

Statement of Services

Items to be Supplied*	Quantity	Description / Specifications of Goods	Latest Delivery Date
Organize 4 press-club meetings with the objective to raise awareness about SDGs and form partnerships with the media on promoting SDGs (Casual Café style discussions) Companies that have proven track record of cooperation with media associations will have an advantage.	4	Select and invite journalists/editors, government officials and representatives from the private sector, making sure all groups are equally represented, follow-up on the invitations.	October 2019 December 2019 February 2020 August 2020
	4	Organize the events: concepts, book location, arrange premises, hire moderator, develop agenda, conduct follow-up media monitoring.	October 2019 December 2019 February 2020 August 2020
	4	Organize coffee breaks (minimum 20 dollars per person, eco-friendly catering company)	October 2019 December 2019 February 2020 August 2020
	1	Produce a list of interested attendees to participate in other related activities.	October 2019 December 2019
	50 edited photos per each event	Take photos of the events and contribute to posts on social media.	October 2019 December 2019 February 2020 August 2020
	1 sub-brand	Suggest actual topics for discussions (relevant to Moldova realities, non-political). Generate a name and visual for the social media for the press-club meetings (SDG connected).	October 2019 December 2019 February 2020 August 2020
Launch and manage the social media campaign "Moldova 2030"	10	Produce 10 visuals/social media cards with Moldova 2030 objectives and short description for the general public	September- December 2019
	2	Organize 2 Facebook contests for user-generated content on public's visions of Moldova 2030	September- December 2019
	10	Develop 10 testimonials with influencers already contributing to the dimensions of Moldova 2030.	September- December 2019
	3	Develop and manage 3 quizzes on social media on Moldova 2030 and SDG public awareness.	September- December 2019
	1	Implement boost/sponsoring package for the whole campaign	September- December 2019
Organize Social Good Summit 2019 ("Climate change") and ensure its visibility online (before and after the event)	1	Select and instruct relevant speakers (6-7) and provide a moderator for the event. (The location is already booked and covered for end of September)	September 2019
	1	Launch and lead social media advertising of the event. This shall include: - Speakers cards - Testimonial / quote cards - Live broadcasting	September 2019

		- Minimum Facebook sponsored posts	
	2	Produce roll-ups for the event	September 2019
	1	Organize a coffee-break (minimum 20 dollars per persons, eco-friendly catering company)	September 2019
	50 edited photos	Take photos of the events and contribute to posts on social media.	September 2019
Raise SDG awareness by communicating UNDP results via infographics and highlight video	17	Produce 17 infographics (one per SDG-both Romanian and English) with simple description of the SDG and UNDP results in that regard	December 2019
	1	Produce one end-of-year video about UNDP's results for social media (up to 3 minutes)	December 2019
	1	Implement boost/sponsoring package for infographics and end-of-year video.	December 2019
	1	Produce content and develop layout for CPD brochure in Romanian and English.	September 2019
Create and promote content on private sector engagement on achieving SDGs	3	Develop 3 video stories (1 minute) with COs whose companies are involved in SDG related activities. Provide the scenario, recruit and communicate with the participants and organize the venue and logistics of the video shooting.	August-December 2019
	3	Produce quote cards from CEOs on the importance of SDGs for their business and their actions/products that support SDGs	August-December 2019
	1	Produce content and design of an A2 poster for private sector companies' offices / premises with SDG for business content. The poster shall be available in Romanian and Russian.	September 2019
	1	Implement boost/sponsoring package for videos and quotes.	August-December 2019
Produce narratives on Moldova aiming at attracting international attention	4	<p>Produce 4 story packages on</p> <ol style="list-style-type: none"> 1. Moldova as touristic destination – challenges and opportunities 2. Inequalities 3. Natives' involvement in local development 4. New economic model at local level - quick win for the whole country <p>Each story package shall contain:</p> <ul style="list-style-type: none"> • 25-30 edited photos to illustrate the subject • 1 illustration (in Romanian and in English) to highlight key statistics of the topic • 5 minutes reportage on the topic, that will include quotes from selected sources. The transportation costs shall be covered by the UNDP and liaison with sources, so as documentation, shall be facilitated. • 3 pieces of up to 1-minute segments/highlight video for social 	<ol style="list-style-type: none"> 1. September 2019 2. November 2019 3. August 2019 4. January 2020

		<p>media, to highlight different angles of the subject.</p> <ul style="list-style-type: none"> • Minimal boosting/sponsoring on Facebook and Instagram of the reportage and 3 pieces of 1-minute segments + infographic in Romanian <p>Specifications for videos:</p> <ul style="list-style-type: none"> • All products shall have subtitles in Romanian and English. Translation shall be provided by the project. • All products shall be customized for various social media channels: Instagram (post and TV), Facebook, Twitter, Youtube. So, vertical, square and landscape formats are envisaged. <p>The service provider is responsible for full-cycle of the products: script-writing, editing, post-production. Also, a transcription of full interviews shall be developed and handed.</p>	
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**Pls. attach delivery schedule, if relevant, and cluster by lot, if partial bids will be allowed. Specify delivery locations if goods multiple destinations.*

