

TERMS OF REFERENCE FOR THE SELECTION OF AN EXPERT TO DEVELOP A LEARNING PROGRAMME ON TOURISM CLIMATE GOVERNANCE FOR EUROPEAN REGIONS

In the framework of the LIFE TOUR4CLIMA project

Developed by:



NECSTouR
European Regions for
Competitive and Sustainable Tourism

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Coordinated by:



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1. Background Information

1.1 The contracting authority

This call for tender is developed by [NECSTouR](#), the Network of European Regions for Competitive and Sustainable Tourism, as a project partner in the EU-funded project LIFE TOUR4CLIMA. NECSTouR is a community of European regions advocating for sustainable tourism as a key driver of economic, social and environmental value and destination competitiveness.

Based in Brussels, NECSTouR is a non-profit association representing 47 regional and local tourism authorities and 27 academic and associated members across 19 European countries.

Its mission is to strengthen the positive impact of tourism in European regions for the benefit of businesses, communities, visitors and the environment.

The NECSTouR 2030 Pathway serves as the organisation's strategic framework, supporting the implementation of the European Tourism Agenda and the advancement of sustainable destination governance. Through its Tourism of Tomorrow Lab, NECSTouR helps regions measure and understand the impacts of tourism to enable data-driven and informed decision-making.

Its climate action work supports regional authorities in advancing both decarbonisation and adaptation efforts, while its governance and strategy activities strengthen destination management organisations (DMOs) in developing sustainable strategies and responsible marketing approaches.

As the umbrella organisation for regional and local tourism authorities in Europe, NECSTouR represents its members at EU level and actively contributes to shaping European sustainable tourism policy.

1.2 Strategic context

Climate action in tourism is often hindered by governance challenges such as a need for stronger cooperation across sectors and levels of government, fragmented data, insufficient resources, and gaps in skills and expertise, particularly at regional and destination level. Regions and DMOs play a key role in addressing these challenges. However, doing so requires breaking down silos and ensuring better alignment between tourism and climate policies. Recognising these challenges, NECSTouR sees the need for enhanced support and capacity building to ensure that climate action is systematically embedded into regional tourism strategies and decision-making processes.

NECSTouR is a founding signatory of the Glasgow Declaration for Climate Action in Tourism, an initiative from UN Tourism, and is therefore committed to the global objective of halving emissions by 2030 and reaching net zero as soon as possible before 2050. As a supporting organisation, NECSTouR recognises its leadership role in mobilising European regions towards collective climate action, by embedding a specific strategic objective around climate action in the NECSTouR 2030 Pathway Strategy.

Through the Climate Hub, NECSTouR provides a platform to accelerate climate action in European tourism destinations, actively supporting its members in implementing mitigation and adaptation measures and integrating climate strategies into tourism policies. The Hub is embedded into NECSTouR's members platform and gathers 300 subscribers from 40 regions. It provides a knowledge sharing space with expert-led webinars, curated best practices, climate action planning guidelines, tools, and methodologies for concrete action.

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Finally, NECSTouR became a Partner of the European Climate Pact in January 2026, reinforcing its commitment and ensuring the integration of tourism policies in the broader European climate movement.

In this context, the LIFE TOUR4CLIMA project offers a unique opportunity to strengthen the capacity of European regions and destinations to lead climate action in tourism through improved governance, knowledge exchange and practical learning opportunities.

1.2 Description of the project

[LIFE TOUR4CLIMA](#) is a European project aimed at promoting climate action in the tourism sector in Catalonia. This initiative is led by the Tourism Department of the Government of Catalonia and is coordinated by the Catalan Tourism Board. The project positions Catalonia as a pilot territory for climate governance applied to tourism, with the aim of systematically integrating emissions mitigation and climate change adaptation into tourism policies and practices. In addition, LIFE TOUR4CLIMA contributes to capitalising experience at the European level through the NECSTouR Climate Hub, fostering knowledge exchange between regions.

LIFE TOUR4CLIMA is part of the Climate Action Plan for the Tourism Sector in Catalonia (2023) and is aligned with the Glasgow Declaration on Climate Action in Tourism, reinforcing the region's commitment to climate neutrality and sector resilience.

The main objective of the project is twofold:

- to promote climate action in the tourism sector. This will be achieved through the development of a pilot project in Catalonia aimed at reducing CO2 emissions and establishing adaptation measures in the sector.
- Furthermore, the project aims to capitalize on these results by integrating them into a permanent European climate network which will also feed the governance of the pilot case.

