

# Terms of Reference

## Design and implementation of the 2019 Civic Education Campaign for the Central Electoral Commission

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### A. Project Title *“Enhancing democracy in Moldova through inclusive and transparent elections”*

### B. Project Description

**“Enhancing democracy in Moldova through inclusive and transparent elections” (EDMITE Project)** is a project that sets the overall goal to achieve an enhanced transparency and inclusiveness of the electoral process in Moldova through a modernized IT system, improved legislation and intensified public participation, addressing the root causes of the current challenges hampering the further development of the democracy and the advancement of the electoral process in the Republic of Moldova.

The main objectives of the Project are to contribute to achieving a more accurate State Register of Voters, improving the quality and accessibility of data by re-engineering the Civil Status Acts System and Address Register Information System, and facilitating data exchange and interoperability between different central public institutions via the governmental platform for data exchange (MConnect).

To achieve these objectives, the Project is partnering with the Central Electoral Commission (CEC), the Public Services Agency (PSA) and the Electronic Governance Agency (EGA). These are different state actors that own **important population registration data sets necessary for fair and credible elections**. Specific Project's interventions aim at improving the systems and processes in the partner institutions to ensure a reliable quality and timely data supply to the State Register of Voters, thus enhancing the integrity of the electoral process.

A distinct thematic focus of the Project is to enhance the awareness on political participation and electoral processes via a series of multi-layered interventions. The Project supports the CEC in designing and implementing large-scale civic education and voter information programmes, offers strategic communication expertise and facilitates other activities to generate a positive change and deliver tailored information to a wide spectrum of target groups (including women, youth and first-time voters, ethnic and linguistic minorities, diaspora, people with disabilities, etc.).

In 2018, the Project provided support to the CEC in designing and conducting a large-scale Civic Education Campaign **“Democrația Contează” oriented** towards better informing and engaging the general public, and particularly first-time voters, women, people with disabilities, ethnic and linguistic minorities and Diaspora with respect to the Parliamentary Elections conducted for the first time based on a new electoral mixed system. As a result, during April – December 2018, the civic education and voter information efforts reached more than 340,000 direct beneficiaries.

The purpose of the current support is to ensure a logical continuation of the Civic Education Campaign **“Democrația Contează” with a particular focus on the** General Local Elections, but also on the active citizenship and democratic processes, aiming at creating mechanisms to empower and foster civic participation, as well as building strong and sustainable information and education network. In this context, both the content of the Civic Education Campaign and the image of the CEC as a professional delivering institution, may contribute tremendously to advancing transparent and inclusive electoral processes and generating an increase of trust among citizens in the democratic electoral exercises.

### C. Scope of Services and Expected Outputs

UNDP is seeking to contract a qualified PR Company to support the CEC with the design and implementation of the second phase of the Civic Education Campaign **“Democrația Contează”**. The Company is expected to develop a communication strategy and a detailed workplan to be applied for this assignment and to provide support to the CEC in the implementation of the workplan. The workplan will be coordinated with the Project and **adjusted to the CEC needs, describing in details the contractor's approach, event scenarios and timelines** to perform, in due time, the requested tasks:

#### Phase 1. **Design the 2019 Civic Education Campaign's Action Plan**

- Analyze the civic education and voter information activities conducted in 2018 (strategy, visibility, results, best practices, lessons learned, conclusions, etc.) and develop a time-bound Action Plan for the 2019 Civic Education Campaign<sup>1</sup>, including the social media Plan linked to the General Local Elections.

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<sup>1</sup> The Action Plan must contain, among others, methods to monitor, review and evaluate the effectiveness of the civic education campaign activities proposed.

- Identify, select and propose appropriate and feasible communication tools for targeting the required public and reaching the objectives of the Campaign.
- Support the CEC with the design of 2019 Civic Education Campaign's **objectives, messages, strategies, roles** and responsibilities.

#### Phase 2. Implement a series of activities within the 2019 Civic Education Campaign

- Launch, implement and periodically monitor the 2019 Civic Education Campaign.
- Consult (throughout the entire Campaign period) relevant stakeholders and partners as to ensure the Campaign's effectiveness.
- Document findings and propose amendments to the initial Action Plan of the Campaign.
- Promote all activities and events of the 2019 Civic Education Campaign through social networks.

Specifically, the Company shall be responsible for the organization of the events proposed below, as part of the 2019 Action Plan, yet not be limited to:

##### ▪ **Filmmakers' Camp on Elections**

The 3-day event shall be organized, attended by at least 25 young professionals and students in the field of cinematography and fine arts. The participants shall be mentored by a team of experts in the field, as to develop video materials/ videospots on elections and democratic participation.

