

Terms of Reference

Design and implementation of the Communication Campaign for the Central Electoral Commission

A. Project Title “Enhancing democracy in Moldova through inclusive and transparent elections”

B. Project Description

The long-standing partnership between the Central Electoral Commission and UNDP resulted in the establishment of a strong professional institution, able to provide transparent and inclusive democratic elections. The Central Electoral Commission with UNDP support, managed to move the electoral process in the Republic of Moldova to an advanced level through the development and use of the modern and innovative State Automated Information System “Elections” (SAISE).

During 2012 – 2017, UNDP offered support to the Central Electoral Commission (CEC) in the areas of gender equality and human rights, institutional capacity development, strategic development of the Center for Continuous Electoral Training (CICDE) to deliver professional training to electoral officials, political party finance legislation implementation and transparent electoral reform processes. Moreover, substantial steps were taken in addressing challenges to the electoral process related to the data quality and data exchange possibilities among key registers owned by different government institutions.

Based on the solid results achieved, UNDP continues to support the CEC and CICDE to ensure the finality and sustainability of the previous UNDP interventions through the new Project “Enhancing democracy in Moldova through inclusive and transparent elections” (further referred to as the “EDMITE Project”).

One of the objectives of the EDMITE Project is to provide technical assistance to the CEC and CICDE to develop and implement civic and voter education campaigns throughout 2017 – 2019 years. The goal of these campaigns is to inform the public, specifically different target and vulnerable groups (women, youth, people with disabilities, linguistic minorities groups and the Diaspora) about political participation opportunities in the democratic process, the electoral processes and new electoral system, as well as to improve the communication between the electoral management body, the citizens and other stakeholders of the electoral process.

In this context, both the content of the civic education campaigns and the image of the CEC and CICDE as professional delivering institutions, may contribute tremendously to foster transparent and inclusive electoral processes and generate an increase of trust among citizens in the democratic electoral exercises.

C. Scope of Services and Expected Outputs

UNDP is seeking to contract a qualified PR company to support the CEC and CICDE with the design and implementation of an effective Communication Campaign. The main objective of the Communication Campaign planned for 2018 is to inform the citizens about electoral processes and the role of the Central Electoral Commission and Center for Continuous Electoral Training in organizing and administering electoral events. Also, based on discussions with the CEC and CICDE, and considering the predefined list of activities for the 2018 year, the company is expected to develop a detailed work plan to be applied for this assignment. The detailed work plan will be coordinated with the Project and adjusted to the CEC/CICDE needs, and will describe in details the company's approach and timelines in performing the following works:

Phase 1. Support the CEC/CICDE with the design of the activities to be implemented within the Communication Campaign

- Analyze the current CEC/CICDE Communication Plan for 2018 and provide support with the development of the Communication Campaign's time bound Action Plan. The Action Plan needs to contain, among others, methods to monitor, review and evaluate the effectiveness of the Communication Campaign;
- Support CEC/CICDE with the design of Communication Campaign's objectives, messages, strategies, roles and responsibilities;
- Identify and select communication tools appropriate to target the required public and reach the objectives of the assignment.

Phase 2. Implementation of the Communication Campaign activities

- Launch, implement and regularly monitor the Communication Campaign activities;
- Consult, throughout the campaign implementation, relevant internal and/or external stakeholders as to the campaign effectiveness. Document findings and propose amendments to the initial Action Plan;
- Promote all communication activities implemented through social networks.

Specifically, the company shall design and implement the following communication activities:

- Communication campaign “Elections on Road” in 20 pre-selected localities in close cooperation with the CEC/CICDE representatives;
- Communication campaign dedicated to Moldovan citizens from abroad (Diaspora);
- “Electoral Education Week” conducted throughout the country jointly with the CEC and CICDE;
- Three Youth Regional Forums on democratic participation;
- Regional Electoral Debate Club for students;
- Democracy Week in the period of the International Day of Democracy;
- Young Voter’s Week in the period of the International Day of Young Voter.

Phase 3. Implementation of post Communication Campaign activities and reporting

- Review, evaluate, document and report on the results achieved following the Communication Campaign;
- Organize the Public Closing Event on Communication Campaign results with participation of the CEC, CICDE and main stakeholders;
- Draft and present the Final Report with further recommendations to CEC/CICDE and the Project.

D. Deliverables and Indicative Timeframe

No	Deliverable	Period of implementation/ Deadline
1.	Communication Campaign Portfolio and Action Plan developed and approved by the CEC/CICDE and the Project	One week after the signing the contract
2.	Communication Campaign Portfolio launched, implemented and monitored	
	• “Elections on Road” in 20 pre-selected localities conducted	By end of April 2018
	• Set of communication activities dedicated to Moldovan citizens from abroad (Diaspora) conducted	By end of May 2018
	• “Electoral Education Week” designed and conducted throughout the country (first round)	By end of May 2018
	• Three Youth Regional Forums on democratic participation designed and conducted	By August 2018
	• Democracy Week in the period of the International Day of Democracy designed and conducted	By end of September 2018
	• “Electoral Education Week” designed and conducted throughout the country (second round)	By mid-October 2018
	• Regional Electoral Debate Club for students designed and conducted	By October 2018
	• Young Voter’s Week in the period of International Day of Young Voter designed and conducted	By mid-November 2018
	• All campaign activities promoted through social networks	By mid-December 2018
3	Post Communication Campaign activities and reporting provided	
	• Public Closing Event on Communication Campaign results with participation of the CEC, CICDE and main stakeholders organized;	By mid-December 2018
	• Final Report on the services provided with further recommendations to CEC/CICDE and the Project, with disaggregated data included (gender, age, rural/urban, language, etc.)	By 25 December 2018

Confidentiality statement

All data and information received from UNDP and CEC and CICDE management for this assignment is to be treated confidentially and are only to be used about the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to UNDP. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the UNDP Project.

E. Institutional Arrangement

The company will work under the supervision of the UNDP Project Manager in close cooperation with CEC and CICDE management.

For the performance of works the contractor is expected to closely cooperate with the CEC and CICDE Communication Departments and UNDP Project on development of concrete content.

The payment of the contract will be in several instalments after production, delivery and approval of the products. The unit prices shall be **exclusive of VAT**.

F. Timeline

The entire assignment should be accomplished by **15 January 2019**.

G. Qualifications of the Successful Service Provider at Various Levels

CVs of key project personnel must be included in the offer. CVs for other personnel may be included as deemed applicable by the Bidder. Bidders agree that named staff will participate on the project at the level and duration

specified unless agreement is provided in writing by the Programme to allow substitutions.

Descriptions of subcontractor staff members, if applicable, should follow the format utilized for the Bidder organization. The résumés submitted for project personnel should be detailed and comprehensive.

Specifically, résumés should include:

- Anticipated role and level of participation in the assignment;
- Previous experience relevant to the assigned role in the assignment (e.g. design and/or implementation of PR/communication campaigns);
- Education, training and certification details;
- Contact information (name, title, organization, mailing address, phone, and email) for a minimum of three business references;
- Linguistic skills.

Bidders should describe, in detail, previous experience of the organization and its staff in successful implementation of similar engagements, relevant to the scope and size to the current assignment.

Eligibility: Successful bidder must meet the following qualification requirements:

- Be a legally registered entity or consortia of firms;
- Have at least 3 years of relevant experience in designing and implementing successful PR /communication campaigns in the Republic of Moldova;

Failure to comply with the above mentioned minimum requirements may constitute a reason for disqualification.

Criteria for the evaluation of the corporate competencies:

- Have proven experience in conducting similar works/projects relevant to the scope and size of the current project;
- Have a pool of trained and qualified staff;
- Having previous relevant experience in working with Moldovan state institutions will be an asset;
- Working experience with UN Agencies and/or other international organizations will be an asset.

Criteria for the evaluation of the Project Manager:

- University degree in Business Administration, Law, International relations or another related field;
- Experience in similar managerial position in at least 3 projects;
- At least 3 years of experience in organizing, managing and implementing communication campaigns;
- Proficiency in Romanian, Russian and English.

Criteria for evaluation of the Communication expert:

- University degree in Psychology, Journalism, International relations or another related field;
- At least 3 years of experience as PR /communication expert, dealing with practical design of communication activities, development of informational content of communication campaigns etc.;
- Proficiency in Romanian and Russian is a must, English – is an asset.

Criteria for evaluation of the Creative Director:

- University degree in Fine Arts, Journalism, International relations or another related field;
- At least 3 years of experience in a similar position, dealing with practical design of production of artistic production materials within the framework of communication campaigns;
- Proficiency in Romanian and Russian is a must, English – is an asset.