The 5 project partners are: Catalan Tourist Board (CTB), Ferrocarrils de la Generalitat de Catalunya (FGC), Barcelona Provincial Council (DIBA), eco-union and NECSTouR.

1.3 Structure of the project

The project structure is split into eight Work Packages:

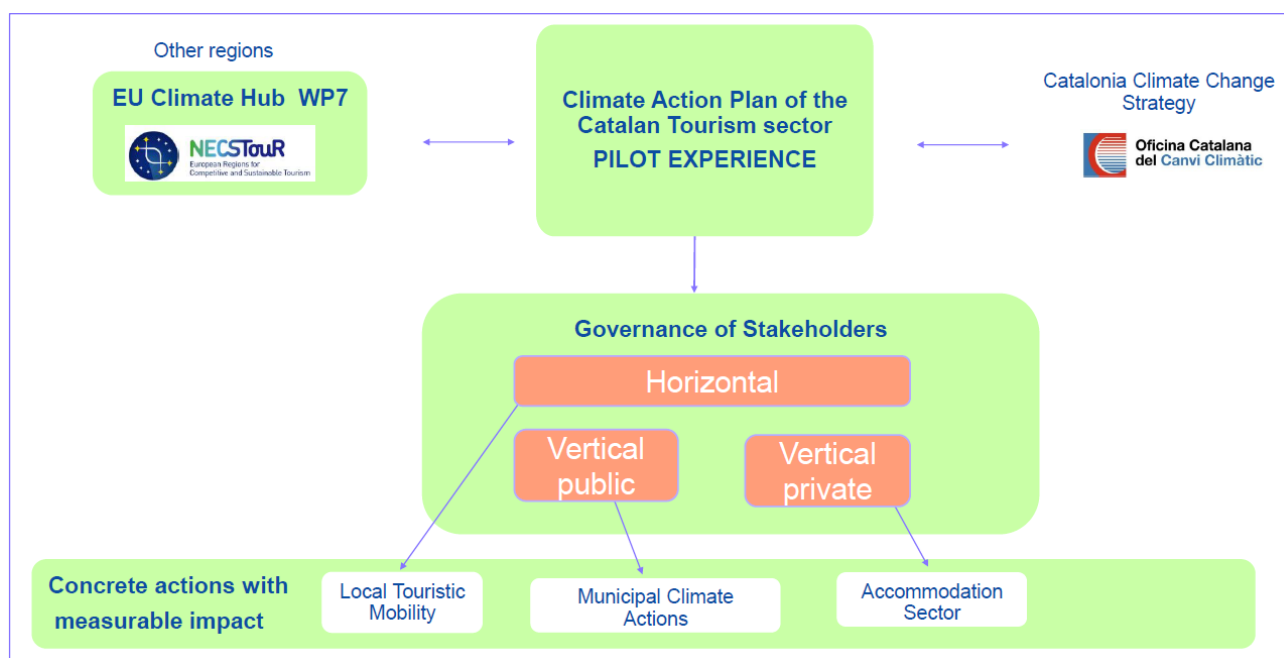
Work Package nº	Work Package Name	Lead Beneficiary
WP1	Project Management	CTB
WP2	Analysis and benchmarking of best practices and Governance Setting	eco-union
WP3	Sustainable Tourism Transport Initiative	FGC
WP4	Coordination with public regional and local actors	DIBA
WP5	Climate-readiness of the Accommodation Sector	CTB

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WP6	Monitoring and Evaluation	CTB
WP7	Creation and Consolidation of a Climate Hub for European touristic regions	NECSTouR
WP8	Communication, Dissemination and Networking	CTB

The project's structure can also be understood with the following visualization:



1.4 Description of Work Package 7 – Task 7.1

The activities to be delivered under this tender, and described in the following section, are part of *Work Package 7 – Task 7.1 Knowledge sharing and transferring to other European Regions through the Climate Hub*.

The **objective** of this task is to transfer the results of the pilot project being implemented in Catalonia to other European regions and promote the exchange of knowledge to allow for benchmarking and the uptake of new initiatives.

The **specific objectives** are:

- To raise awareness of the importance of the development of climate actions in the field of tourism and their implementation addressing the inherent governance challenges
- To provide a space for collaborative knowledge exchange and peer-learning to strengthen climate governance in tourism
- To support participating regions in developing concrete plans, commitments, or actions for the uptake of climate governance approaches and tools developed through the project.

