage structures

• improve the accessibility and visitability of selected cultural and natural heritage assets in the CB area

• improve the capacity of authorities responsible for the management of cultural and natural heritage assets, and of professionals from the tourist field (guides, travel and event agents, transportation services) in better addressing the needs of senior and accessible tourism (capacity building activities)

• develop a platform at which all disabled and elderly visitors would be able to design their trip to the CB area and be able through this platform (G.I.S.) to accomplish all the arrangements for their vacation trip.

• collect data related to the accessibility and friendliness to disabled and elderly visitors of key cultural and natural assets of the CB area (field studies)

• improve the visibility of cultural and natural heritage assets that are accessible and friendly to all, through electronic and physical media, campaigns, etc. and by producing an informative guide for all visitors with useful information for the elderly and the disabled (branding & promotion)

• conduct a joint strategic planning study towards branding the CB area as an international tourist destination for the elderly and disabled, of high quality at low to medium cost

The projects' outputs are clearly linked between project’s objectives. The proposed intervention focuses on the competence gap on accessible tourism among SMEs in the tourism sector by offering comprehensive training in the fields of accessible tourism, innovation, and sustainable development of natural and cultural heritage areas.

The main desired outputs of ALTER TRIP are:

• Training of all stakeholders on issues such as offering services to persons with disabilities

• Pilot Studies for the development of "accessibility" at selected heritage attractions on both sides, including light structural interventions (e.g., placement of ramps, printed guides in braille, etc.).

• An Accessible Web Portal will be developed for communication and networking reasons, and also will serve as a tool platform where all potential disabled and elderly visitors would be able to design their trip to the CB area.

• At least 3 best practices of accessible tourism will be implemented in the CB area.

• A participation in an International Tourism Fair

• An Accessibility Guide, which shall provide useful instructions for the stakeholders as regards the accessibility of infrastructure and their services

• A Guide for the actions relevant to information, publicity, and promotion of accessibility, and of the overall project

• Creation of a network among all stakeholders who shall communicate and continuously provide feedback to the digital platform

• Creation of new jobs

The main benefit resulting from the project’s implementation is twofold: On the one hand, improve the attractiveness of the touristic product by creating a diversified all-season product in CB area focusing on the comparative advantages of rural areas attracting persons with disabilities and persons with reduced mobility in general and their families.

In parallel, the above will facilitate the partnership to address the competence gap on accessible tourism among SMEs in the tourism sector by offering comprehensive training in the fields of accessible tourism, innovation, and sustainable development of natural and cultural heritage areas, supporting entrepreneurship and increasing the skills together with the public sector can develop further the project idea with enormous benefits for all, providing the relevant added value to the area.

The project ALTER TRIP is funded by the grant of the European Union and national funds of participating countries through Interreg IPA Programme “Greece – Republic of North Macedonia 2014 – 2020”. The project ALTERTRIP is implemented by three partners: Business and Exhibition Research and Development Institute (IEE), Thessaloniki, Greece; Ministry of Interior, Sector Macedonia & Thrace, Thessaloniki, Greece; Association of persons with physical disabilities of Bitola, Demir Hisar, and Resen - MOBILNOST Bitola, the Republic of North Macedonia.

## Specific objective(s)

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

Lot 1:

* Demonstration of good practice for accessible tourism through creating accessible signing of tourist objects.
* Creating preconditions to develop accessible tourism through creating an accessible digital tourists’ guide.

Lot 2:

* Increasing public awareness about the need to develop accessible tools for touristic promotion as a prerequisite for the development of accessible tourism.
* Promotion of tourist attractions to persons with disabilities, emphasizing blind and visually impaired persons.

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

Lot 1:

* Implementation of a pilot project (a good practice for accessible tourism) for creating accessible signing for ten must-visit tourist attractions in Bitola.
* Implementation of a pilot project (a good practice for accessible tourism) for creating an accessible digital guide of ten must-visit tourist attractions in Bitola.

Lot 2:

* Promotion of the pilot project for creating accessible signing and an accessible digital guide of tourist attractions in the city of Bitola in the mass (electronic and printed) media and social media.
* Publishing an accessible tourist guide (in braille) of ten must-visit tourist attractions in the city of Bitola.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

The capacity of the ALTER TRIP project manager and technical staff is adequate to cooperate with the external experts.

