



## TERMS OF REFERENCE

<b>Job title:</b>	National Consultant to support design and implementation of the awareness raising, information, communication and disinformation actions to increase energy efficiency and renewable use towards green transition (emergency support) - Team Leader Component 3
<b>Duty station:</b>	Chisinau
<b>Reference to the:</b>	Programme “Addressing the impacts of energy crisis and initiating solutions toward energy security and addressing energy poverty” (FPI Programme)
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract Duration:</b>	April 2022 - August 2023

### Job content

#### A. PROJECT OBJECTIVES AND EXPECTED RESULTS

The overall objective of the Programme is to assist the Government of Moldova to tackle the current energy crisis and energy poverty in addressing prioritized systemic elements in the energy sector to cope with potential future energy crisis.

Specific objectives are to support the Government of Moldova to:

1. put in place the legal and regulatory framework in the energy sector with mainstreamed social and climate considerations in line with the EU requirements;
2. strengthen the capacities of the energy-related actors and enhancing institutional coordination mechanisms to address and avert risks entailed in recent and potential future energy crisis;
3. increased awareness and communication among the population to adopt the best energy saving practices and measures and to encourage the use of renewables;
4. operationalize nation-wide energy programmes and demonstrate solutions to increase energy affordability in residential and public buildings, targeting specifically the most vulnerable and affected groups of population.

#### B. BACKGROUND

Starting with October 2021, Moldova is facing a significant increase of gas prices as a consequence both of very tight global energy markets and a recently amended contract with Gazprom Moldova gas supplier. During the winter season 2021-2022, Moldova purchased its gas at prices about three or four times higher than in previous years which represented about \$770/1000 cubic meters in October, \$450/1000 cubic meters in November and December and \$650/1000 cubic meters in January 2022. The prices are highly dependent of international gas market fluctuations which puts Moldovan Government in the situation to quickly react in case of unforeseen excessive price increases. This has put significant pressures on Moldova's public finances and on the ability of the most vulnerable citizens to afford gas throughout the winter. The situation is becoming more complex as the Gazprom applies a rigid

approach in terms of contractual deadlines for payments of advances, which has not been the case ever before.

In response to this energy crisis, the Government of Moldova introduced a State of Emergency on October 22, 2021 and January 20, 2022 and has prepared an urgent response to strengthen the social protection system's ability to respond to increased energy tariffs. The Moldovan Government response is to ensure compensations measures for heating of all population in the proportion of 67% (from tariff increase) in December 2021 to 80% in January 2022.

Given the increase of gas tariffs will lead to subsequent increases of the electricity prices, the entire national economy and population will be affected. In this circumstances, Moldovan Government is looking to diversifying gas and electricity supply, to strengthen its energy security and enabling a transparent, fully open and well-functioning energy market.

For a country in which nearly two thirds of the population lived on less than \$10/day before the pandemic began, where the expenditure on food and energy absorbs the vast majority of vulnerable household incomes, and where the vulnerable households generate the lion's share of its electricity from gas, the current energy price increase has already shown significant implications. Energy poverty is to deepen, particularly for the poor households that are having to face a three to four- fold increase in energy prices (for gas and electricity) during the 2021-2022 heating season and beyond.

Combined with the country's aggravated context by the COVID-19 pandemic (5<sup>th</sup> COVID19 wave as the Omicron variant outbreaks) and on-going macroeconomic social distress, the energy shocks also pose major risks to the Government's reform program, which seeks to strengthen Moldova's alignment with European and global good governance practices and is central to Moldova's hopes for achieving the SDGs. The current geopolitical situation brings additional urgency to pursue these actions.

At the same time, despite the various measures to increase the awareness of the civil society and various organizations, the knowledge among the end-users on the energy saving measures and technologies is insufficient. The available energy-related information is often scattered or not enough, while the media and awareness raising campaigns are missing or not properly targeted. Awareness about energy efficiency is thus relatively low among key stakeholders and the public, and information and awareness vary from rayon to rayon and depends of economic status of a given municipality.

Furthermore, awareness of energy poverty issues is almost missing, leading to a situation where community authorities may not be aware of ways to reduce energy demands for their inhabitants, and institutions tasked with energy efficiency may not be aware of the social impacts of their programmes.

