

ANNEX II: TERMS OF REFERENCE

PROJECT:

Innovative cross-border approaches for Textile and Clothing Clusters co-development in the Mediterranean basin/TEX-MED Clusters, funded by ENPI CBC Mediterranean Basin Programme 2007-2013

TEX-MED Clusters Project: recruitment of an external technical expert by mfcpole to implement a feasibility study and a practical methodology on Mediterranean Cross Border Cooperation in the field of Technical Textile

Country: Tunisia

Ref: MFCPOLE/TEXMED01/2015

1. BACKGROUND INFORMATION

This tender procedure is launched in the frame of the *TEX-MED Clusters - Innovative cross-border approaches for Textile and Clothing Clusters co-development in the Mediterranean basin* Project funded by ENPI CBCMED Programme.

It involves eight Project Partners (PPs) - representing Textile/Clothing (T/C) Clusters in Mediterranean regions: UIP-Unione Industriale Pratese (Applicant, representing Prato cluster/Tuscany), TEXFOR (Sabadell cluster/Cataluña), SEPEE (Thessaloniki cluster/Central Macedonia), CETTEX and MFCPole (Tunis and Monastir clusters/Tunis and Ben Arous), FEDCOC (Alexandria cluster/Al-Iskandanyah), UPTI (Bethlehem cluster/Palestinian Authority), JGATE (Amman Cluster/Jordan).

TEX-MED Cluster specific objective is to increase the quantity of links, partnerships and cooperation between the participating T/C industries of the Mediterranean basin. This, to speed up an industry evolution toward an integrated T/C Med system to replace the old “delocalisation+subcontracting” model with a more advanced and balanced “multi-localisation +co-contracting” model.

The TEX-MED Cluster Project duration is 2 years (20 December 2013 – 20 December 2015) with a total budget of 2 M euro of which 1,7 M euro are funded by ENPI and 0,3 M euro co-financed by the project' partners.

1.1 Beneficiary country

Tunisia.

1.2 Contracting authority

Mfcpole-Pôle de Compétitivité Monastir-El Fejja

1.3 Involved countries background

Northern European Mediterranean countries are still affected by a very difficult financial situation that imposes strict austerity measures aimed at complying with the Maastricht criteria. These measures are impacting particularly on the manufacturing sector, which is progressively losing weight and competitiveness.

Concerning the South Mediterranean Partner Countries, their manufacturing industry has to be re-launched after to the recent and on-going political, social and economic changes.

To summarize, the manufacturing industries of the two rims need a new business model, which takes advantage of proximity, mutual knowledge and cross border cooperation to reinforce their competitiveness in the global markets.

1.4 Current situation in the sector

The technical textiles industry in the EU today represents, roughly 30% of the total turnover in textiles, i.e. EUR 30 billion (with a higher market Germany, France or Scandinavian countries), 15 000 companies and 300 000 employees. The EU technical textile industry, thanks to its high innovation capacity, offers a potential indirect jobs and growth in the EU. Worldwide, the development of technical textiles production is illustrated by fibre consumption.

Technical textiles consumed worldwide about 22 bn tonnes of fibres in 2010, representing 27.5% of a total consumption of 80 bn tonnes for all T/C applications. Europe accounts for about 15% of the global consumption of technical textiles (source: The European Association for man industrial and environmental markets. The below picture R market-share in some Member States like Austria , consumption dominating end uses for direct and man-made fibres).

The economic cooperation between the Northern and Southern Mediterranean regions is not well developed in technical textile activities, but it is well developed in the Textile and Clothing sector where the flow of goods, information and investments is significant.

The cooperation in the T/C business is placed in the frame of a wider macroeconomic process encompassing a strong industrial restructuring in Europe combined with the delocalization of the production in lower costs countries (and/or fiscal friendly locations) and/or in subcontracting agreements with South Mediterranean companies. This cooperation model was implemented to counteract the aggressive price competition of China and other emerging countries.

This model has become obsolete and ineffective. It has produced some unwanted consequences and is partially unable to respond to new competitive challenges.

1.5 Related programmes and other donor activities.

The project “Innovative cross-border approaches for textile and clothing clusters co-development in the Mediterranean basin TEX-MED Clusters” (in the frame of with this tender is launched) is funded by the ENPI-CBCMED Programme.