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The beneficiaries of the activities to be delivered under this task are:

- The region of Catalonia, as the pilot destination and main beneficiary of the TOUR4CLIMA project
- A broader target group including the 44 regional tourism authorities who are members of the NECSTouR Climate Hub
- A selected target group of at least 5 of those regional tourism authorities that will actively benefit from the project activities and will adopt the project's tools and recommendations (reference indicator 7.2.1)

1.5 Task relevance in the framework of the project

As the objective of Task 7.1 is to share and transfer the knowledge being developed in Catalonia as the pilot destination, it is closely linked to the different actions being implemented in the territory, namely on mobility (WP3), with the provincial and municipal levels (WP4) and with the accommodation sector (WP5). Therefore, the activities to be delivered under this task will be linked to the different actions being implemented by the other project partners.

Equally, the governance setting developed in WP2 should serve as the framework to address the different implementation challenges throughout the activities to be delivered in this tender. In particular, Task 2.1 defines the main governance criteria, conditions, and methodologies for the successful development and implementation of regional climate adaptation and mitigation plans for the tourism sector. The reference document for this is the report "[Governance Criteria for Regional Climate Action in the European Tourism Sector](#)".

The contractor is expected to align all learning activities, methodologies and outputs with the governance criteria defined in WP2. Coordination with project partners will be ensured by NECSTouR.

2. Description of the work

2.1 Purpose and expected outcome

The purpose of this call for tenders is to select an expert that will be responsible for **delivering a learning programme on climate and tourism governance for European regions**.

Concretely, the learning programme will be based on **collaborative knowledge activities**, namely:

- In-person workshops: hands-on practical sessions in the pilot destination, for participants to work on concrete topics and exchange and benchmark directly with peers.
- Online webinars: organised for a broader audience to share the results of the workshops and open the discussion.
- Collection of best practices: to support the transfer and replication of results and ensure project legacy.

The contractor will be asked to:

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- Prepare and deliver **two in-person workshops**; including the definition of the workshops scope and concept, developing an agenda, preparing workshop materials, identifying and briefing speakers, animating the sessions, following up with participants, and drafting a post-event report. NECSTouR will be in charge of organising logistics and venue.
- Prepare and deliver **one online webinar**; including the definition of the webinar scope and concept, developing an agenda, identifying and briefing speakers, animating the session and drafting a post-event report.
- Develop **a catalogue of at least 10 good practices** from members of the Climate Hub relating to tourism climate governance, mitigation and/or adaptation; including collecting good practices, filtering and analysing them, and delivering a completed catalogue. (reference indicator 7.1.2)

Throughout the programme, the expert will provide tailored feedback and recommendations for participating regions during and between learning activities, supporting the application of climate governance approaches in their territories and organisations.

2.2 Detail of activities and expected schedule

The contract with the expert is expected to start in **November 2026 and last for approximately one year**. A tentative schedule, which can be refined in the applicants' offer can be found below:

Month	Activity	Beneficiaries
November-December 2026	Preparatory work	Internal
December 2026	Online kick off meeting with participating regions	Internal
February 2027	In-person Workshop 1 (in Catalonia)	Catalonia; 5 participating regions
June 2027	Online Webinar 2	Catalonia; 5 participating regions; Climate Hub members; General public
August 2027	Submission of the catalogue of good practices	Catalonia; 5 participating regions; Climate Hub members; General public
October 2027	In-person Workshop 2 (in Catalonia)	Catalonia; 5 participating regions
November 2027	Submission of final report with main outcomes, key lessons learned and recommendations.	Internal

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Generalitat de Catalunya
Agència Catalana de Turisme



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NECSTouR reserves the right to adjust the timing or format of the activities above where circumstances beyond its control require changes to the project workplan.

Additionally, and depending on the progress of the activities, a third workshop (location TBC) might be added to the programme, and would, in any case, be included through an Addendum to the contract between the contracting authority and the contractor.

3. How to reply to this tender

3.1 Profile of the tenderer

The profile of the applicants (self-employed individual or company) must comply with the following criteria:

- Relevant experience (> 7 years) in defining and implementing climate action strategies;
- Strong knowledge of tourism policy, in particular at regional level;
- Strong knowledge of tourism stakeholders and tourism governance, particularly public-public and public-private cooperation;
- Experience with EU-funded projects;
- Experience in designing institutional documents and best practices reports;
- Excellent analytical, synthesis and writing skills in English;
- Proven experience in workshop facilitation and stakeholder engagement.