The acute gas supply crisis in Moldova has also been subject of discussions within the Moldova-EU Association Council meeting on October 28, 2021. The EU and Moldova stressed the importance of resilience against any potential efforts by third parties to use energy as a geopolitical lever. The Association Council recalled the importance of continued energy market reform to strengthen competition and transparency in this sector. The EU has urged Moldova to ensure that the energy sector reform demonstrates full respect of the Energy Community acquis and is in line with the EU Third Energy Package. The EU side confirmed its support to the objective of Moldova to synchronize its electricity network with the Continental European Network (CEN), an important step towards the integration into the EU energy system and market.

Under these circumstances the Government of Moldova will be assisted to tackle the current energy crisis and energy poverty, and addressing prioritized systemic elements in the energy sector to cope with potential future energy crisis. In partnership with EU, UNDP Moldova will therefore, support the Government of Moldova:

- To tackle the current energy crisis and energy poverty, and addressing prioritized systemic elements in the energy sector to cope with potential future energy crisis
- To support the Government of Moldova in building its capacities towards strengthening the national energy security, as well as in improving the legal and regulatory framework and

operationalizing specific rapid large-scale interventions to tackle energy poverty and support most vulnerable and affected groups of population and businesses.

The Project duration is envisaged between 2022-2023 with support from Foreign Policy Instrument (herewith FPI) of EU.

In this context, UNDP Moldova is seeking to recruit a National Consultant to assist in the design and implementation of the **Component 3 of the Programme “Awareness raising, information and communication to foster public support for energy transition, increased energy efficiency and to address disinformation in a gender sensitive manner”**.

Under this component targeted support will be provided for identification and implementation of the information measure and instruments to promote energy use reduction in Moldova. The respective measures will be mainstreamed throughout the existing and upcoming energy-related policy documents and will be in line with the EU recommendation for consumers’ information, empowerment and capacity building. The end goal of this component is to induce behavioral change and to prevent disinformation in the energy-related area. Examples of such measures and instruments could be: access to finance, fiscal incentives, information provision, exemplary projects, workplace and household energy saving activities, obligation of the operator/suppliers to inform the consumer on consumption in comparison for a certain period of the year and proposals for reducing the consumption, etc. Further this component will support strengthening of the existing communication institutional platforms/websites to serve as one-stop shop for all energy related information and will promote the nudging campaigns. The platform could also become a solid and effective communication tool for the energy saving campaign. Last but not less important under this component upgrading of the existing relevant energy efficiency training laboratories and other actions as might be necessary.

The end goal of this component is to increase awareness and communication among the population to adopt the best energy saving practices and measures and to encourage the use of renewables. The expected results are:

- Facilitate citizen’s engagement in formulation of energy policies and contribute to increased transparency of decision making process
- Advocate for renewables and practical solutions to alleviate energy poverty
- National nudging program for household successfully implemented to improve and reduce energy consumption

### **C. SCOPE OF WORK, DUTIES AND RESPONSIBILITIES**

The overall objective of this assignment for the National Consultant (Consultant) is to provide substantive support in the design, planning, coordination and monitoring of programme activities under Component 3 of the Project which seeks to put in place information and capacity building measures and instruments for energy consumers to increase energy efficiency and renewable use. The Consultant will work in close consultation with the assigned EECC programme staff, operations and communication units from the UNDP Country Office and the project team to deliver quality results in an effective and efficient manner, while anticipating and managing the risks and issues. The incumbent is expected to exercise full compliance with UNDP programming, financial, procurement and administrative rules, regulations, policies and strategies, as well as implementation of effective internal control systems.

The provided support will be organized into 2 streams of work: (i) programme design support; and, (ii) programme launch and implementation support.

The following are the specific tasks of the incumbent:

#### 1. Support in the launch of the Programme:

- prepare the Terms of Reference for the national and international consultants and short-term experts under Component 3 and of the required tendering documents, if any;

- contribute to the development of a monitoring system to ensure effective information sharing, provision of feedback and elaboration of top quality progress reports; monitor and record risks;

