



TERMS OF REFERENCE

Job title:	A team of 2 (two) national consultants to develop/update the communication strategies/plans and guidelines for communication specialists/high level officials of the MoIRD and EEA, and provide support in their implementation
Duty station:	Chisinau
Reference to the:	“Addressing the impacts of the energy crisis in the Republic of Moldova: Initiating solutions toward energy security and energy poverty” Programme
Payment arrangements:	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)
Contract type:	Individual Contract (IC)
Contract Duration:	August 2022 – August 2023 (up to 70 working days for each consultant)

1. 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.

2. BACKGROUND

Moldova is part of the EU's European Neighborhood Policy (ENP) and in the Eastern Partnership framework, which aims at strengthening individual and regional relationships between the EU and countries in its neighborhood. Moldova is also part of the Energy Community Treaty since 2010 and has signed the Association Agreement with EU in June 2014, including the DCFTA which entered into force in 2016. As a follow-up, Moldova is required to ensure transposition of the EU *acquis Communautaire*, which underpins the EU energy legislation on electricity, gas, oil, renewables, energy efficiency and environment. The country has recently synchronized its electricity network with the ENTSO-E to connect to European electricity market.

The energy sector is one of the top priorities for the Government and it is addressed in Government's Plans and a number of policy documents, laws and regulations. The most important are the following: the draft National Development Strategy 2030, the National Energy Strategy 2030, Law on energy, Law on electricity, Law on promoting use of energy from renewable sources, Law on natural gas, Law on energy efficiency, Law on the energy performance of buildings, Law on the labelling of products with energy impact, Law on eco-design requirements for energy-related products, etc., as well as a list of secondary legislation, meant necessary to ensure for the implementation of the primary legislation.

In accordance with the existing strategic planning documents, one of main priorities of the Government is to diversify the energy mix with more renewable energy, which is also fully in line with commitments under the EU Clean Energy for all Europeans packages. Achieving this goal will require significant investment in the medium and long term, but also the country's ability to attract and absorb the funds. The development of renewables, such as wind and solar, will also depend on improving the balancing capabilities of the Moldovan power system and its integration with neighboring countries.

Starting with October 2021, Moldova faced significant crisis in the gas sector, which outlined the need to undertake more actions towards improving energy security of the Republic of Moldova, both in the natural gas and electricity sectors. To enhance security of gas supply, Moldovan authorities are seeking various ways to diversify gas and electricity supply, to strengthen its energy security and enabling a transparent, fully open and well-functioning energy market.

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 for integration into the EU energy system and market, an important step being the recent synchronization of its electricity network with the Continental European Network (CEN).

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 Programme 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 Local Consultant to support identification of the potential beneficiaries of photovoltaic systems among the medical institutions.

The initiative aims to help the beneficiary medical institutions to reduce their bills on electricity by applying the net metering mechanism. The intervention will consist in installation of the photovoltaic systems of about 200 kW power each for three medical institutions. Installation of photovoltaic systems according to the net metering scheme will allow the beneficiary medical institutions to save significant amount of energy and ensure a higher level of security. The saved money will be possible to be used for improving the quality of provided health services.

In the same context, the project aims to provide support to other six public institutions in development of the feasibility studies for adoption of integrated renewable solutions. The studies will facilitate the efforts of the beneficiary institutions in identification of the potential investments for the identified solutions.

3. SCOPE OF THE WORK, DUTIES AND RESPONSIBILITIES

UNDP Moldova intends to contract 2 (two) national consultants qualified and experienced to render consultancy and expertise services to assist the Energy Efficiency Agency (EEA) and Ministry of Infrastructure and Regional Development (MoIRD) in shaping and developing

dynamic communications, developing guidelines for communication specialists/high level officials, revising the internal rules and procedures related to communications and establishing a systematic and continuous process of interaction with different stakeholders. The team of the national consultants shall work under the guidance of an international expert on strategic communication.

The consultants will develop a guide, the purpose of developing the Communication Guide is to coordinate the communication actions of the institutions, to ensure a favorable informational framework for the future, but also to disseminate and maintain the results obtained within the Project.

