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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia

## Contracting Authority

University of Novi Sad, Faculty of Technology, Bulevar cara Lazara 1, 21000 Novi Sad

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Purpose of the Contract

The purposes of this contract are as follows:

* Result 1: to prepare Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region
* Result 2: to prepare Training materials for 4 courses (C2 and C4)
* Result 3: to conduct 4 courses (C1, C2, C3 and C4)

## Results to be achieved by the Contractor

* Result 1: Prepared and delivered Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region
* Result 2: Prepared and delivered Training materials for 4 courses (C2 and C4)
* Result 3: Conducted 4 courses (C1, C2, C3 and C4)

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

N/A

## Risks

Level of risks is not high. Risk is related to potential misunderstandings between the Contracting Authority and Contractor related to preparation of tender documentation. Risks can be prevented with good communication between Project manager and project team members and the Contractor.

# SCOPE OF THE WORK

## General

### Project description

Ubaciti opis projekta i osnovni cilj projekta iz Aplikacionog formulara

The overall objective of the project is to create a socially inclusive, sustainable and digitally advanced food sector that promotes regional prosperity. By designing and implementing the joint educational and work-based trainings, the project aims to update and upgrade the knowledge and skills of students, professionals in the food sector and food education. Thanks to designed project actions, project will promote women entrepreneurship; reduce waste and pollution as horizontal principles.

The overall objective of the project is:

1. Upgrading Knowledge and Skills: The implementation of joint educational program-courses and vocational trainings are aligns with the objective of promoting lifelong learning by providing professionals with opportunities to acquire new competencies, stay up-to-date with industry advancements, and adapt all involved characters to changing job market requirements.

2. Driving Digital Transformation: Recognizing the significance of digitalization, the project emphasizes the adoption of digital technologies and the development of digital skills among professionals in food education by train-the-trainer, and after training the professionals in food sector. By integrating emerging technologies, data analytics, and digital platforms into the training curriculum, the project aims to drive the digital transformation of the food engineering and HoReCa sectors, enabling to thrive in the digital era.

3. Updating Green skills: Professionals participating in the project will be trained on principles of green skills, enhancing the resilience and sustainability of production methods by identifying the impact of digital technology key factors and their descriptions for food supply chain, waste management strategies, and environmentally friendly approaches-all towards promoting circular food system.   
4. Promoting Women Entrepreneurship and Leadership: By providing targeted support, training opportunities, the project aims to empower women professionals to start and grow their own businesses. This contributes to the objective of promoting equal access to education and entrepreneurship opportunities for all, thereby fostering social inclusion and gender equality.

5. Preparing for New Job Opportunities: The project recognizes the importance of upskilling in food sector and in food education as well, to meet the evolving demands of the job market and outmigration. By providing training in food fields, professionals are prepared for new job opportunities in the border region.

In both border areas, there is an evident lack of quality experts who are qualified to respond to the demands of the modern food production and food service industry. Professionals (SMEs, HoReCa) have lack of communication and digital skills that would facilitate teamwork and ensure progress. These shortcomings can be related to the slow modernization of current teaching programs and teaching staff, as the initiator of changes in the traditional food sector.

TFNS are aware of that lecturers lack soft and digital skills and the existing Food production program needs to be innovated with current contents, which would contribute to raising the quality of future professionals. In order to solve the problem as well as realize the goal of the project, in accordance with the need for lifelong learning, the key is 1) the train-the-trainer action that will improve the soft and digital skills of the lecturers at TFNS, and 2) the development of direct trainings through a complete educational program and work-based training for project users (students and aspiring entrepreneurs).  
Already established SCITE-FOOD center, TFNS (BEE-Student, HUSRB/1903/43/0012) will be upgraded to “Regional Vocational Training Center”. The educational program "FeedingFuture" will also be implemented in CSKIK during the project. This program will consist of four courses: Soft Skill – Communication and Branding (C1), Greening the Future: Digital Solutions for Circular Food Systems (C2), Modern Tools and Digital Solutions (C3), Food and Nutrition Care Process (C4). The second part of the education is Work-based training (WbT) “Aperitif series” with 4 thematic units: Women in business–Soft skills and Mindset–best practices (WbT1), Best practices of sustainable solutions (WbT2), e-Solutions in Food Sector (WbT3), Mindful eating (WbT4). After the courses and WbT, the acquired knowledge will be tested, and participants who will successfully master the programs of at least 3 courses within EP and 3 complementary WbT will receive certificates. We will use our webs, if possible common moodle platform where a material of all activities, outcomes and teaching materials will be there. The content of the training will be available on the web platform to the general public, as well as to participants who, for justified reasons, are absent from individual EP courses. Evaluation of acquired knowledge will be checked (TFNS or CSKIK). Within the project framework, a Strategy for the development of the modern food sector will be prepared, with an analysis of the situation, the needs and measures for staff training and the modernization of teaching content in educational institutions in the region. With the aim of upskilling and reskilling of the workforce, the courses will be held at the R. Center in the next 5 years, and some of them will be included in the regular teaching of the study program Food Engineering TFNS contributing to sustainability of the project.