Other donors activities related to the programme are:

- The Euro-Mediterranean conference on “Skills development and social dialogue in the textile and clothing sector in the Euro-Mediterranean area”, Malta 10-11 April 2013.
- “Challenges and opportunities for the textiles and clothing sector in the Euro-Mediterranean region”, organized by the Technical assistance information exchange instrument of the European Commission held in Milan in march 2012.
- The second “Mediterranean textile partnership days” (Meditex). Conference organized in Tangiers by Ascame with the aim of gathering European and Mediterranean actors to exchange views on the theme of: “Together for a global Euro-Mediterranean textile and clothing competitiveness”. 27-28th October 2011
- Euro-Mediterranean conference on “Technical textiles and innovation in the Euro-Mediterranean region” – March 2010 - Brussels, Belgium.
- Euro-Mediterranean workshop on: “Textile and clothing – capacity building of social partners in the Euro-Mediterranean region” – October 2009 – Brussels, Belgium.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall objective

The overall objective of this assignment is to enhance cooperation among Mediterranean clusters operating in the field of Technical Textiles by establishing a practical methodology that will enable the effective and sustainable collaborations among the cluster-actors.

2.2 Purpose

The purpose of this contract is the recruitment of an External Expert, who will set out to provide an action plan for the implementation of a feasibility study, establishing a practical methodology that will enable the effective and sustainable collaboration among the cluster-actors, especially with a view to sourcing patterns and selected export markets.

Moreover, all recommendations will focus on the segment of ‘Technical Textiles (TT)’, including sub-segments such as clothing applications with protective properties. Eventually, the creation of a TT platform is envisaged.

2.3 Results to be achieved by the contractor

- Delivery of a feasibility survey.
- Elaboration of a practical methodology that will enable an effective and sustainable cooperation among Mediterranean technical textiles clusters (a sample of countries will be used, site visits will be envisaged: Tunisia, Egypt, Jordan, Italy, Spain).
- Modeling (terms of references) of a Technical Textiles Platform on the basis of the recommendations of the feasibility study.
- Presentation of the results at a seminar to be held in Monastir during the first of December 2015.

3. ASSUMPTIONS & RISKS

3.1 Assumptions underlying the project

This assignment is subject to the same assumptions of the main TEX-MED Clusters project, which has been planned taking in consideration the “average turbulence conditions” actually recorded. A

deeper economic depression in Europe and political instability in Southern Mediterranean Partners Countries may require to consider exogenous factors within the study.

3.2 Risks

This assignment is subject to the same risks of the main TEX-MED Clusters project: an external environment which consider CBC as a viable strategic tool for industry development. Main risks are concerned with a political and social instability in the Mediterranean basin. A long economic depression in the EU countries and political instability in Southern Mediterranean countries may impact cross-border cooperation between enterprises.

4. SCOPE OF THE WORK

4.1 General

4.1.1 Project description

4.1.1.1 Introduction

With a view to the textile and clothing industry located in the Mediterranean rim, actions implemented within TEX-MED Clusters project aim at improving the cross-border cooperation between companies operating in the textile and/or clothing sector and which are located in one or more countries in the target region. In total, eight textile and clothing clusters have been identified to serve as a best practice basis for all project activities.

To 'speed-up the industry evolution' toward new patterns of cooperation within the region, placing a focus on advanced models of adding value is an inherent objective of the project. In this recommendation, The External Expert will set out to provide an action plan for the implementation of a feasibility study, establishing a practical methodology that will enable the effective and sustainable collaboration among the cluster-actors, especially with a view to sourcing patterns and selected export markets.

Moreover, all recommendations will focus on the segment of 'Technical Textiles (TT)', including sub-segments such as clothing applications with protective properties. Eventually, the creation of a TT platform is envisaged, the basis of which will be the findings of the project described herein.

4.1.1.2 Actions to be undertaken

- **Feasibility Survey**

The feasibility study will be implemented, focusing on the following components:

- Identification of cooperation models along the value chain with a focus on sourcing patterns and future potentials
- Identification of suitable segments for cooperation with a view to efficiently supplementing manufacturing capacities within the region
- Identification of appropriate partners for cooperation (cluster companies) located in 4-5 target countries in the region
- Identification of suitable export markets and models for serving the latter

- Identification of trade political framework conditions (e.g. FTA, GSP etc.)
- Production of a SWOT analysis

Moreover, the survey should focus on the following countries:

- Tunisia
- Egypt
- Jordan
- Italy
- Spain

Feasible models of cooperation among the above countries will be established, either through supplemented sourcing models as well as through concerted approaches in the area of product development and market penetration.

The issue of exploiting sourcing potentials through cooperation will be an integrate part of the research carried out. All activities are to be conducted, also with a view to establishing a future cooperation platform for TT.

- **TT Platform**

Based on the findings of the study, a TT cooperation platform is to be modelled (terms of references). Research and analysis should thus consider this objective. Moreover, a proposal for such a platform should be part of the recommendations and proposals of the study. The TT platform should enable the efficient coordination of expertise and availabilities resident with the membership of the platform.

- **Site Visits**

It is envisaged that all destinations will be visited in order to capture strengths and opportunities and in particular potential complementarities of the economic operators located in the target regions.

