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Resilient nations.*

## TERMS OF REFERENCE

**Title:** NGO/think-tank to support UNDP Communication and Advocacy efforts to advance the SDGs  
**Project:** Communications & Advocacy for the SDGs-Engagement Facility  
**Reporting to:** UNDP Communication Analyst & Policy Specialist  
**Duty Station:** Chisinau, Moldova  
**Contract Type:** Professional Service Contract  
**Timeframe:** August – December 2019

### Background Information

In October 2015, the Ministry for Foreign Affairs and European Integration of the Republic of Moldova and the United Nations launched the SDGs and 2030 Agenda in Chisinau – only weeks after their adoption in the General Assembly. The Government subsequently established the National Council for Sustainable Development in July 2016, chaired by the Prime Minister and co-chaired by the UN Resident Coordinator, to coordinate and monitor the integration of the SDGs in national and sector level policies.

The Government of Moldova is committed to adapt the SDGs at its highest levels and has engaged with all relevant stakeholders to co-design a 2030 development vision for the country. As such, the SDG nationalization process and the development of a new 2030 National Development Strategy were structured around a sequence of forward-looking steps involving multiple stakeholders: civil servants, development partners, private sector, CSOs, and academia. The analytical outputs further helped shape a human centered vision for the strategy – outlining 10 key focus areas – strongly rooted in human needs – and based on a life-cycle approach. The 2018 legislature of Parliament endorsed the Strategy. In 2019, the President of Moldova, which has a promulgator role, sent it back to be voted by the new composition of the Parliament, following general elections.

Moldova has committed to conduct a voluntary national report (VNR) and present it at the 2020 High-Level Political Forum on Sustainable Development. Moldova's preparation of its first VNR is an opportunity to raise awareness and engage the public at large with the key messages and findings emanating from the report as well as positioning Moldova at the global scene and with potential new partners.

### Partnerships for SDG achievement

Partnering with multiple stakeholders and focusing more on the specific gaps each stakeholder has in understanding their role in the achievement of 2030 Agenda is where we want to channel our efforts through this consultancy assignment. We are also seeking to look at the needs of each

stakeholder and motivation to embark into a more accelerated SDG alignment journey. For instance, private sector companies' main need is to keep their business profitable and competitive in the long run. In such a case, supporting them to explore the endless market opportunities SDGs open to the businesses is a strategic way to go.

Through this assignment, we will focus our SDG engagement efforts on three stakeholders which are key to promote and support SDG achievement: the MPs, LPAs and Private Sector.

### ***The Parliament***

In line with the Quito Declaration adopted at the 128th IPU Assembly it was noted that Parliaments will have to play a central role in the implementation of the Sustainable Development Goals. This will include ensuring that development policies and plans are drawn up through participatory and inclusive processes, and with regular progress reports submitted to parliament for review.<sup>1</sup>

Given their institutional mandate and role, parliaments can actively engage in the process of nationalization and implementation of SDGs, through their lawmaking, oversight and representative functions. Thus, the legislature, applying the available parliamentary mechanisms, can ensure that relevant legislation is developed, and existing legislative framework is reviewed as to allow acceleration of the SDGs alignment, that financial resources necessary for reaching national priorities are allocated in the state budget, as well keep the Government accountable in relation to the implementation of SDGs. Furthermore, parliamentarians, using the available outreach and representation tools can raise the level of public awareness of the importance of 2030 Agenda, through public debates and consultations.

The Parliament of the RM can play an important role in strengthening the national efforts aimed at achieving a steady progress in the implementation of the nationalized SDGs and in the VNR through its legislative, budgetary, oversight and dialogue with citizens functions, making the 2030 Agenda binding for the administrative processes in the Republic of Moldova<sup>2</sup>.

Particularly, the Parliament of the Republic of Moldova could actively engage in the process of the implementation of 2030 Agenda by means of:

- adopting policy documents in line with National Development Strategy correlated with SDGs;
- adopting the necessary legislation which sets the framework for SDGs implementation;
- approving allocation of financial resources in line with SDGs priorities;
- conducting effective oversight activities to comprehensively monitor SDGs' implementation by the Government;
- engaging with constituents and the CSOs' representatives on the importance of SDGs through the interactive communication and consultation platforms.