##### ▪ **Media Camp on Elections**

The 3-day event shall be organized, attended by at least 25 journalists and mass-media representatives with the objective to deliver electoral training. The event shall include a series of workshops and informative presentations on electoral processes, democratic participation, and the 2030 Agenda for Sustainable Development.

##### ▪ **Second edition of the InnoVoter Creativity Lab**

The 3-day event shall be organized, attended by at least 30 young professionals and students in the field of IT and design. The participants shall be mentored by a team of experts in the field, as to develop a graphical **interface for the CEC's IT systems**.

##### ▪ **Second edition of the National Youth Forum on Elections**

The 3-day event shall be organized, attended by at least 150 representatives of youth organizations of the political parties with the objective to strengthen the capacities **of young political parties' representatives** in electoral field. The event shall include a series of team building exercises, workshops, simulations, and informative presentations on electoral processes and democratic participation. The participants shall be mentored by representatives of the CEC and a team of experts and opinion makers.

##### ▪ **Inclusive Camps for engaging young people in democratic participation**

Two identical 3-day each event shall be organized, attended by at least 100 young people from marginalized and vulnerable groups with the objective to provide a secure space to share electoral knowledge and foster the feel of belonging, by establishing networks and exchanging experience. The event shall include a series of team building exercises, workshops, simulations, and informative presentations on electoral processes and democratic participation. The participants shall be mentored by representatives of the CEC and a team of experts/ coaches.

##### ▪ **Electoral Education Week**

The series of events to be included in the 2019 Electoral Education Week shall follow the thematic of the similar campaign organized in 2018, at the national level by the CEC with the Project support.

##### ▪ **Second edition of the Lightroom (un)conference**

The event shall be organized in a theatrical format, attended by at least 250 participants on an open registration basis. The scope of the event is to bring into the public space a series of topics of high relevance for the transparency and inclusiveness of the electoral process.

#### Phase 3. Public outreach support for the 2019 Civic Education Campaign activities

- Design and develop a set of video reports, post-event video spots and various visual materials.
- Promote via other media sources, both of—line and on-line, the events and video materials developed.

#### Phase 4. Implementation of the Post-Campaign activities and reporting

- Review, evaluate, document and report on the results achieved.
  - Organize the closing event of the 2019 Civic Education Campaign.
  - Develop and print a brochure with main achievements and results of the Campaign.

- Develop a Final Report on the services provided.

The Report shall include, amongst other details, the description of the achieved results, risks and challenges mitigated, gender-disaggregated data on direct and indirect beneficiaries, as well as **recommendations for further improvement of the CEC's communication and civic education portfolio.**

*The Company shall provide their own creative and innovative approach/ methodology for the purposes of the assignment, and shall be responsible for all the logistical, public outreach and communication aspects of the entire assignment. The Company shall facilitate and follow-up on all related partnerships established for the purposes of the Campaign implementation and ensure adequate expertise for the activities to be organized.*

#### *D. Deliverables and Indicative Timeframe*

No	Deliverable	Period of implementation/ Deadline**
1.	Action Plan of the 2019 Civic Education Campaign, including the social media Plan linked to the General Local Elections developed	One week after the signing the Contract
2.	A series of activities of the 2019 Civic Education Campaign implemented	
	• 3 days Filmmakers Camp on Elections designed and organized	By end of May 2019
	• 3 days Media Camp on Elections designed and organized	By end of May 2019
	• Second Edition of the 3-days InnoVoter Creativity Lab designed and organized	By end of June 2019
	• Second Edition of the 3-days National Youth Forum on Elections	By end of July 2019
	• Two 3-day Inclusive Camp engaging young people in democratic participation designed and organized	By end of August 2019
	• Electoral Education Week designed and conducted throughout the country	By mid-October 2019
	• Second Edition of the Lightroom (un)conference designed and organized	By end of October 2019
3.	Public outreach support for the 2019 Civic Education activities*	
	• Visual materials developed and printed for all the events organized (e.g. photowalls, banners, roll-ups, diplomas, etc.); • 30 Professional photo galleries provided for events organized, including for pre- and post-activities; • 25 video reports developed (in Romanian with subtitle in Russian language) for events organized, including for pre- and post- activities; • 25 post-event video testimonials of the beneficiaries developed (in Romanian with subtitle in Russian language); • Promotion of the entire Civic Education Campaign through social networks (static and animated visuals, infographics, electoral products, etc.) during April – November; • One videospot (duration of at least 3 min) and 5 video-teasers conceptualized and developed for the Lightroom (un)conference event.	By mid-November 2019
4.	Post-Campaign activities implemented, and reporting provided	
	• Closing event of the 2019 Civic Education Campaign conducted	By mid-November 2019
	• Brochure with main achievements and results of the Campaign developed	
	• Final Report on the services provided, with a specific focus on disaggregated data, challenges and further recommendations.	By end November 2019

\* The total amount of promotional materials is for orientation. UNDP reserves its rights to negotiate the final number of items and their type with the Contractor.