## 2. Provide support during Programme's implementation phase:

- lead and steer the preparation of the country-specific analysis of the best awareness raising, and information measures needed to be deployed in Moldova to influence the energy related behavior/analysis of the determinants of change including with development of the TORs for the team of short term consultants; based on country specific analysis provide support to relevant authorities on designing and implementing communication tools and campaigns and dealing with the media (together with the Communication Specialist of the FPI Programme) .
- lead and steer the preparation of the Consumer Information and Empowering Programme/Plan (format to be decided in consultation with the relevant authorities) and ensure mainstreaming into the relevant energy-related policy documents of the identified information and capacity building measures and instruments for energy consumers to increase energy efficiency and renewable use. This activity will be prepared under the leadership of the Ministry of Infrastructure and Regional Development as well as of the Energy Efficiency Agency to reflect the energy awareness raising and communication needs and commitments of the country. Develop the TORs for the team of short term consultants and supervise their work.
- analyze the existing energy-related communication platforms and develop a Roadmap for its/their upgrading, including with timelines, resources needed, information to be communicated, partners, etc, to become one-stop shop for all energy-related information; guide and steer implementation of the Roadmap including through recruitment of the needed short-term experts, companies, etc;
- provide support, upon request from the Programme Manager, to the National nudging programme for homeowners to improve/reduce electricity consumption to be deployed by the FPI Programme. The Programme will be based on comparison with most efficient neighbors and in line with successful UNDP behavioral experiment, in partnership with Premier Energy and Moldova Gaz SA, coupled with National Programme for home appliances. The intervention will consist of two parallel programmes, i.e. 'electricity program' (EP) and 'gas program' (GP), both targeting two layers of end-clients: those most inefficient and everyone else. Separate impact evaluation will be done on a monthly basis (based on evidence on electricity and gas use), quarterly and a final evaluation after 12 months of the EP and GP implementation. The EP will target 150,000 HHs to receive behavioral letters comparing those HHs with most efficient neighbors. Over 200,000 other HHs will receive simple nudging letters. The GP will target about the same number of HHs. The capacities of the programs to include more HHs depend on the capacity to process data and couple the billing process with that of developing and sending behavioral letters. On bill nudging is possible to start in early 2023.
- provide support to the implementation of the Energy Management information System (EMIS) and smart energy metering, as a tool to monitor the economic impacts for energy consumption (at national level in partnership with AEE). EMIS is currently being tested in Chisinau, with UNDP support, in collaboration with Termoelectrica and is ready for replication to the other regions of Moldova. There is an interest of EEA to partner on its replication at national level.
- support the FPI Programme Communication Specialist in development of the Media and Awareness Raising Strategy of the project on promotion of energy-efficient consumption and expanded use of renewables in close consultation with the Energy Department of the MoIRD and EEA.
- support the FPI Programme Communication Specialist in development of the printed materials, dedicated events and TV and Radio campaign with focus on energy saving measures.
- ensure appropriate visibility of activities in mass media and with stakeholders, disseminate widely the programme scope and organize the required events.

## **EXPECTED DELIVERABLES, TENTATIVE TIMEFRAME AND OTHER ARRANGEMENTS**

The assignment will require the completion of the following tasks:

<b>No.</b>	<b>Deliverables</b>	<b>Tentative timeframe</b>
<b>1</b>	Detailed Work Plan for implanting the 3 <sup>rd</sup> component of FPI programme	April 2022

		2 w.d.
<b>2</b>	Progress report submitted and approved by the Programme Coordinator on action 3.1.1: Promote mechanisms to involve citizens in the decision making process in the energy sector (consultations, etc.). Propose new tools to engage people (surveys, sensemaking, focus groups)	May 2022 – July 2023 15 w.d.
<b>3</b>	Progress report submitted and approved by the Programme Coordinator on action 3.1.2: Debunk myths from the energy sector and broadcast them on high profile media and by engaging influencers.	April 2022 – August 2023 20 w.d.
<b>4</b>	Progress report submitted and approved by the Programme Coordinator on action 3.1.3: Inform the population on the tariff forming components, procedures applied, and contractual agreements for energy supply	June 2022 - February 2023 20 w.d.
<b>5</b>	Progress report submitted and approved by the Programme Coordinator on action 3.1.4: Awareness raising and communication measures defined and mainstreamed into policies and legislation	April 2022 – August 2023 15 w.d.
<b>6</b>	Progress report submitted and approved by the Programme Coordinator on action 3.2.1: Support EEA, MoIRD to upgrade consumer information and empower culture, platforms, and tools to address the EE&RES matters to the general population and tailored to the needs of women and men	June 2022 – June 2023 20 w.d.
<b>7</b>	Progress report submitted and approved by the Programme Coordinator on action 3.2.2: Revamp www.aee.md and other relevant institutional websites as a communication platform/info point on the benefits of energy efficiency and the best energy-saving instruments	June 2022- April 2023 20 w.d.
<b>8</b>	Progress report submitted and approved by the Programme Coordinator on action 3.2.3: Media and general population awareness on energy-efficient consumption and expanded use of renewables, with gender lense	April 2022 – August 2023 20 w.d.
	Progress report submitted and approved by the Programme Coordinator on Action 3.3.1: Implementation of the nudging programme to reduce energy consumption.	April 2022 – August 2023 20 w.d.
<b>9</b>	Progress report submitted and approved by the Programme Coordinator on action 3.4.1: Implementation of project's communication activities with a specific focus on the target audience	March 2022 – August 2023 30 w.d.
<b>10</b>	Progress report submitted and approved by the Programme Coordinator on action 3.4.2: Contribute to a better quality of media reporting on the EE and RES subjects and initiatives.	March 2022 – July 2023 20 w.d.
<b>11</b>	Progress report submitted and approved by the Programme Coordinator on action 3.4.3: Raise awareness on the renewables' benefits and EU's contribution to advance renewables and implement practical solutions to tackle energy poverty	March 2022 – August 2023 20 w.d.
<b>12</b>	Final report on the accomplished work, including the lessons learned and recommendations	August 2022 10 w.d.
	<b>Total 232 days</b>	