### ***Local Public Authorities***

The achievement of the Sustainable Development Goals depends on their full ownership by our communities and local governments. Local public authorities have a key role to play in fostering SDG implementation by integrating the various agendas on the ground and ensuring territorial cohesion. Within the SDGs, local communities are seen as so important to achieving sustainable development that they have their own goal—Goal 11 (SDG 11 Sustainable cities and communities: Make cities and human settlements inclusive, safe, resilient, and sustainable). However, the role of local administrations in the achievement of the Agenda goes far beyond Goal 11. All of the SDGs have targets that are directly or indirectly related to the daily work of local and regional governments,

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<sup>1</sup> <http://archive.ipu.org/conf-e/128/sr.pdf>

<sup>2</sup> Toolkit for the Nationalization of Sustainable Development Goals, UN, March 2017

having a direct and specific impact on local population, such as clean water and education, and achieving them will contribute to the economy, livability, and public health.

Local governments should not be seen as mere implementers of the agenda. Local governments are policy makers, catalysts of change and the level of government best-placed to link the global goals with local communities. Local authorities can start with the SDGs as a guide, saving valuable time and resources toward setting goals and developing strategies. The SDGs are an excellent tool for checking that programs are working toward economic, environmental, and social goals in a consistent and comprehensive manner, and that nothing has been missed. The SDGs can be used to check whether budgets match priorities and goals, both within agencies and citywide, and assess whether funds are being used effectively. The SDGs can serve as a launchpad for discussions with stakeholders such as residents, community organizations, academia and the private sector.

### ***Private Sector***

The 2030 Agenda calls for a new partnership for development involving all stakeholders. Business community plays a key role in achieving sustainable development and as stated in the SDG declaration - private business activity, investment and innovation are major drivers of productivity, inclusive economic growth and capacity to apply creativity and innovation to solve development challenges. A prerequisite in this regard, for a well-functioning business sector that contributes to sustainable development, is respect for protection of labour rights and environmental and health standards in accordance with relevant international standards, such as the United Nations Guiding Principles on Business and Human Rights (UNGPs) and the labour standards of ILO (article 67, Preamble to 2030 Agenda for Sustainable Development).

Local private sector companies were invited by UNDP Moldova, through Moldova Innovation Lab (MiLab), to participate to the SDG Acceleration program piloted by UNDP in 2019-2020 (based on Danish methodology). The program is to support private sector look at SDGs as an opportunity for development of private sector led answers and technologies to address common global challenges. This in turn can bring corporate benefits, such as exploring new business opportunities, enhanced resilience, strengthening stakeholder relations.

### **Main objectives of the consultancy**

The main objective of the consultancy is to conceptualize and develop SDG awareness and communication instruments to support MPs, LPAs and Private Sector align their daily activities to the 2030 Agenda. The instruments shall support the stakeholders in daily policy work, prioritizing and budgeting of activities, business strategy development, identifying the connections between the scope of tabled legislative initiatives and SDGs, mainstreaming SDGs across parliamentary oversight activities, engagement with citizens, and promoting overall public awareness about the place and role of SDGs in people's professional and personal life.

Transfer of methodologies to apply the designed instruments is also part of the consultancy.

The awareness and communication instruments will include three components, as described here below:

**Component 1:** Update of UNDP Moldova web-based SDG widget with new data and trends.

**Component 2:** Conceptualization and support in the implementation of the SDG Dialogues. The SDG Dialogues (six roundtable events) are guided discussions on the opportunities of SDGs with: MPs, private sector, local public authorities and citizens (Nord, Center, South and Gagauzia development regions).

**Component 3:** Develop the SDGs Opportunity Cards tailored for following target groups: MPs, LPAs, Private Sector. The Cards will aim to create an enabling environment for SDG awareness and SDG dialogues, to support local ownership and to ensure SDG integration in sub-national strategies, plans and strategies.

The purpose of the SDGs Opportunity Cards depends on the stakeholders they are developed for.

- For the MPs, SDGs Opportunity Cards are to be applied in a) lawmaking and oversight activity and b) citizens outreach. The cards shall support MPs become promoters of

important conversations about how the Global Goals can be implemented in a systematic way through policies and community dialogues. They will guide in identifying the conversation topics, initiating and leading community-focused conversations about central SDG implementation.