### Geographical area to be covered

Novi Sad, AP Vojvodina, Republic of Serbia

### Target groups

Project team members, researchers, students, media representatives, NGOs, public companies and institutions, citizens

## Specific work

Contractor is obligated to provide services as follows:

a) **Preparation** of the „**Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region**”:

* development of surveys, distribution of surveys and analysis of surveys,
* reviewing legislatives concerned lifelong learning and food sector in SRB, HU, EU,
* writing the strategy.
* announcement and distribution of strategy.

The LA, the Faculty of Technology Novi Sad accepted to lead the writing of the strategy. The partner A1, the Chamber of Commerce and Industry of Csongar Csanad County will help to distribute the surveys among their members in border area in Hungary. Also the partners without budget, the Chamber of Commerce of Vojvodina will play a great role by distributing the surveys among their partners in Vojvodina. Also the partners without budget, Student center Studentski centar Studentski dom Evropa - Európa Kollégium, and Ecopanonia – Cluster for eco-energy and eco-culture will help distributing the surveys, to form the opinion. All partners (with budget and without budget) will help to organize the Round table discussion where will be few subject on the Agenda (lifelong learning, digitalization, circular economy, nutrition) which will led to form a Strategy for development of the modern food sector in cross border area.

The Strategy will be provided and delivered to Provincial secretary of economy and tourism (with whom we have excellent relationship from previous Interreg IPA HUSRB Project BEE-Student), to Chamber of Commerce of Vojvodina, for Chamber of Commerce and Industry of Csongar Csanad County, for Cluster for eco-energy and eco-culture, for [Central European Economic Development LTD,](https://www.facebook.com/CEDNoviSadUjvidek/) who will distrubut the Strategy- Vision to their members. Also we will publish on our websites as well to be reachable to wider public. The Strategy will be distributed also on the Closing conference as well. TFNS is a strong enough and has experience in conducting the strategy. It will be written on Serbian and translated to English and will be given to Partners for further use.

**The purpose** of the „Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region” is to outline a clear and comprehensive framework for the modernization of the food sector within the Hungary-Serbia cross-border region with a focus on lifelong learning, digitalization in the food sector, digital education, nutrition, and circular economy. It will be designed to serve as a guiding document that lays out the overarching goals, objectives, and key focus areas for transforming the food sector in this specific geographical area. The strategy aims to address a range of challenges while harnessing opportunities to enhance the competitiveness, sustainability, and overall prosperity of the food sector in the cross-border region.

This Strategy aims to achieve the following **key objectives**:

1. **Enhancing Competitiveness through Digitalization**
2. **Lifelong Learning and Skill Development**
3. **Digital Education for All Stakeholders**
4. **Promoting Nutrition and Health**
5. **Circular Economy Practices**
6. **Regional Prosperity**
7. **Balancing Economic Growth with Sustainability.**

The „Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region” is estimated to has cca. **35-50 pages A4 format, written according to Intereeg IPA HUSRB preferences, according to Visual identity manual & Informational and publicity guideline**.

**Content summary** of the „Strategy - vision for the development of the modern food sector in Hungary – Serbia cross-border region”**:**

**Introduction: Setting the Stage**

* Provide an overview of the book's objectives and purpose, Present a brief introduction to the Hungary-Serbia cross-border region. Highlight the significance of modernizing the food sector in the context of regional development.