3.2 How to apply

The offer, containing:

- The methodological approach/plan of work that will be followed for the development of the contract,
- a description of the organisation's experience and/or the concise curriculum vitae of the candidate(s),
- and finally an economic offer.

must be sent on PDF format to the following e-mail address: adriana.tramullas@necstour.eu with the following subject "TOUR4CLIMA – Call for tenders – NECSTouR – 2026", by **23 October 2026 at the latest**.

3.3 Review of proposal and awards criteria

NECSTouR, as a contracting body will proceed to examine the documentation provided to verify compliance with the technical and economic requirements of the bids and may request from the tenderer any additional documentation required. The contracting authority shall exclude from the valuation and proposal of award the bids that do not comply with the requirements of the contract. Following the examination of the proposals, and after a detailed assessment of the selected offer, a

team - whose composition shall be determined internally - will formulate the corresponding final proposal of the award. In the event of observing omissions or deficiencies in the documentation provided, the applicable legislation for the correction of defects and omissions in documentation will apply.

The presentation of the certifications accrediting the fulfillment of the tax and social security obligations by the tenderer will be mandatory.

3.4 Selection process

The selection of the consultant will be done by NECSTouR based on the evaluation of the technical and financial offer.

- Evaluation of methodological approach, maximum **30 points**.
- Evaluation of the experience of the organisation and/or concise resume of the candidate. Knowledge of the issues and prerequisites outlined in the tender. Maximum **40 points**.
- Evaluation of the economic offer, maximum **30 points**.

The offer that gathers the maximum score will be selected.

4. Contractual and financial terms

4.1 Administrative details

NECSTouR asbl
Nordic House
Rue du Luxembourg 3
1000 Brussels
Belgium

4.2 Budget

The maximum amount available for this service is **14.000 €**.

The proposed budget shall include all travel and accommodation costs necessary for the expert to attend and facilitate the workshops envisaged under this assignment.

4.3 Contracting and payment

The acceptance of the offer of the successful tender implies the acceptance of the conditions and schedules detailed in these ToRs.

Payments will be made by bank transfer to the account specified by the contractor, according to the following schedule:

- 30% upon signature of the contract;
- 40% upon completion of the first workshop
- 30% upon submission and approval by NECSTouR of the final report

All payments are subject to the satisfactory completion and acceptance of the corresponding deliverables by NECSTouR. In the event that the contractor fails to deliver the agreed services or deliverables within the agreed timeframe, or where the quality of the work does not meet the requirements set out in these Terms of Reference and is not remedied within a reasonable period following written notice from NECSTouR, NECSTouR reserves the right to withhold, reduce, or refuse payment for the relevant deliverable(s).

4.4 Awarding

The contracting authority shall award the contract to the most economically and technically advantageous proposal, **with a maximum date of 9 November 2026**. The award will be final.

4.5 Formalisation of the contract

The contract must be formalised in writing by 30 November 2026.

The contract shall enter into force by its signature and will last until 30 November 2027.

4.6 Intellectual property

In accordance with Article 16 of the Grant Agreement, all deliverables and results produced under this contract, including workshop materials, webinar content and the final report, shall become the property of NECSTouR upon acceptance and payment. The contractor assigns to NECSTouR all intellectual property rights associated with such results, to the extent permitted by applicable law.

NECSTouR may use, reproduce, adapt, publish, disseminate and share the results with the project consortium, the granting authority and other relevant stakeholders for project implementation, communication, dissemination and exploitation purposes.

Any pre-existing intellectual property, methodologies, tools, templates, know-how or other background materials of the contractor shall remain the property of the contractor. Where such materials are incorporated into the deliverables, the contractor grants NECSTouR a non-exclusive license to use them for the purposes of the project.

The contractor may retain copies of the deliverables and refer to the assignment for professional reference purposes, subject to any applicable confidentiality obligations.

4.7 Confidentiality clause

Despite the public execution of the project, all the information and documents exchanged for the development of the purpose of this contract between NECSTouR and the selected expert may be confidential. The selected expert ensures that it respects its confidentiality and does not disseminate it, share it or forward it to third parties or use it without prior written consent from NECSTouR.

4.8 Insurance

The Contractor shall maintain adequate professional indemnity insurance and third-party liability insurance for the duration of the contract and shall provide evidence of such coverage upon request.