- For the LPAs, SDGs Opportunity Cards shall support them in local policy prioritization and budgeting, but also in initiating and leading community-focused conversations about local SDG implementation and the role of each citizen in the achievement of SDGs. They will support LPAs enhance collaboration with the citizens, connecting them in identifying local actions and solutions to implement the SDGs in ways that are relevant to their lives and community.
- For the Private Sector, the SDGs Opportunity Cards shall support in identifying concrete market opportunities and challenges that businesses can tap into and use as the point of departure for their innovation and business adjustment processes. UNDP Denmark developed SDG Opportunity Cards for private sector acceding the Danish SDG Accelerator. UNDP Moldova made their initial adjustment and the consulting company is to revise them and integrate further improvements.

*The format of the SDG cards:*

- The consultancy company is expected to propose several options on how the instrument shall look like, along with the concept for each set of cards targeting different stakeholder and each having a specific purpose to meet. The cards shall outline the specific SDG targets most relevant for each of the stakeholders and operationalize them by highlighting the underlying challenge of the targets and the potential role for the stakeholders to address, integrate or apply them in daily work. The SDG Opportunity Cards for private sector developed by UNDP Denmark as part of SDG Acceleration Program can be looked at as an example.
- After the decision on the concept, purpose and format is taken, the company will be requested to submit the printing specifications for the production of the cards. The cards shall be accompanied by guidelines on how to apply them. The layout of the cards shall be developed by the company and submitted in editable format.

**Component 4** Substantive support to MPs in mainstreaming SDGs in their lawmaking and oversight activities. To expand the understanding of MPs of SDGs and 2030 National Development Strategy, the company is expected to develop the concept and supporting materials, as well as to facilitate brief information sessions for MPs. The events will aim at strengthening MPs' knowledge about 2030 Agenda, tackle the commitments undertaken by the Republic of Moldova, developments at the Government level in the context of SDGs' nationalisation and highlight the importance of 2030 National Development Strategy. During the sessions the facilitator will also not the role of the legislature in the implementation and oversight of the nationalized SDGs' implementation process. It is envisaged that the brief information sessions will be organised for the standing committees in the PRM<sup>3</sup> in the format of short interventions during the committee meetings. Additionally, it is expected that the company will provide substantive support in the context of mainstreaming SDGs in the oversight work of selected standing committees. Thus, in the process of preparation of supporting documents for mobile committee meetings, brief analysis will be developed to members, focusing on the correlation between the issues included on the committee meeting agenda and the SDGs. Subsequently, a post committee meeting report, containing recommendations on inter linkages between the issues identified during discussions at the committee meeting, possible amendments to legislation and 2030 Agenda and the 2030 National Development Strategy, shall be developed.

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<sup>3</sup> <http://parlament.md/SecretariatulParlamentului/Secretariatelecomisiilor/tabid/149/language/ro-RO/Default.aspx>

## Envisaged long-term results from applying the instruments:

For the MPs: better policy alignment to SDGs, stronger oversight on the Executive's efforts towards the implementation of the national targets, and an improved dialogue with citizens about SDGs;

For LPA: established local ownership for SDGs, better local budgeting aligned to SDG targets, improved engagement with the citizens on jointly delivering on SDGs;

For Private Sector: new products/services developed and aligned to SDGs and/or business strategies aligned to SDGs.

The consulting company is invited to suggest ways the above results could be measured.

## Duties and Responsibilities

The consulting company will be responsible for delivering of the below services and products:

Component 1: SDG widget, to include:

- update of content in Romanian and English.

Component 2: SDGs dialogues. The deliverables under this component will include:

- Develop the concept of the dialogues, including public conversations' storyline. Conceptualize the dialogue around a) SDG implementation results; b) opportunities; c) challenges, and/or other criteria agreed upon;
- Develop a general presentation around SDGs and the roles of involved stakeholders. Allow for its adaptation to specific context, target groups and issues;
- Develop a short guideline on running, moderating and evaluating the dialogue. Facilitate up to 6 (six) local and regional selected conversations.

Component 3: Develop the SDGs Opportunity Cards for each of the stakeholders: MPs, LPAs, Private Sector. Clusterization of SDG targets are allowed in case this would produce better outcomes. The main responsibilities include:

- Develop the concept of the SDGs Opportunity Cards, define the purpose of each set and the production format;
- Create the content of the SDGs Opportunity Cards;
- The cards shall be developed in Romanian and Russian;
- Develop the layout (provide editable format) and printing specifications and the guidelines for using the cards.