**Chapter 1: Regional Assessment**

* Comprehensive assessment of the current state of the art of the food sector in the cross-border region. Analyze the surveys. Analyze key challenges and opportunities facing the sector.

**Chapter 2: Vision and Objectives**

* Definition of a clear vision for the modernization of the food sector in the region, Identification of strengths, weaknesses, opportunities, and threats (SWOT analysis) for the region.

**Chapter 3: Stakeholder Engagement**

* Identification and engagement of relevant stakeholders, including government agencies, industry associations, businesses, and communities.

**Chapter 4: Competitive Enhancement**

* Detail analysis of opportunities for innovation and technology adoption according the surveys.

**Chapter 5: Sustainability Integration**

* Integration of environmentally friendly practices, resource optimization, and responsible sourcing.

**Chapter 6: Regional Prosperity and Cross-Border Collaboration**

* Analyze the objectives which are consistent with broader regional development goals, Outline strategies to stimulate economic growth and job creation in the region, Support local food businesses and entrepreneurs.

**Chapter 7: Technology and Digitalization Adoption**

* Analyze the surveys concerning the adoption of modern technologies and digitalization in food sector, Highlight the role of technology in improving productivity and competitiveness. Provide information for collaboration

**Chapter 8: Quality Assurance and Food Safety**

* Analyzing the state of the art about the strict quality control measures in food sector, Ensure information with food safety standards and regulations.

**Chapter 9: Education Towards Lifelong learning**

* Analyze the surveys about the need of Lifelong learning, the subject the food sector needs. Outline the establishment of education and training programs for professionals and entrepreneurs in the food sector, Define the essential skills and knowledge

**Chapter 10: Resilience and Adaptation**

* Enhance the resilience of food businesses to changing market conditions.

**Chapter 11: Policy Advocacy**

* Analize the policy and regulations that support the modernization and sustainable growth of the food sector, Outline the policymakers and government agencies.

**Conclusion: Charting the Path Forward**

* Summarize the key findings and recommendations from the book.
* Reiterate the importance of the strategy for regional development.
* Encourage collective action and commitment to strategy implementation.
* Outline the guidance, tools for stakeholders to support implementation.

b) **Conduction of 4 Courses (C1, C2, C3 and C4)**:

Conduction of 4 courses in Serbian language in the frame of Educational program (C1,C2,C3,C4): 4 courses with 4 sessions of 4 hours. The courses last altogether at least 64 hours for the 4 courses.

The complete Educational Program consists 4 courses and the related 4 work based practical trainings, as shown in the table below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Title** | **Hours** | **Place of Conduction of the Course** | **Related Work Based Training – ’Aperitif Series’** | **Place of Conduction of WbTs** |
| Communication and Branding (C1) | 4x4=16 hours | HU and SRB | Women in business–Soft skills and Mindset–best practices (WbT1) – 4 hours | On the programme territory in Hungary for both Serbian and Hungarian participants |
| Greening the Future: Digital Solutions for Circular Food Systems (C2) | 4x4 = 16 hours | HU and SRB | Best practices of sustainable solutions (WbT2) – 4 hours |
| Modern Tools and Digital Solutions for SMEs (C3) | 4x4= 16 hours | HU and SRB | e-Solutions in Food Sector (WbT3) – 4 hours |
| Food and Nutrition Care Process with Mindfool Eating (C4) | 4x4 =16 hours | HU and SRB | Mindful eating (WbT4) – 4 hours |

Each course consists of 20 hours of face-to-face training, including theoretical and practical, work-based trainings at companies in Hungary, excelling in the area covered. In this way, participants will get aquanted with fail proof best practices that can be easily transferred to their own business or professional areas. The participants are obliged to attend at least 4 occasion out of 5/course.

The Feeding Future Educational program offers altogether 80 hours of f2f training to the trainees. Participants can freely choose the three topics they are most interested in, but are also allowed to attend all 4 courses. However, the completion of at least 3 courses is the pre-requirement to be able to take the exam.