The aim is to gather all the information required in order to produce a coherent analysis. Prior to the site-visits, potential targets will be shortlisted to arrive at a total of approximately 4-5 visits per country. Each target should be investigated as regards its level of know-how, product focus,

manufacturing profile and capacities as well as regards 'soft properties' such as language skills, geographical location etc.

For this purpose, a questionnaire will be elaborated and agreed with all stakeholders, covering all aspects and requirement for the subsequent production of the study.

A number of 2-3 days per target should be provided for.

4.1.2 Geographical area to be covered

- Tunisia
- Egypt
- Jordan
- Italy
- Spain

4.1.3 Target groups

The project's target groups are Mediterranean clusters clusters and companies operating in the field of technical textile activities including sub-segments such as for example clothing applications with protective properties...

4.2 Specific work

- First Draft of the Study
- Presentation of the Draft to mfcpole, the Project Coordinator and Technical Assistance Manager
- Final version of the study
- Presentation of the Highlights of Study at a seminar to be organized under the frame of TEX-MED Clusters project during the first week of December 2015 (in Monastir, Tunisia).

4.3 Project management/ Responsible body

The responsible body for the management of this assignment is the Beneficiary (MFCPOLE) though the appointed Technical Assistance Manager (TAM) of the TEX-MED Clusters project.

5. LOGISTICS AND TIMING

5.1 Location

Expert's country of residence for any preparatory/reporting activities, plus missions to: Tunisia (2 missions), Egypt (1 mission), Jordan (1 mission), Italy (1 mission), Spain (1 mission).

5.2 Start date & period of implementation

The intended start date is 01/09/2015 and the period of implementation of the contract will last until the presentation of the Study at a workshop to be organised by mfcpole in Monastir (Tunisia) during the first week of December 2015.

6. REQUIREMENTS

6.1 Staff

Note that civil servants and other staff of the public administration of the beneficiary country cannot be proposed as experts, unless prior written approval has been obtained from the European Commission.

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

6.1.1 Key experts

Qualifications and skills

- Degree in economics, and/or other formal education relevant for the assignment;
- Fluent in English

General professional experience.

- Minimum 15 years of experience in conducting studies of Innovation & Technology.
- Expertise in managing organizations for industrial studies and researches.
- Previous proven experience of studies and researches in EC-EU funded or assigned projects

Specific professional experience.

- Deep knowledge of the T/C industry at European level and of the European regions being part of the project
- Knowledge of the T/C industry Northern African countries and territories being part of the project.
- Proven acquaintances with k-persons of the T/C industry in both Mediterranean rims
- Proven skills in presenting findings and results

6.1.2 Non key experts

Not applicable

6.1.3 Support staff & backstopping

Backstopping and support staff costs must be included in the fee rates.

6.2 Office accommodation

The study provider will work at his own premises. No dedicated office accommodation will be provided by the Contracting Authority.

6.3 Facilities to be provided by the contractor

The Contractor must ensure that the expert is 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.

6.4 Equipment

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

6.5 Incidental expenditure

The provision for incidental expenditure covers ancillary and exceptional eligible expenditure incurred under this contract. It cannot be used for costs that should be covered by the contractor as part of its fee rates, as defined above. Its use is governed by the provisions in the general conditions and the notes in annex v to the contract. It covers:

- Travel costs and subsistence allowances for missions, outside the normal place of posting, undertaken as part of this contract. If applicable, indicate whether the provision includes costs for environmental measures, for example cO₂ offsetting.

Daily subsistence costs may be reimbursed for missions foreseen in these terms of reference or approved by the contracting authority, and carried out by the contractor, entailing overnight stays outside the expert's normal place of posting. Any subsistence allowances to be paid for missions undertaken as part of this contract must not exceed the per diem rates published on the website:

http://ec.europa.eu/europeaid/work/procedures/index_en.htm at the start of each such mission.

The per diem is a flat-rate sum covering daily subsistence costs. These include accommodation, meals, tips and local travel, including travel to and from the airport. Taxi fares are therefore covered by the per diem. Per diem are payable on the basis of the number of nights spent on site by the contractor's authorised experts for missions carried out outside the expert's normal place of posting.

Prior approval by the contracting authority for the use of the incidental expenditure is not needed.

6.6 Lump sums

No lump sums are foreseen in this contract.

6.7 Expenditure verification

Not applicable: the verification will be made by the Auditor of the Contracting Authority

7. REPORTS

7.1 Reporting requirements

The final report shall consist of a minimum of 40 pages.

7.2 Submission & approval of reports

A draft Report is to be delivered to mfcpole, the TEX-MED Clusters project coordinator and the Project Technical Assistance Manager by the 9th November 2015.

The final Report is to be delivered to mfcpole, the TEX-MED Clusters project coordinator and the Project Technical Assistance Manager by 19th November 2015.

8. MONITORING AND EVALUATION

8.1 Definition of indicators

Timing of the Draft and Final report delivery.

8.2 Special requirements

n.a.