## Risks

There is no interest among local stakeholders and the public in accessible tourism.

# SCOPE OF THE WORK

## General

### Description of the assignment

This assignment aims to implement two pilot projects (lot 1) and promote them in public, especially among people with disabilities (lot 2).

**Lot 1.**

In the first lot, tactile signs (images, maps, short text in Braille) should be made for ten cultural and historical monuments located in Bitola. A digital tourist guide targeted at people with disabilities should also be created for these monuments. Its content should be optimized according to the WCAG 2.1 standard. The guide should also enable the guidance of people with disabilities to the ten selected cultural and historical monuments, as well as information on the accessibility of these monuments. The Contracting Authority will select the objects that will need to be marked.

**Lot 2.**

The second lot should promote the ALTER TRIP project, as well as the tools developed in lot 1. The promotion should be continuous and synchronized with the activities in lot 1. The promotion will consist of several elements: publication of paid articles in electronic and printed media, promotion in social media, and publishing a printed tourist guide in brille.

### Geographical area to be covered

Pelagonia region, Republic of North Macedonia

### Target groups

* National and local authorities responsible for the development of tourism, and national and local authorities for the social welfare of persons with disabilities.
* CSO of the persons with disabilities.
* Managers of tourist facilities (hotels, restaurants, museums, cultural facilities, sports facilities, tourist sites, etc.).
* Tourist agencies, tour operators.

## Specific work

**Lot 1.**

The making of tactile signs for ten cultural and historical monuments in Bitola will have to include the following activities:

- Photographing objects.

- Processing objects and making digital tactile images of objects [Tactile graphic - Wikipedia](https://en.wikipedia.org/wiki/Tactile_graphic). Please describe how you will create digital tactile images and objects in the organization and methodology.

- Check tactile images. All digital images made will need to be printed on tactile paper in at least one copy, reviewed by the Contracting Authority, and approved in terms of being understandable to the blind. If they are not approved, the process will have to be repeated until a satisfactory solution is obtained.

- Making a digital tactile description of the objects. This activity will need to include the preparation of a short text in Macedonian and English in Braille with a description of each of the facilities,

- Check tactile descriptions. All digital descriptions made will need to be printed on tactile paper in at least one copy, reviewed by the Contracting Authority, and approved in terms of being understandable to the blind. If they are not approved, the process will have to be repeated until a satisfactory solution is obtained.

- 3D printing of tactile images and descriptions. Made digital tactile models will need to be printed in 3D on weatherproof material. Dimensions should be at least ISO A4 format and at most ISO A3 format for the tactile images and at least ISO A4 format and at most ISO A3 format for the tactile descriptions. So, at least two ISO A4 format and at most two ISO A3 format plates should be printed in 3D for each of the ten objects. In the organization and methodology, please specify which technology you will use for 3D printing and from which material the plates will be made.

- Making a pedestal for the printed 3D plates. Printed 3D plates should be placed on a pedestal resistant to external influences. In the organization and methodology, please specify dimensions and look (we recommend submitting a sketch) of the pedestal on which the tactile plates will be mounted and of what material it would be made of. The design of the pedestal should be in accordance with the accessibility standards, i.e., be easily accessible to the blind. The installation of the pedestals on the buildings is not the responsibility of the Contractor but will be realized by the Contracting Authority.

Development of a digital travel guide for people with disabilities.

- For each of the ten selected objects (monuments), a digital tourist guide should be prepared according to texts and information that are publicly available on the Internet and that are free to use.

- The tourist guide should be in the form of a responsive web portal and mobile application. Please explain which technologies you will use to develop the digital travel guide for people with disabilities in the organization and methodology.

- For each of the selected 10 objects, the tourist guide should contain text, photos, narrative (audio) description, description in sign language (video).

- The contents for a description of the objects can be extracted from existing tourist guides for Bitola, or new ones can be created. In any case, the Contracting Authority should have regulated the copyright of the content it publishes.