The Chamber of Commerce and Industry of Csongrad-Csanad is responsible for the development of the courses C1 and C3 in Hungarian language (The translation of which to Serbian language is the responsibility of TFNS).

Respectively, TFNS is responsible for the development of courses C2 and C4, in Serbian language (The translation of which to Hungarian language will be the responsibility of CSKIK).

**The following courses are going to be conducted:**

**Course 1: Communication and branding (C1)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Introduction to Communication and Branding for SMEs
* Analysis of Competitors, Defining Brand Identity
* Understanding Target Market, Analysis of consumer habits
* Developing a Brand Message
* Branding Strategies for SMEs
* Visual Branding and Design for SMEs
* Effective Communication Channels for SMEs
* Content Marketing for SMEs
* Communication Toolbox
* Case study

**Course 2: Greening the Future: Digital Solutions for Circular Food Systems (C2)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Introduction to circular food systems: principles and concepts.
* Challenges and opportunities in transitioning to circular food systems using digitalization tools.
* Strategies of sustainable food systems: farm-to-fork approach, food waste reduction, and resource efficiency.
* Case study analysis: application of digital technology for successful circular food system initiatives.

• Efficient food processing and packaging.

• Renewable energy integration.

• Waste management and recycling.

* Benefits of circularity for resource conservation and waste reduction.
* Assessing the impacts of circular food systems: environmental, economic, and social perspectives; LCA analysis using GaBi software.
* Implementation of digital tools in circular food systems: design thinking, systems thinking, and project management.

Practical insights – case study.

**Course 3: Modern Tools and Digital Solutions for SMEs (C3)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Introduction to Digital Solutions for SMEs
* Online Presence and Branding
* E-Commerce and Online Sales
* Data Analytics and Reporting
* Cybersecurity and Data Protection
* Online collaboration and Communication Tools
* Project Management Tools
* Future Trends in Digital Solutions
* Case study

**Course 4: Food and Nutrition Care Process with Mindfool Eating (C4)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Current trends and future directions in nutrition care
* Macronutrients and micronutrients and their functions. Dietary guidelines.
* Functional foods
* Health and nutritional claims
* Mindful observation of eating habits and food choices.
* Dangers and risks of reduction diets; Authorized reduction diets; No-name diet; Elimination diets; Detoxification of the body.
* Mindful meal planning techniques.

**•** Nutrition for Special Populations

* Dietary approaches to reducing disease risk and promoting health.
* Calculation of energy and nutritional value of foods
* Product declaration
* Recognizing the additives used
* Selection of appropriate food according to the type of nutrients for the different and specific needs of the human body

• Diet planning, familiarization with menu creation software/program

• Using of tables/databases of nutritional value of food

**c) Preparation of Training Materials for 2 courses (C2 and C4**):

**Training content development for courses for Educational Program FeedingFuture:** Curricula and training content development on Serbian language for 2 courses: Greening the Future: Digital Solutions for Circular Food Systems (C2) and Food and Nutrition Care Process (C4) with including all curricula, teaching material, handouts, presentations.

TFNS is responsible for the development of courses C2 and C4, in Serbian language.

The Chamber of Commerce and Industry of Csongrad-Csanad is responsible for the development of the courses C1 and C3 in Hungarian language (The translation of which to Serbian language is the responsibility of TFNS).

Respectively, TFNS is responsible for the development of courses C2 and C4, in Serbian language (The translation of which to Hungarian language will be the responsibility of CSKIK).

This means that the language of the training materials will be Hungarian and Serbian.

Length of the training materials: 50 pages/course, adding up to 200 pages for the entire training.

The development of the training material will be done as joint effort: the project partners will jointly discuss the content proposals, peer review the prepared materials and discuss jointly the improvement suggestions during their online/or face-to-face meetings. This will ensure high quality of the project products.

**Course 2: Greening the Future: Digital Solutions for Circular Food Systems (C2)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Introduction to circular food systems: principles and concepts.
* Challenges and opportunities in transitioning to circular food systems using digitalization tools.
* Strategies of sustainable food systems: farm-to-fork approach, food waste reduction, and resource efficiency.
* Case study analysis: application of digital technology for successful circular food system initiatives.

