



## TERMS OF REFERENCE

<b>Job title:</b>	A team of two national consultants to provide support in revamping, redesigning the structure and content of the Energy Efficiency Agency website
<b>Duty station:</b>	Chisinau
<b>Reference to the:</b>	“Addressing the impacts of the energy crisis in the Republic of Moldova: Initiating solutions toward energy security and energy poverty” Programme
<b>Payment arrangements:</b>	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract Duration:</b>	September 2022 – February 2023 (up to 20 working days for NC 1; up to 10 working days for NC 2)

### **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.

Relevant one-stop-shop energy information has been established in the past within the Energy Efficiency Agency. However, it needs support to be reactivated, both in terms of its institutional formalization, consent to the day-to-day operation, development of awareness and communication tools on EE and RES, and deploying measures that would influence the energy-efficient behavior of the population. Additionally, under this component, there will be provided support to MoIRD and Government communicators to enhance the culture of communication on energy matters.

Consumer information and empowering activities are other targets to archive the proposed result. The efforts will focus on instruments and policies for behavioural change, including access to finance, fiscal incentives, transparency, best practices, and successfully implemented projects. Specific information campaigns and activities and increasing media awareness and coverage of subjects related to EE and RES will be performed.

### **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 for recommendations on a single information store (what exists and what is needed in addition), for the renovation of [www.aee.md](http://www.aee.md) as a communication platform/information point on the benefits of energy efficiency and better energy saving tools and to elaborate ToR for IT company.

- Position 1: National consultant - website content management
- Position 2: National consultant - ICT

***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 for both positions.*

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. Analysis of the level of correspondence of the current version of the EEA website [aee.md](http://aee.md) to the expectations of the target groups
2. In consultation with the management of the institution - the layout, structure and workflow of the new EEA website

3. Elaboration of the technical conditions for the IT company that will develop a new version of the site or adjust the existing one

4. Providing basic website management training

**4. EXPECTED DELIVERABLES AND TENTATIVE TIMEFRAME**

The assignment will require the completion of the following tasks:

No.	Deliverables	Tentative timeframe	National Consultant (NC)
1.	Assessment of current web-site content, analysis of the level of correspondence of the current version of the EEA website aee.md to the expectations of the target groups <b>Deliverables:</b> Initial report with evaluation results ( <i>up to 5 working days</i> )	September 2022	NC 1
2.	In consultation with the beneficiary institution and Project stakeholders, develop the new website map and strategy for redesigning and revamp, with timelines <b>Deliverables:</b> Approval of final structure with content and adjustments and Launch of new website ( <i>up to 10 working days</i> )	September 2022	NC 1
3	Revision of web content and programming languages to ensure integration and consistency of information and interfaces across all online communication channels <b>Deliverables:</b> Initial report with evaluation results ( <i>up to 3 working days</i> )	September 2022	NC 2
4.	Elaboration of the technical specifications and requirements (ToR) for procurement of services for web development <b>Deliverables:</b> ToR for Company to update/provide IT services ( <i>up to 7 working days</i> )	September 2022	NC 2
5.	Providing basic website management training for the staff of the beneficiary institution <b>Deliverables:</b> Training report ( <i>up to 5 working days</i> )	October 2022	NC 1

**Note:** Deliverables and the final timeline can be amended or specified for the purpose of the assignment.

## **5. MANAGEMENT ARRANGEMENTS**

The National Consultants 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 Consultants have 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 Consultants begin the assignment in September 2022 and complete it in February 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 FOR THE TEAM OF CONSULTANTS**

### **I. Academic background:**

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

### **II. Experience and knowledge:**

- A minimum of 5 years of combined of experience in the field of communications, IT or website management areas.
- Minimum of 2 years of experience in website design and development, producing high-quality web-based products and services in line with the stated technical requirements.
- Proven relevant skills in website development, programming, application development and information technology.
- Proven relevant skills to create innovative and visually appealing designs

### **III. Skills and competencies**

- Proven experience working with website content and social media.
- Good understanding of online communication needs and excellent attention to detail.
- Proven experience in developing similar studies/recommendations;
- Ability to understand users’ needs and to customize services and products accordingly, in order to provide user friendly solutions that meet user requirements
- Knowledge of topics related to energy efficiency, social or economic topics
- Fluency in Romanian. Knowledge of English and Russian would be a strong advantage;

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 consultants 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).