- Information about the accessibility of objects. For each of the selected ten objects, information should be presented graphically and narratively whether the object is accessible, and accessibility should be classified according to different types of people with disabilities (wheelchair users, wheelchair users, blind, deaf, the elderly, the disabled, people in wheelchairs, etc.). For each of the selected ten objects, the Contractor should make an assessment of their accessibility.

- The digital tourist guide should also contain a guidance system suitable for people with disabilities. This means that the people who will use the guide should receive data about the objects when they are near them, i.e., the guide should start automatically with a presentation of relevant content about the object (monument) near which the user is located. Various technologies can be used for this - QR, GPS, RFID, NFC, Bluetooth (beckons), etc. Please explain which technologies you will use and how the navigation system will work in the organization and methodology.

- The accessible digital tourist guide should also contain a route management system (how to get to the object), which can be based on familiar tools for online routes (Google Maps, Open Street Maps, etc.).

- The accessible digital tourist guide should also contain a system for sharing experiences. Users can share impressions from visiting these tourist objects, especially in terms of accessibility of facilities. Also, this system should contain a scoring option - rating of facilities in terms of their accessibility.

- The accessible digital tourist guide should have an open architecture that will allow in the future the addition of new facilities by the Contracting Authority and other stakeholders.

- The accessible digital tourist guide should be published, hosted, and maintained in the next 7 years by the Contractor.

**Lot 2**

Preparation and printing of a tourist guide for ten cultural and historical monuments in Bitola in Braille, based on the tactile markings (pictures, maps, and text) that will be made in lot 1. The tourist guide should be printed in at least 90 copies (50 in Macedonian, 20 in English, and 20 in Greek). The tasks of the Contractor will include pre-press, printing, and binding of the guide. Distribution will be responsibility of the Contracting Authority.

Preparation and publication of at least one article (paid content) dedicated to the made tactile signs developed in Lot 1 in the local electronic media (which specifically target the region of Bitola) and in the national printed media. Tasks of the Contractor will include photographing at the promotion of the tactile signs, selection and processing the most appropriate photos for publishing, writing the text, publishing the article as paid content.

Preparation and publication of at least one article (paid content) dedicated to the accessible tourist guide developed in Lot 1 in the local electronic media (which specifically target the region of Bitola) in the national printed media. Tasks of the Contractor will include photographing at the promotion of the tourist guide, selection and processing the most appropriate photos for publishing, writing the text, publishing the article as paid content.

Preparation and publication of at least two articles (paid content) in local electronic media that specifically target regions of two other cities in the Pelagonia region. These articles will be collective (developed on the previous two articles specified above), and in one article, both the tactile signs and the digital guide will be presented.

Continuous awareness campaign from April 2022 to January 2023 in social media. The campaign should continuously promote the ALTER TRIP project, the events that will be organized, the tactile signs made, and the digital guide. This social media campaign should stimulate people with disabilities to use the developed digital guide and visit the cultural-historic monuments in Bitola.

The Development of the digital tactile images and the digital accessible tourist guide should be based on the Agile Methodology [Agile software development - Wikipedia](https://en.wikipedia.org/wiki/Agile_software_development) based on the following twelve principles:

1. Customer satisfaction by early and continuous delivery of valuable software.
2. Welcome changing requirements, even in late development.
3. Deliver working software frequently (weeks rather than months)
4. Close, daily cooperation between business people and developers
5. Projects are built around motivated individuals, who should be trusted
6. Face-to-face conversation is the best form of communication (co-location)
7. Working software is the primary measure of progress
8. Sustainable development, able to maintain a constant pace
9. Continuous attention to technical excellence and good design
10. Simplicity—the art of maximizing the amount of work not done—is essential
11. Best architectures, requirements, and designs emerge from self-organizing teams
12. Regularly, the team reflects on how to become more effective and adjusts accordingly

All outputs and activities must comply with the rules laid down in the INFORMATION AND PUBLICITY GUIDE FOR FINAL BENEFICIARIES OF THE 2 ND CALL FOR PROPOSALS published on the website of Interreg IPA CBC Programme “Greece – Republic of North Macedonia 2014-2020.”