• Efficient food processing and packaging.

• Renewable energy integration.

• Waste management and recycling.

* Benefits of circularity for resource conservation and waste reduction.
* Assessing the impacts of circular food systems: environmental, economic, and social perspectives; LCA analysis using GaBi software.
* Implementation of digital tools in circular food systems: design thinking, systems thinking, and project management.

Practical insights – case study.

**Course 4: Food and Nutrition Care Process with Mindfool Eating (C4)**

The course consisting of 4x4 hours blocks will cover the following topics:

* Current trends and future directions in nutrition care
* Macronutrients and micronutrients and their functions. Dietary guidelines.
* Functional foods
* Health and nutritional claims
* Mindful observation of eating habits and food choices.
* Dangers and risks of reduction diets; Authorized reduction diets; No-name diet; Elimination diets; Detoxification of the body.
* Mindful meal planning techniques.

**•** Nutrition for Special Populations

* Dietary approaches to reducing disease risk and promoting health.
* Calculation of energy and nutritional value of foods
* Product declaration
* Recognizing the additives used
* Selection of appropriate food according to the type of nutrients for the different and specific needs of the human body

• Diet planning, familiarization with menu creation software/program

• Using of tables/databases of nutritional value of food

PROFESSIONAL AND PERSONAL CAPACITIES FOR IMPLEMENTING ACTIVITIES:

Contractor should be able to collect, systematized and analyse data which are multidisciplinary. According to it, Contractor project team must be able to create the Strategy as well as Training materials. Project team can be made by various experts with adequate experience and formal education. Master and PhD level of formal education in related areas (Technology, Technical Sciences, Economy, Social Sciences, Informatics, Agronomy) will be considered as advantage in line with contractor or consortium capacities. Contractor should describe it professional and personal capacities which will be evaluated according to evaluation list. Contractor can provide CVs of its team members to confirm its capacities.

## Project management

### Responsible person

Prof. dr Zita Šereš, Project contact person and Acting Dean and of University of Novi Sad, Faculty of Technology Novi Sad is the responsible person.

### Facilities to be provided by the Contracting Authority and/or other parties

N/A

# LOGISTICS AND TIMING

## Location

Place of performance: Novi Sad

Contractor shall perform his tasks: at the premises of the Contracting Authority and at his own premises.

## Start date & period of implementation

The intended start date is **March 04th 2025** and the period of implementation of the contract will be **12** **months** from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

### Key experts

No key expert is required.

### Non-key experts

CVs for non-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 must select and hire other experts as required according to the profiles identified in the Organisation & Methodology and/or these Terms of Reference. All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Support staff & backstopping

The Contractor will provide support facilities to their team of experts (back-stopping) during the implementation of the contract.

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

## Office accommodation

Office accommodation is to be provided by the Contractor and costs are included in the contract value.

## Facilities to be provided by the Contractor

The Contractor must 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 that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

Please see Article 26 of the General Conditions. There must be a final report accompanied by an a final invoice at the end of the period of implementation of the tasks.

To summarise, in addition to any documents, reports and output specified under the duties and responsibilities of each key expert above, the Contractor shall provide the following reports:

|  |  |  |
| --- | --- | --- |
| **Name of report** | **Content** | **Time of submission** |
| 1st Interim report | Service realized and outputs reached in period from March 04th 2025 to June 03rd 2025 | Up to June 03rd 2025 |
| 2nd Interim report | Service realized and outputs reached in period from June 04th 2025 to September 03rd 2025 | Up to September 03rd 2025 |
| 3rd Interim report | Service realized and outputs reached in period from September 04th 2025 to December 03rd 2025 | Up to December 03rd 2025 |
| Final Report | Service realized and outputs reached in period from December 04th 2025 to March 03rd 2026 | Up to March 03rd 2026 |

## Submission & approval of reports

**2 copies** of the Interim reports and Final report referred to above must be submitted to the Contracting Authority. The report must be written in English.

Approval of the Interim reports and Final report will be done by Prof. dr Zita Šereš as Acting Dean, University of Novi Sad Faculty of Technology.

# MONITORING AND EVALUATION

## Special requirements

N/A