



TERMS OF REFERENCE

- A. Job title:** International Consultant for Green Destinations Scheme Introduction
- B. Type of position:** International
- C. Duty Station:** Home based/Podgorica, Montenegro
- D. Contract type:** Consultant
- E. Duration of appointment:** 15 working days (a day will be calculated as 8 hours and could be prorated to the hours worked) in the period 20 October 2025 – 30 April 2026
- F. Deadline for application:** 3 October 2025, 12h CET.

I Background

The project "Biodiversity Mainstreaming into Sectoral Policies and Practices and Strengthen Protection of Biodiversity Hot-spots in Montenegro" is geographically focused on the Key Biodiversity Areas (KBAs) of Montenegro and includes various types of interventions and involves both ecosystem protection and work with production sectors, such as tourism, agriculture, and forestry.

Component 1 of the proposed project deals with the management constraints associated with the Protected Areas (PA's) estate and unprotected biodiversity hot-spots. The project provides for the improved management of the pilot PA's in order to ensure compliance with the international requirements for the protection of valuable biodiversity within the KBAs and other international biodiversity hot-spots. Through spatial planning instruments, the project promotes concrete solutions for valuable and threatened biodiversity conservation outside the PA's.

The Component 2 targets the productive landscape outside PA's and in the vicinity of KBA's, where the project addresses the sectoral threats to biodiversity via mainstreaming biodiversity-friendly practices and adjust the sectoral development scenarios for tourism, agriculture and forestry to take into account the potential impact on biodiversity.

The tasks outlined in this ToR falls under *Component 2, Output 3.1: Best-practice standards for nature-based BD friendly tourism developed and endorsed* as well as *Output 3.2: Small-scale tourism businesses are stimulated to introduce biodiversity-sensitive business models*. The aim is to support an introduction of a biodiversity-sensitive dimension within the national voluntary certification system and to propose incentives, such as financial support and/or awards to the local tourism biodiversity-friendly product providers, targeted financial support to model eco-tourism offerings, pilot finance of biodiversity-sensitive business recovery scenarios, and present successful business models for further replication.

II Objectives of the assignment:

The objective of this assignment is to support the introduction of the Green Destinations certification scheme in Montenegro. Building on international experience and lessons learned from successful applications, the expert will prepare a clear and structured framework that defines the steps for the



introduction of the scheme, identifies key stakeholders and their roles, and supports the establishment of a functional system for its implementation.

The assignment will also include a thorough analysis of the Green Destinations criteria, which are grouped into six main themes: (i) destination management, (ii) nature and scenery, (iii) environment and climate, (iv) culture and tradition, (v) social well-being, and (vi) business and hospitality. Based on this framework, the expert will support the development of a public call for tourism operators, ensuring that the measures and incentives included directly stimulate the adoption and gradual implementation of these criteria. By translating the international certification requirements into practical and context-specific measures, the expert will help create a mechanism through which operators are encouraged and supported to align their practices with the principles of sustainable tourism.

III Job content

Under the overall supervision of the Project Manager, Chief Technical Advisor, and in close cooperation with relevant representatives of Ministry of Tourism, National Tourist Organisation of Montenegro and Eco-fund, the expert will support introduction of Green Destination into Montenegro as well as support development of public call ensuring the measures and incentives included directly stimulate the adoption and gradual implementation of Green Destinations criteria. During the period 20 October 2025 – 30 April 2026, the expert will have the following specific responsibilities:

- Prepare an initial work plan in the first week of engagement
- Review the Green Destinations certification scheme, analyze and present the full set of criteria, explaining their structure, purpose, and relevance to Montenegro;
- Identify and map key national and local stakeholders (institutions, municipalities, tourist organisations, private sector, civil society, etc) and define their potential roles and responsibilities in introducing and managing the scheme;
- Facilitate consultations and workshops to ensure shared understanding and ownership;
- Define a step-by-step plan for introducing the Green Destinations scheme in Montenegro, including governance and institutional arrangements and provide recommendations for establishing an operational system for implementation, monitoring, and reporting;
- Based on the analysis of Green Destinations criteria (six thematic groups), support project team and Eco-fund in development of public call ensuring that measures and incentives directly stimulate the adoption of criteria defined under Green Destinations;
- Report regularly to the Project Manager and Chief Technical Advisor on progress and findings, in both oral and written form.

IV Deliverables:

- Review of the Green Destinations certification scheme, that includes analysis of the set of criteria, referring to their structure, purpose, and relevance for Montenegro
- Detailed proposal of steps for introducing the Green Destinations certification scheme in Montenegro, including governance arrangements, institutional responsibilities, and timeline;



- Identification and mapping of all relevant stakeholders at national and local levels, with clear definition of their roles, responsibilities, and actions required in the implementation process;
- Proposed set of criteria, defined in cooperation and communication with the Ministry of Tourism, National Tourist Organisation of Montenegro and Eco-fund, for the public call derived from the Green Destinations framework, with practical measures and incentives to encourage their adoption in practice;
- Regular progress updates to the Project Manager and Chief Technical Advisor.
- Final consolidated report with analysis, recommendations with specific steps for implementing each criterion, including missing data, method of collection, authorized institution, and plan for further implementation of the Green Destinations scheme in accordance with situation in Montenegro.

V Competencies:

- Demonstrates integrity and ethics and a commitment to transparency and accountability in all professional activities;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability, ensuring inclusive and respectful engagement with all stakeholders;
- Approaches work with energy, positive and constructive attitude;
- Demonstrates the ability to manage complexities and resolve conflicts constructively;
- Strong organizational and time management skills, with the ability to prioritize tasks and meet tight deadlines while maintaining high-quality outputs;
- Ability to provide constructive input;
- Responds positively and constructively to feedback and demonstrates a willingness to adapt and improve;
- Ability to work independently and in a team, fostering collaboration and mutual support;
- Excellent analytical, report-writing and presentation skills, with the ability to communicate complex findings clearly and effectively to diverse audiences;
- Fluency in English language (writing, speaking and reading).

VI Qualifications and expertise:

- A university degree in a relevant field such as tourism, economics, rural development, sustainable development or related. Higher level degrees and specialist certificates will be considered a strong asset;
- At least seven years of relevant professional experience in sustainable tourism development, destination management or related fields;
- Proven experience in the development, introduction, or implementation of Green Destinations scheme;
- Strong understanding of international sustainability standards and criteria, with practical knowledge of their application in local contexts;
- Excellent communication and facilitation skills, with ability to deliver training and technical guidance to diverse stakeholders;



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- Demonstrated previous experience in stakeholder engagement and participatory planning processes and policy alignment;
- Previous working experience in the Western Balkans or countries with similar institutional and tourism contexts will be considered an asset.

VII Application procedure:

Candidates must submit their applications, via email to the following email address irena.krivokapic@mepg.gov.me i irenakrivokapic@gmail.com clearly specifying the job for which the candidate is applying for.

For the application to be valid, the following needs to be provided:

- A Curriculum vitae CV (Europass format is preferred);
- Filled in reference form (Annex 1);
- A signed declaration (Annex 2).

Applications must be delivered/drafted in English. Incomplete applications will not be taken into consideration. Applications must be sent by email no later than 3 October 2025, 12h CET.

Only shortlisted candidates will be contacted for the interviews.

The Project Implementation Unit reserves the right to request additional documentation and/or to schedule a written test for candidates, should they deem necessary for the evaluation process.

Term of reference approved by:

Name and title: Zoran Dabetić, National Project Director

Signature:

Date: 11 September 2025