**Note:**

1. The indicated tentative timeframe has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of the assignment. It cannot and shall not be used as unique criteria for completion of work/assignment. The provision of the envisaged deliverables approved by the FPI Programme shall be the only criteria for Consultant's work being completed and eligible for payment/s.

2. All deliverables shall be provided in Romanian and/or English, as requested by the Programme Manager, in a succinct and user-friendly language and require the endorsement by the FPI Programme Manager.

**D. MANAGEMENT ARRANGEMENTS**

The Consultant will work under the direct supervision and guidance of the FPI Programme Manager and the Environment, Energy and Climate Change Cluster Lead.

It is expected that the Consultant begins the assignment in April 2022 and completes the assignment in August 2023.

**Performance evaluation**

The Consultant's performance will be evaluated against such criteria as timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. This will serve as basis for deciding regarding extension of the contract.

Language of the deliverables: All deliverables shall be submitted in Romanian and/or English, as communicated prior by the Programme Manager.

**Travel**

All activities under this assignment shall be conducted in accordance with the COVID-19 health safety measures. Except the on-site missions in the Republic of Moldova, priority shall be given to office-based work and remote collaboration.

Travel outside duty station (Chisinau), will be arranged with the support of the Programme Team.

**E. QUALIFICATIONS AND SKILLS REQUIRED**

Qualifications:

- University Degree in public administration, communication, journalism, energy, legal and other closely related fields.

Experience:

- At least 3 years of working experience in the development, coordination of teams and implementation of the development programmes in the energy field;
- At least 3 years of professional working experience in the awareness raising programmes (awareness raising programmes in the energy field would be an advantage);
- Extensive knowledge of the energy-related national and regional context and/or of the consumer's information and empowerment measures to enhance the use of renewable and energy efficiency;
- At least 5 years of relevant professional experience of engagement with a large variety of stakeholders (public, private, LPAs, central public authorities, mass-media etc)
- Previous experience in development assistance or related work for a donor organization, development partners, UN Agencies.

Competencies:

- A strong client-service orientation;
- High level of responsibility and organization capacities;
- Computer proficiency, including knowledge of MS Office products (Word, Excel, Power Point) and construction engineering software;
- Proficiency in English, Romanian. Knowledge of Russian is an advantage;
- Sensitivity and respect for sustainable development, human rights and gender equality;
- Ability to deal with people with tact and diplomacy;
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout;

Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

## **F. PAYMENT MODALITIES**

The consultant will organize and facilitate the implementation of all activities as described above; his/her payment will be lump sum amount based, disbursed in several instalments, upon submission and approval of deliverables and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

## **G. APPLICATION PROCESS**

Applicants shall submit the following documents:

- ☒ Offeror's Letter confirming Interest and Availability, including financial offer, according to Annex 2;
- ☒ CV, including information about experience in similar assignments with at least 3 references;
- ☒ Proposal, explaining why he/she is most suitable for the work, including past experience in similar assignments, providing a brief information on above qualifications and methodology on how he/she will approach and conduct the work.

### **Important notice:**

The applicants who have the statute of Government Official / Public Servant prior to appointment will be asked to submit the following documentation:

- i. a no-objection letter in respect of the applicant received from the Government, and;
- ii. the applicant is certified in writing by the Government to be on official leave without pay for the entire duration of the Individual Contract.

A retired government official is not considered in this case a government official, and as such, may be contracted.

## **1. ANNEXES TO THE TOR**

Annex 1- Individual Consultant General Terms and Conditions

Annex 2- Offeror's letter confirming interest and availability, including a financial proposal (template).