\*\* The period of implementation is tentative. The timeline of the events may be adjusted due to external factors (General Local Elections) and the final timeline will be coordinated and approved by the CEC and the Project.

#### Confidentiality statement

All data and information received from UNDP and CEC management for this assignment is to be treated confidentially and are only to be used about the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to UNDP. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the UNDP Project.

#### *E. Institutional Arrangement*

The Company will work under the supervision of the UNDP Project Manager in close cooperation with CEC

Communication Department.

The payment of the contract will be in several instalments after production, delivery and approval of the products. The unit prices shall be exclusive of VAT.

#### *F. Timeline*

The entire assignment should be accomplished by 5 December 2019.

#### *G. Qualifications of the Successful Service Provider at Various Levels*

CVs of key project personnel must be included in the offer. CVs for other personnel may be included as deemed applicable by the Bidder. The CVs submitted for project personnel should be detailed and comprehensive. Specifically, CVs should include:

- Anticipated role and level of participation in the assignment;
- Previous experience relevant to the assigned role in the assignment (e.g. design and/or implementation of PR/communication campaigns);
- Education, training and certification details;
- Contact information (name, title, organization, mailing address, phone, and email) for a minimum of three business references;
- Linguistic skills.

Bidders should describe, in detail, previous experience of the organization and its staff in successful implementation of similar engagements, relevant to the scope and size to the current assignment.

Eligibility: Successful bidder must meet the following qualification requirements:

- Be a legally registered entity or consortia of firms;
- Have at least 3 (three) years of relevant experience in designing and implementing successful public outreach and communication campaigns in the Republic of Moldova;
- Have at least 1 (one) project of similar or higher complexity implemented at the national level in the field of elections or democratic processes.

Failure to comply with the above-mentioned minimum requirements may constitute a reason for disqualification.

Criteria for the evaluation of the corporate competencies:

- Demonstrated experience in implementing projects of similar or higher complexity, relevant to the scope of the current assignment;
- At least 2 (two) projects successfully implemented at the national level in the past 2 (two) years;
- Available pool of trained and qualified staff;
- Have excellent technical capacities to ensure smooth implementation and high-quality outputs;
- Demonstrated experience and expertise in developing communication strategies, communication content, specific messages;
- Demonstrated track record in the design and production of education-based outreach programming;
- Demonstrated experience in the development of editorial and thematic based content dealing with social or governance issues;
- Demonstrated experience of working with the Central Electoral Commission will be a strong asset;
- Working experience with UN Agencies and/or other international organizations will be an asset.

Criteria for the evaluation of the Team Leader/Project Manager:

- University degree in Business Administration, Law, International Relations or another related field;
- Experience in managerial position in at least 3 (three) similar projects;
- At least 3 (three) years of experience in organizing, managing and implementing communication campaigns;
- Demonstrated experience in designing and implementing education-based outreach campaigns;
- Proven experience in communication content development in the field of elections is a strong advantage;
- Proficiency in Romanian, Russian and English.

Criteria for evaluation of the Creative Director:

- University degree in Fine Arts, Journalism, International Relations or another related field;

- At least 3 (three) years of experience in a similar position, dealing with practical design of artistic production materials within the framework of communication campaigns;
- Experience in the production of audio and video-based content dealing with social or governance issues;
- Proven experience in communication content development in the field of elections is a strong advantage;
- Proficiency in Romanian and Russian is a must, English – is an asset.

Criteria for evaluation of the Communication Expert:

- University degree in Journalism, Sociology, International Relations or another related field;
- At least 3 (three) years of experience as PR /communication expert, dealing with practical design of communication activities, development of informational content of communication campaigns etc.;
- Demonstrated experience in designing and implementing education-based outreach campaigns;
- Proven experience in communication content development in the field of elections is a strong advantage;
- Proficiency in Romanian and Russian is a must, English – is an asset.

Criteria for evaluation of the Event Coordinator:

- University degree in Business Administration, Public Relations, or another related field;
- At least 3 (three) years of experience in coordinating events, ensuring logistical support and facilitating partnerships and corporate networking, etc.;
- Experience in Electoral area communication content development is a strong advantage
- Romanian and Russian is a must, English – is an asset.