<http://www.ipa-cbc-programme.eu/gallery/Files/2nd%20Call/15_Information--Publicity-Guide_December-2019.pdf>

## Project management

### Responsible body

Manager of ALTER TRIP Project

### Management structure

The responsible body for this contract is the manager of ALTER TRIP project. In case of dissatisfaction with the decisions of the project manager, the contractor can file a complaint to the board of MOBILNOST Bitola, the organization implementing the ALTER TRIP project.

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

N/A

# LOGISTICS AND TIMING

## Location

City of Bitola

## Start date & period of implementation of tasks

The intended start date is ~ 15 April 2022, and the contract implementation period will be until 17th January 2023. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are defined, and they must submit CVs and signed statements of exclusivity and availability.

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

**Lot 1 - Key expert 1: Team leader**

Qualifications and skills

At least Bachelor’s degree in computer science, engineering, and related fields. MSc in these fields is preferred. In the case of the absence of a formal degree, at least 10 years of work experience in relevant areas to this contract - computer science, engineering, and related fields.

General professional experience

At least 5 years (preferred 10 years) work experience in some of the areas as computer programming, computer graphics, assistive technologies.

Specific professional experience

At least two projects (preferred 3 projects) realized in some of the areas as mobile and web app development, development of digital tools for tourism, application of assistive technologies.

**Lot 2 - Key expert: Team leader**

Qualifications and skills

At least Bachelor’s degree in design, marketing, computer science, and related fields. MSc in these fields is preferred. In the case of the absence of a formal degree, at least 10 years of work experience in relevant areas to this contract - design, marketing, computer science, and related fields.

General professional experience

At least 3 years (preferred 5 years) work experience in some of the areas as web and graphic design, web and social media marketing.

Specific professional experience

At least two projects (preferred 3 projects) realized in some of the areas as web and graphic design, web and social media marketing.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

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

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in one original and one copy:

* **Inception Report** of maximum 12 pages to be produced after one week from the start of implementation. In the report the contractor shall describe e.g., initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
* **Interim Report** of maximum 12 pages to be produced after five months from the start of implementation. In the report the contractor shall describe realized activities and present outputs generated in the first five months of implementing this assignment according to the Workplan in section 5.2 of this document. As annexes of the interim report must be provided following outputs:
* Accessible signing of ten must-visit tourist attractions in Bitola.
* Accessible digital guide of ten must-visit tourist attractions in Bitola (draft version).
* Printed accessible guide (in Braille) of ten must-visit tourist attractions in Bitola.
* **Draft final report** of maximum 12 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
* **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 10 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on acceptance of deliverables. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

As annexes of the draft final report/ final report must be provided following outputs:

* Accessible signing of ten must-visit tourist attractions in Bitola.
* Accessible digital guide of ten must-visit tourist attractions in Bitola.
* Printed accessible guide (in Braille) of ten must-visit tourist attractions in Bitola.
* Report from realized awareness campaign with indicators.

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

* Ten outdoor signings, tactile images and descriptions in Braille of ten tourists’ landmarks in Bitola.
* One digital accessible guide (mobile and web app) with textual and narrative description (including in sign language) of ten tourist landmarks in Bitola, including info about their accessibility for different groups of people with disabilities. Published, hosted, and maintained in the next 7 years.
* Printed tourist guide in braille (including tactile images) about ten tourist landmarks in Bitola in at least 90 copies (50 in Macedonian, 20 in English, and 20 in Greek).
* Awareness campaign, at least (paid reports):
  + one report in local e-media covering local themes relevant to the city of Bitola about the developed accessible signing,
  + one report in local e-media covering local themes relevant to the city of Bitola about the developed accessible digital tourist guide of Bitola,
  + two reports in local e-media covering local themes for another two cities in Pelagonia region about accessible signing and accessible digital tourist guide of Bitola,
  + two reports in a national printed media, one about the developed accessible signing and one about accessible digital tourist guide of Bitola.
* Awareness campaign in social media – promotion of the project, developed accessible signing and accessible digital tourist guide of Bitola. This campaign should result in at least 100 registered users of the accessible tourist guide.

## Special requirements N/A