**Component 4** Substantive support to MPs in mainstreaming SDGs in their lawmaking and oversight activities. The deliverables under this component will include:

- Develop the concept of the brief information sessions for MPs<sup>4</sup>, including agenda, supporting materials and handouts. It is envisaged that up to 10 information sessions will be provided at the parliamentary standing committee level;
- Organise and facilitate brief information sessions within parliamentary standing committees based on the schedule agreed with the parliament leader and UNDP;
- Develop a short report on the outcome of the information sessions;
- Develop at least three brief analysis notes for members of standing committees, focusing on the correlation between the issues included on the mobile committee meeting agenda and the SDGs;

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<sup>4</sup> The concept will be one as the information sessions will be replicated at committee level. Thus the effort of preparing the materials will take place once, whilst the actual events might be up to 10.

- Develop at least three post committee meeting reports, containing recommendations on inter linkages between the issues identified during discussions at the committee meetings, possible amendments to legislation and 2030 Agenda and the 2030 National Development Strategy.

## **Deliverables and Timeline**

The consulting company/think-tank is expected to produce the following deliverables. Final products are to be delivered both in Romanian and Russian.

<b>Deliverables</b>	<b>Deadline</b>
1. Agreed work plan for the assignment	August 2019
2. Approved concept for the SDGs Dialogues and Opportunity Cards	September 2019
3. Developed general, but friendly and interactive, presentation around SDGs; 4. Up to 6 SDGs Dialogues sessions facilitated;	October- November 2019
5. Approved, friendly and intuitive content of the SDG Opportunity Cards: at least 1 set per each of the 3 stakeholders; 6. Guidelines to use the SDG Cards; 7. Printing specifications for the production of SDG Cards; 8. Updated information for the SDGs widget	October 2019
9. Assignment report with lessons learned and recommendations for further advancing of the SDG awareness and acceleration process.	December 2019
10. Up to 10 brief information sessions for MPs conducted and report on the sessions outcomes developed.*	October- December 2019
11. Analysis notes for members of standing committees and post committee reports focusing on the interlinkages with SDGs developed and submitted to UNDP	October- December 2019

- *Note the exact number and schedule of the information sessions for MPs will be coordinated with the Parliament.*

All deliverables have to be quality reviewed and accepted by UNDP Moldova Communication Analyst & Policy Specialist.

## **Organizational Setting**

The work will be guided by UNDP Moldova Communication Analyst and Policy Specialist. Moldova Innovation Lab and UNDP Parliament Project teams will be involved in all consultation processes. Final consultancy products shall be developed in Romanian and Russian, the final report shall be in English.

## **Payment arrangements**

The payments will be disbursed in instalments, upon submission and approval of deliverables by UNDP.

## **Travel**

Travel in several locations of Moldova is envisaged to facilitate mobile dialogues. Anticipated costs for the travel in Moldovan localities shall be included in the financial offer.

## **Experience of company**

- Minimum 5 years of previous experience in undertaking analytical projects in public administration, development of public services, infrastructure and/or sectors (e.g. policy advice, elaboration of strategic papers and/or development plans, institutional/sector analysis, inventories, assessments, monitoring & evaluation at national/sector/local levels, methodological reviews, statistical assessments, etc.) covering broad range of stakeholders.
- Experience records in conducting large consultation processes (at national/local levels) and communication awareness activities.
- Previous experience in working with international organizations/projects, including UN, and demonstrated capacity to properly manage a contract/subcontract under a donor funded effort.
- Experience of work with Moldovan government/public institutions (including multi-stakeholders).

#### **Requirements for the involved team:**

##### *Policy Expert*

- Master's degree or equivalent in political science, public administration, economics, or other relevant areas
- Minimum 5 years of relevant professional experience in public administration or service provision, community/capacity development, policy advice/consultancy, etc.
- Minimum 5 experience records on production of analytical products focused on policy design, & implementation and evaluation, strategic/development planning in public sector, sector/institutional analysis, gaps assessments, inventories or other relevant;
- Minimum 2 experience records on conducting analytical work on MDGs and/or SDGs;
- Knowledge (confirmed by experience records) of policy and development context in Moldova, specifically with regard to the SDGs.
- Knowledge of English, Romanian and Russian.

##### *Communications Specialist*

- Education degree in communications, public relations, marketing etc.
- Minimum 5 years of experience in advocacy and raising-awareness campaigns in the social/development sector;
- Experience of work with Moldovan government/public institutions (incl. multistakeholders) and international organizations/projects, including UN);
- Knowledge of English, Romanian and Russian.