**APPLICATIONS GUIDELINES**

**GUIDELINES FOR THE DEVELOPMENT OF MEDIA AND/OR PROMOTIONAL CONTENT ON ACCELERATING A JUST ENERGY TRANSITION IN THE REPUBLIC OF MOLDOVA**

**CONTEXT**

UNDP Moldova, with financial support from the Government of Italy, is implementing the programme “Accelerating a Just Energy Transition in the Republic of Moldova.”

The programme’s key interventions include a smart metering pilot project that encourages consumers to use electricity during off-peak periods—when energy is cheaper and grid load is lower—thus contributing to efficient and sustainable management of energy resources; the promotion and adoption of Renewable Energy Solutions (RES) in public buildings (including critical facilities such as hospitals); and improving energy efficiency in residential blocks.

**Smart Metering Pilot Project:**Launched under the Programme “Accelerating a Just Energy Transition in the Republic of Moldova,” this project aims to install smart meters in over 100,000 households and public institutions. Through this initiative, the objectives are to enable more efficient energy demand management, balance the electricity grid, strengthen the energy infrastructure, and align with European standards. The project supports the national strategy for the digitalization of the energy infrastructure and promotes efficient electricity consumption. It also seeks to increase public awareness of energy-saving practices and measures.

**Renewable Energy Solutions (RES) and energy efficiency:**UNDP supports the promotion and implementation of renewable energy sources in hospitals, thereby contributing to the development of a more sustainable healthcare infrastructure. Additionally, in partnership with CNED, UNDP Moldova provides assistance to Homeowners’ Associations for adopting energy efficiency measures in residential buildings, with the aim of reducing consumption and improving residents’ quality of life.

**PURPOSE OF THE GRANT PROGRAMME AND COMMUNICATION AREAS**

**UNDP Moldova** invites media outlets and influencers registered as public associations to apply for a grant Programme to create media and/or promotional content on smart metering and energy efficiency, as well as on renewable energy solutions (RES), including the promotion of clean energy and community-level pilot initiatives.

The purpose of this initiative is to help inform the general public in the Republic of Moldova about the smart metering pilot project, the benefits of energy efficiency, and the impact of these measures on the climate and the environment.

The objective of this Low-Value Grants (LVG) Programme is to strengthen the institutional and editorial capacity of independent media organizations to design, produce, and disseminate high-quality, data-driven media content that supports the Republic of Moldova’s energy transition objectives.

The grants aim to:

* Increase public understanding of time-of-use electricity tariffs, smart metering, and household-level energy efficiency measures;
* Encourage behavior change in energy consumption, particularly at the residential level;
* Promote awareness of renewable energy solutions and the co-benefits of adopting clean energy;
* Ensure inclusive and gender-sensitive communication targeting women, rural populations, and low-income or energy-vulnerable households;
* Support the creation of evidence-based and visually engaging media products (e.g., infographics, explainer videos, podcasts) that simplify complex energy policy and technology topics.

The programme leverages the role of media organizations in reaching audiences to drive informed energy choices and support the implementation of the Republic of Moldova’s just energy transition agenda.

**ALLOCATED BUDGET**

The total budget of the grant programme is USD 70,000. The exact amounts to be awarded to selected institutions will be determined based on the proposed deliverables. The maximum budget per project will be USD 10,000.

*\* The grant will be awarded in MDL, at the United Nations Operational Exchange Rate (UNORE) valid on the date of grant agreement signing.*

**IMPLEMENTATION PERIOD**

Programme duration: December 2025 – June 2026/ 6 months.

**ELIGIBLE DELIVERABLES**

Eligible media products include video, audio, multimedia, graphic, and text content. Innovative approaches are encouraged, including data visualization for explaining energy and climate policies.

**ELIGIBLE COSTS**

Financial support will be provided for institutional support, including:

* Salaries and fees for key/essential personnel (journalists, presenters/hosts, translators, editors, camera operators, designers, accountants, etc.);
* Production costs;
* Travel costs directly related to the production of deliverables;
* Costs related to the placement and promotion of the produced materials.

**ELIGIBILITY CRITERIA**

To be considered eligible, applicants must meet the following conditions:

* Be a legally registered organization in the Republic of Moldova (Public Association) with at least 3 years of activity.
* Have an independent editorial policy (Please, provide a link to your editorial policy that outlines editorial independence, ethical standards etc.).
* Have a relevant audience and a proven track record in covering environmental and energy topics.
* Not hold an active grant agreement/HACT contract with UNDP.

*\* The grant applicant must declare in the application form any UNDP-funded grant, HACT contracts or works/services provided to UNDP during the period 2023–2027, and the cumulative amount of grants for this period must not exceed USD 300,000.00.*

**EVALUATION PROCESS**

The applications will be assessed by an **Evaluation Committee** based on the following criteria:

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| **Evaluation Criteria** | **Points (maximum)** |
| **Relevance of the proposal:** The extent to which the proposed activities address the Programme’s objectives, particularly the promotion of smart metering and energy efficiency. | **25 points** |
| **Creativity and quality of the media approach:** Innovation, originality, and the ability to engage the target audience through relevant formats and channels (e.g., social media, TV, podcasts, multimedia articles). | **20 points** |
| **Estimated impact:** The degree of reach within the target audience and the potential to influence behaviours and perceptions. | **15 points** |
| **Institutional capacity:** The team’s experience and the resources available to implement the activities. | **20 points** |
| **Budget and financial feasibility:** The proposed budget is realistic, well-detailed, and aligned with the planned activities. | **20 points** |
| **Total** | **100 points** |

Incomplete, ineligible, or late applications will not be considered for funding.

**REQUIRED APPLICATION DOCUMENTS**

To participate in the competition, please submit the following documents:

* Completed application form in Romanian or English — Annex 1;
* Detailed project budget — Annex 2;
* Excerpt from the NGO Register (issued no more than 3 months prior);
* Copy of the Organization’s Statute;
* CVs of the team members involved in the project;
* Organization CV (Organizational Profile);
* Organization’s financial report for the year 2024.

**FINANCIAL AND IMPLEMENTATION ARRANGEMENTS**

Financial support to selected grant applicants will be provided in two tranches:

* **Tranche I** – up to 80% of the total grant value upon signing the Grant Agreement, based on the planned deliverables and approved budget;
* **Tranche II** – 20% of the total grant value upon submission and approval of the Final Narrative and Financial Report, accompanied by the required supporting documents.

Grants will be awarded in accordance with UNDP rules and procedures for implementing Low-Value Grants.

**HOW TO SUBMIT YOUR APPLICATION**

**All applications must be submitted electronically** (with all required annexes listed in the “Required Application Documents” section) to the email address: diana.railean@undp.org, with the subject line: “Concurs Grant media”.

**Application deadline**: 23 October.