The consultants will also assist in development/updating EEA's (MoIRD) Communication Strategy, revising the communication activities and indicators of progress. He/She will advise on communication techniques and tools, providing training to the communication staff of the institution.

- Position 1: National communication consultant – MoIRD
- Position 2: National communication consultant – EEA

All activities will be carried out under the guidance of the international consultant

***Important note 1:** The potential candidates should clearly state in the Application Letter for which of the two positions they apply. The candidates may apply for both positions and this should be clearly stipulated in the Application Letter, with the possibility to be selected only for 1 position.*

The National Consultants shall work as a team, based on the methodological approach and of a detailed action plan that shall be developed at the start of the activities, and which shall be agreed with the local public partners and approved by the Programme.

For the current mission, the National Consultants shall be responsible of:

1. Getting acquainted with last EEA's (MoIRD's) Communication Strategy;
2. Assessing the effectiveness of existing communications means, procedures used by EEA/MoIRD, identify gaps and provide recommendations on strengthening internal and external communication tools and channels (e.g. Media Centre, Visitor's and Information Centre, intranet, newsletters, illustrated magazines, etc.) for making EEA /MoIRD Information more accessible to citizens;
3. Ongoing support to the Department Communication and Public Relations on internal and external communication consisting off but not limited to:

- 3.1. Implementing press monitoring mechanisms and contribute to their replication in the communication practice of the EEA/ MoIRD of Moldova;
- 3.2. Providing advice for an increased commitment to openness;
- 3.3. Providing guidance and support to the Department Communication and Public Relations in collating and re-writing technical and official documents in a media-friendly and informative manner;
- 3.4. Coaching communication and committees staffers on how to develop and maintain contact with key journalists. Provide mentoring support to the staff in regard to media relations;
- 3.5. Coaching on organization of press conferences, briefings and interviews. As follows, the consultant shall periodically coordinate and supervise, following up upon the case, with feedback for improvement, press conferences, media briefings and interviews;
- 3.6. Provide advice and guidance for the planning and integration of existing and new social media as swift communications outreach channels and interactive tools to engage citizens;
- 3.7. Coaching staffers on writing and editing press releases, briefing papers and speeches;
4. Regularly contributing on to the content of the EEA's/ MoIRD website by providing text, as well as make best use of photos and audio-visual materials done by the Department Communication and Public Relations;
5. Supporting the development of the updated educational video spot about the EEA/ MoIRD and providing support to actively promote civic education of the society, mainly youth;
6. Supporting the establishing of an efficient and structured communication system with the Government, with other national institutions, the national media, business associations and with international partners;
7. Supporting the development of a new Communication Strategy;
8. Developing monthly progress reports on the performed activities
9. Coordinating the above mentioned activities with the Department Communication and Public Relations and management EEA/ MoIRD.
10. Any other duties that may be assigned by the senior management of EEA/ MoIRD

4. EXPECTED DELIVERABLES AND TENTATIVE TIMEFRAME

The assignment will require the completion of the following tasks:

No.	Deliverables	Tentative timeframe	National Consultant (NC)
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1.1	A detailed Work Plan developed, coordinated with UNDP and the General Department Communication and Public Relations of the EEA Deliverables: Work Plan (<i>up to 2 working days</i>)	August 2022	NC 1
1.2	A detailed Work Plan developed, coordinated with UNDP and the General Department Communication and Public Relations of the MoIRD Deliverables: Work Plan (<i>up to 2 working days</i>)	August 2022	NC 2
2.1	A Report on internal and external communication, containing an overview of the current situation, a list of specific findings and recommendations for improvement developed for EEA Deliverables: Report on internal and external communication (<i>up to 5 working days</i>)	August 2022	NC 1
2.2	A Report on internal and external communication, containing an overview of the current situation, a list of specific findings and recommendations for improvement developed for MoIRD Deliverables: Report on internal and external communication (<i>up to 5 working days</i>)	August 2022	NC 2
3.1	A new draft Communication Strategy and Action Plan developed for EEA under the guidance of the international consultant Deliverables: Communication Strategy and Action Plan (<i>up to 10 working days</i>)	August 2022	NC 1
3.2	A new draft Communication Strategy and Action Plan developed for MoIRD under the guidance of the international consultant Deliverables:	August 2022	NC 2

	Communication Strategy and Action Plan (<i>up to 10 working days</i>)		
4.1	<p>The development of a Communication Guide in which the mandatory regulations can be found for those who must carry out communication activities. The guide should be an easy-to-use tool, support for designing clear and well-targeted messages, tools for evaluating campaign results. Under the guidance of the international consultant</p> <p>Deliverables: Communication Guide (<i>up to 10 working days</i>)</p>	September 2022	NC 1
4.2	<p>The development of a Communication Guide in which the mandatory regulations can be found for those who must carry out communication activities. The guide should be an easy-to-use tool, support for designing clear and well-targeted messages, tools for evaluating campaign results. Under the guidance of the international consultant</p> <p>Deliverables: Communication Guide (<i>up to 10 working days</i>)</p>	September 2022	NC 2
5.1	<p>Coaching on organization of press conferences, briefings and interviews</p> <p>Coaching staffers on writing and editing press releases, briefing papers and speeches for EEA</p> <p>Deliverables: Monthly report of actions taken (<i>up to 40 working</i>)</p>	August 2022 - August 2023	NC 1
5.2	<p>Coaching on organization of press conferences, briefings and interviews</p> <p>Coaching staffers on writing and editing press releases, briefing papers and speeches for MoIDR</p> <p>Deliverables: Monthly report of actions taken (<i>up to 40 working days</i>)</p>	August 2022 - August 2023	NC 2
6.1	<p>A final report on the assignment with findings and recommendations developed for EEA. Under the guidance of the international consultant</p> <p>Deliverables: Final report (<i>up to 3 working days</i>)</p>	August 2023	NC 1

6.2	<p>A final report on the assignment with findings and recommendations developed for MoIDR. Under the guidance of the international consultant</p> <p>Deliverables: Final report (<i>up to 3 working days</i>)</p>	August 2023	NC 2
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Note: Deliverables and the final timeline can be amended or specified for the purpose of the assignment.

5. MANAGEMENT ARRANGEMENTS

The National Consultant will work under direct supervision of the Team Leader–Component 3 of the Energy Security/FPI Programme. Overall supervision of the assignment will be the responsibility of the FPI Programme Manager. The Consultant has the responsibility of participating in all relevant working meetings with the project team at least twice per week. The estimated duration of a meeting is 2 hours.

This is a part-time consultancy. It is expected that the Consultant begins the assignment in August 2022 and completes it 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.

Language of the deliverables: All communications and deliverables related to the assignment will be in English and/or Romanian, as communicated prior by the Team Leader/Programme Manager.

6. QUALIFICATION AND SKILLS REQUIRED

I. Academic background:

- A Bachelor’s degree in communications, journalism, media studies or any other appropriate field;

II. Experience and knowledge:

- At least 5 years of relevant professional experience in public relations and communication at governmental level;
- Experience in developing and implementing Communication/PR Strategies;
- Experience in working with government and/or international organizations (successful experience in working with UN agencies is an asset);
- Knowledge of topics related to energy efficiency, social or economic topics;

III. Skills and competencies

- Solid understanding of and ability to apply communications tools and techniques
- Ability to analyze, plan, communicate effectively orally and in writing, draft reports, solve problems, manage PR projects/ events, organize and meet expected results, adapt to different environments (cultural, economic, political and social)
- Knowledge of topics related to energy efficiency, social or economic topics
- Outstanding drafting and communication skill
- Fluency in Romanian. Knowledge of English and Russian would be a strong asset.

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.

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 Programme Manager that the services have been satisfactorily performed.

7. 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 assignment, including past experience in similar assignments, providing a brief information on above qualifications, and brief 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:

- a no-objection letter in respect of the applicant received from the Government, and;
- 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.

IV. 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).