



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **1 December 2022**

Country: Republic of Moldova

Description of the assignment: National Communication and Media Consultant

Project name: “Emergency support for Agri-producers in the context of socio-economic, climate and energy crisis Project”

Period of assignment/services: December 2022 – August 2024 (up to 135 working days)

Proposals should be submitted **online by pressing the "Apply Online" button**, no later than **15 December 16:30 (Moldova local time)**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: ana.bruma-guzun@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. PROJECT GOAL AND EXPECTED RESULTS

The project's objective is to improve the food and energy security of the country and address the regional impact of the current socio-economic crisis caused by the war in Ukraine through supporting the most vulnerable small farmers (particularly women-led farms and young people) in rural areas of Moldova with inputs and improved capacities for resilient production.

Specific objectives of the project are:

1. Provide tailored support to women groups - small agricultural producers in order to increase knowledge and skills for sustainable and resilient agriculture and forest practices and to explore alternative income generation activities in the respective sectors with sustainable and green aspects mainstreamed;
2. Support the women Agri-producers in implementation of renewable energy and energy-efficient technologies (biomass boilers in greenhouses, photovoltaic panels, among others).

2. BACKGROUND

The FAO-UNDP Joint Project– Emergency support for Agri-producers in the context of socio-economic and energy crisis - is expected to support Outcomes 2 and 3 of the Moldova 2030 Sustainable Development Goals (SDGs) Partnership Fund.

Outcome 2. The people of Moldova, in particular the most vulnerable, have access to enhanced livelihood opportunities, decent work and productive employment, generated by sustainable, inclusive and equitable economic growth.

Outcome 3. The people of Moldova, in particular the most vulnerable, benefit from enhanced environmental governance, energy security, sustainable management of natural resources, and climate and disaster resilient development.

The implementing agencies will work with women's groups to increase their knowledge and skills on sustainable and resilient agriculture and forest practices and to explore alternative income generating activities in the respective sectors.

The project will help to mitigate the socio-economic impact of the rising prices caused by decreased production of crops in Ukraine because of the war, as well as the disruption in supply chains in the region. These effects are most severe, on vulnerable groups especially – rural population, households with three children and more, women-headed households and rural women in general.

The project will encourage women entrepreneurs to implement renewable energy transition solutions and apply energy efficient technologies. The project will offer, through the UNDP, 30 grants for the implementation of the initiatives. In addition to the non-refundable financial aid, women entrepreneurs will also benefit from a complex capacity development program. This measure will support the long-term socio-economic recovery, energy security and energy transition of women-led businesses in rural areas.

The project will also develop the capacities of local environmental NGOs. 15 NGOs representatives will benefit from an intensive training program supported by UNDP and will subsequently become local trainers for 1000 small farmers.

Thus, farmers will have the opportunity to make their economic activity more efficient by implementing energy efficient practices and measures in their production process at the household level.

This will contribute to food security and climate and energy resilience of vulnerable groups in rural areas.

The envisaged consultancy will focus on supporting the project team to effectively communicate the approach, interventions, results, best practices, and lessons learned of the project. At the same time, all project communication endeavors shall articulate UNDP and ADA's contribution in putting forward tangible climate change mitigation and adaptation measures through implementation of energy-efficient technologies while empowering women Agri-producers and small farmers led by women in the target districts covered by the project, and beyond.

3. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The National Consultant will ensure, in line with the Programme scope, the provision of the following development services and products pertaining to an effective communication and public outreach:

- Lead and coordinate the development of the project's branding elements with service providers and the project team, in line with UNDP and ADA requirements;
- Develop (and update) the project's media/communication package to include, at minimum, the following materials developed in Romanian, English and Russian languages: (i) Project Factsheet; (ii) Flyer/Brochure and (iii) Project Card;
- Coordinate production of project's multi-media products (e.g., videos, testimonials, info/video graphics) and printed promotional materials (e.g., banners, posters, pens, folders, notebooks, bags, or/and other as agreed by the project);

- Establish and implement processes for: (i) regular communication with media contacts; (ii) regular production of press releases; (iii) advising and assisting representatives of NGOs, small and medium holder farms led by women and women Agri-producers in managing their media communication efforts to accurately and positively reflect the support received from the project;
- Write human stories/articles, press releases, blog posts, best practices, and news about the projects' most important achievements to be placed in the national media, as well as in the local and on regional/global websites, and provide media monitoring reports;
- Ensure project's communications on social media: write and coordinate posts, increase engagement in thematic groups;
- Provide full support to the project team in organizing public events (conferences, workshops, round tables, launch/closing events) in Chisinau and in the target districts;
- Organize field visits (press tours) at the project partners and beneficiaries, press-clubs if required;
- Develop and submit regular reports of the activity at agreed periodicity and reporting format;
- Perform other duties in line with the contract scope as assigned by the Project Manager.

4. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic background:

- University degree in public relations, communication, journalism, social science or related areas. Additional degree/training and certification in communication/new media is an asset.

II. Experience and knowledge:

- Minimum 5 years of demonstrated experience in working with mass media or as a communication consultant;
- Experience in the development and implementation of media/communication strategies and plans;
- Experience in conceptualizing and implementing national and local public outreach/communication campaigns;

III. Skills and competencies

- Solid understanding of and ability to apply communications tools and techniques;
- Ability to analyze, plan, effectively communicate verbally and in writing, draft report, 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;
- Drafting and communication skills.

IV. Language requirements:

- Fluency in English, Romanian and Russian;
- Knowledge of one or more minority languages relevant for Moldova, including Romani, Gagauzian, Bulgarian, Ukrainian and sign language, is an asset.

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.

5. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. 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 (if applicable).
2. **OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT;**
3. CV with at least three names for a reference check.

6. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, travel costs, accommodation costs, communication, and number of anticipated working days).

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

7. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- University degree in public relations, communication, journalism, social science or related areas;
- At least 5 years of progressive experience in communication, mass-media and/ or public relations.

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts)

* Financial Criteria weight – 40% (200 pts)

Only candidates obtaining a minimum of 70% score of the technical evaluation (at least 210 points) would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<u>Technical</u>		

Criteria	Scoring	Maximum Points Obtainable
<ul style="list-style-type: none"> Bachelor's degree in public relations, communication, journalism, social science or any other appropriate field. 	Bachelor's degree – 10 pts.; Master's degree– 15 pts.	15
<ul style="list-style-type: none"> Minimum 5 years of demonstrated experience in working with mass media or as a communication consultant. 	No experience - 0 pts.; 5 years – 50 pts.; <i>(more than 5 years – for each additional year 5 pts. up to max – 80 pts.).</i>	80
<ul style="list-style-type: none"> Experience in the development and implementation of media/communication strategies and plans. 	No experience – 0 pts. One assignment – 10 pts. <i>(for each additional assignment 5 pts., up to max 25 pts.).</i>	25
<ul style="list-style-type: none"> Experience in conceptualizing and implementing national and local public outreach/communication campaigns. 	No experience – 0 pts. One assignment – 10 pts. <i>(for each additional assignment 5 pts., up to max 25 pts.).</i>	25
<ul style="list-style-type: none"> <u>Interview</u> 	<p>- Solid understanding of and ability to apply communications tools and techniques <i>(Limited – up to 10 pts, Satisfactory – up to 20 pts, Excellent – up to 30 pts.);</i></p> <p>- Ability to analyze, plan, effectively communicate verbally and in writing, draft report, solve problems, manage PR projects/events, organize, and meet expected results, adapt to different environments (cultural, economic, political and social) <i>(Limited – up to 10 pts., Satisfactory – up to 20 pts., Excellent – up to 30 pts.);</i></p> <p>- Knowledge of topics related to energy efficiency, social or economic topics <i>(Limited – up to 10 pts., Satisfactory – up to 20 pts., Excellent – up to 40 pts.);</i></p>	155

Criteria	Scoring	Maximum Points Obtainable
	<ul style="list-style-type: none"> - Drafting and communication skills (Limited - 0 pts, Satisfactory – up to 20 pts, Excellent – up to 30 pts); - Fluency in Romanian, English and Russian (Romanian – 10 pts., Russian and English – additional 5 pts. each, up to max 20 pts.) - Knowledge of a minority language (Gagauz, Bulgarian, Romani, Ukrainian, sign language) – 2,5 pts. - Belonging to the group(s) under-represented in the UN Moldova – 2,5 pts. 	
Maximum Total Technical Scoring		300
<u>Financial</u>		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		200

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

Important notice:

The applicants who has 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

8. ANNEXES

ANNEX 1 – TERMS OF REFERENCES
ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS