



# Standard Procurement Documents



# Expression of Interest

1<sup>st</sup> Edition

December 2020



# **IFAD Consolidated Program Implementation Unit**

## **Expression of Interest** (For consulting firms)

for

***Development of the communication strategy and  
implementation of the national information  
campaign of the TRTP project***

Ref No: **29/23 TRTP**  
P.P. C.1 - 1.1.1.3 TRTP

**Issue Date: 20.06.2023**



# Foreword

This document has been prepared by *IFAD Consolidated Program Implementation Unit* and is based on the 1<sup>st</sup> edition of the IFAD-issued standard procurement document for expression of interest available at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement). This bidding document is to be used for the procurement of services using QCBS in projects financed by IFAD.

IFAD does not guarantee the completeness, accuracy or translation, if applicable, or any other aspect in connection with the content of this document.

# Instructions to Consultants<sup>1</sup>

## Reference Number: **29/23 TRTP**

**20.06.2023**

### ***Development of the communication strategy and implementation of the national information campaign of the project***

1. The *IFAD Consolidated Program Implementation Unit* has received financing from the International Fund for Agricultural Development (“the Fund” or “IFAD”) towards the cost of Talent Retention for Rural Transformation (TRTP) (“the client” or “procuring entity”), and intends to apply part of the proceeds for the recruitment of consulting services, for which this REOI is issued.

The use of any IFAD financing shall be subject to IFAD’s approval, pursuant to the terms and conditions of the financing agreement, as well as IFAD’s rules, policies and procedures. IFAD and its officials, agents and employees shall be held harmless from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any party in connection with TRTP Project.

2. This request for expressions of interest (REOI) follows the general procurement notice that appeared in *Logos Pres* newspaper on **20 june 2023**, on the IFAD website and on UNDB on **20 june 2023** The REOI was advertised in *UCIP IFAD web page, Civic.md, Logos Pres, agribusines md, facebook, Instagram, Linkedin. 20 june 2023*.
3. The client now invites expressions of interest (EOIs) from legally constituted consulting firms (not individual consultants) (“consultants”) to provide Development of the communication strategy and implementation of the national information campaign. More details on these consulting services are provided in the preliminary terms of reference (TOR) attached as **Annex 1**. The consultant may sub-contract selected activities provided that said services do will not exceed 20% of the total consultancy work.
4. Before preparing its EOIs, the consultant is advised to review the preliminary terms of reference attached as **Annex 1**, which describe the assignment and **Annex 2** that details the evaluation of the technical qualifications.
5. The consultant shall not have any actual, potential or reasonably perceived conflict of interest. A consultant with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by the Fund. A consultant including their respective personnel and affiliates are considered to have a conflict of interest if they a) have a relationship that provides them with undue or

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<sup>1</sup> This document refers to legally constituted consulting firms as “consultant”.

undisclosed information about or influence over the selection process and the execution of the contract, b) participate in more than one EOI under this procurement action, c) have a business or family relationship with a member of the client's board of directors or its personnel, the Fund or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved in any part of (i) the preparation of this expression of interest, (ii) the selection process for this procurement, or (iii) execution of the contract. The consultant has an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during preparation of the EOI, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations<sup>2</sup>.

6. All consultants are required to comply with the Revised IFAD Policy on Preventing Fraud and Corruption in its Activities and Operations (hereinafter, "IFAD's Anticorruption Policy") in competing for, or in executing, the contract.
  - a. If determined that a consultant or any of its personnel or agents, or its sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and/or any of their personnel or agents, has, directly or indirectly, engaged in any of the prohibited practices defined in IFAD's Anticorruption Policy or integrity violations such as sexual harassment, exploitation and abuse as established in IFAD's Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse<sup>3</sup> in competing for, or in executing, the contract, the EOI may be rejected or the contract may be terminated by the client.
  - b. In accordance with IFAD's Anticorruption Policy, the Fund has the right to sanction firms and individuals, including by declaring them ineligible, either indefinitely or for a stated period of time, to participate in any IFAD-financed and/or IFAD-managed activity or operation. The Fund also has the right to recognize debarments issued by other international financial institutions in accordance with its Anticorruption Policy.
  - c. Consultants and any of their personnel and agents, and their sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and any of their personnel and agents are required to fully cooperate with any investigation conducted by the Fund, including by making personnel available for interviews and by providing full access to any and all accounts, premises, documents and records (including electronic records) relating to this selection process or the execution of the contract and to have such accounts, premises, records and documents audited and/or inspected by auditors and/or investigators appointed by the Fund.
  - d. Consultants have the ongoing obligation to disclose in their EOI and later in writing as may become relevant: (i) any administrative sanctions, criminal convictions or temporary suspensions of themselves or any of their key personnel or agents for

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<sup>2</sup> The policy is accessible at [www.ifad.org/anticorruption\\_policy](http://www.ifad.org/anticorruption_policy).

<sup>3</sup> The policy is accessible at <https://www.ifad.org/en/document-detail/asset/40738506>.

fraud and corruption, and (ii) any commissions or fees paid or to be paid to agents or other parties in connection with this selection process or the execution of the contract. As a minimum, consultants must disclose the name and contact details of the agent or other party and the reason, amount and currency of the commission or fee paid or to be paid. Failure to comply with these disclosure obligations may lead to rejection of the EOI or termination of the contract.

- e. Consultants are required to keep all records and documents, including electronic records, relating to this selection process available for a minimum of three (3) years after notification of completion of the process or, in case the consultant is awarded the contract, execution of the contract.
7. The Fund requires that all beneficiaries of IFAD funding or funds administered by IFAD, including the client, any consultants, implementing partners, service providers and suppliers, observe the highest standards of integrity during the procurement and execution of such contracts, and commit to combat money laundering and terrorism financing consistent with IFAD's Anti-Money Laundering and Countering the Financing of Terrorism Policy.<sup>4</sup>
8. **Procedure:** the selection process will be conducted using **Quality and Cost Based Selection (QCBS)**
9. as laid out in the IFAD Procurement Handbook that can be accessed via the IFAD website at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement). The client will evaluate the EOIs using the criteria provided in **Annex 2**. The shortlisted consultant(s) will be provided with the detailed TORs and asked to submit a detailed technical and financial offer. The evaluation will include a review and verification of qualifications and past performance, including a reference check, prior to the contract award.
10. Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.
11. Any request for clarification on this EOI including the TOR should be sent via e-mail to the address below [procurement@ucipifad.md](mailto:procurement@ucipifad.md) no later than **17 July 2023, 10:00 (Moldova Time)**. The client will provide responses to all clarification requests by **17 July 2023, 10:00 (Moldova Time)**.
12. **Submission Procedure:** please submit your expression of interest using the forms provided for this purpose. Your EOI should comprise one (1) original copy of each EOI form annexed to this document. EOIs shall be submitted to the address below no later than **24 July 2023, 10:00 (Moldova Time)**

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<sup>4</sup> The policy is accessible at <https://www.ifad.org/en/document-detail/asset/41942012>.

UCIP IFAD Moldova

**Attn:** *Alexandru Scurtu, Procurement Specialist*

*Ștefan cel Mare și Sfânt bd. 162, Chișinău, MD-2004*

**Tel:** (022) 22-18-80

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Yours sincerely,

*Iurie UȘURELU,*

*Dir. UCIP IFAD Moldova*



# Form EOI-1

## EOI Submission Form

*[Location, date]*

*[Authorized official]*

**Re: Consulting Services for *[insert assignment]***

**Ref: *[insert]***

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of ninety (90) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the Fund and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement")<sup>5</sup>, beyond those declared in paragraph 9 of this EOI submission form.
4. We acknowledge and accept the IFAD Revised Policy on Preventing Fraud and Corruption in its Activities and Operations. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any prohibited practices as provided in ITC Clause 6. Further, we acknowledge and understand our obligation to report to [anticorruption@ifad.org](mailto:anticorruption@ifad.org) any allegation of prohibited practice that comes to our attention during the selection process or the contract execution.
5. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.
6. We acknowledge and accept the IFAD Policy on Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any sexual harassment, sexual exploitation or abuse. Further, we acknowledge and understand our obligation to report

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<sup>5</sup> The Cross-Debarment Agreement was entered into by the World Bank Group, the Inter-American Development Bank, the African Development Bank, the Asian Development Bank and the European Bank for Reconstruction and Development, additional information may be located at: <http://crossdebarment.org/>.

to [ethicsoffice@ifad.org](mailto:ethicsoffice@ifad.org) any allegation of sexual harassment, sexual exploitation and abuse that comes to our attention during the selection process or the contract execution.

- The following commissions, gratuities, or fees have been paid or are to be paid with respect to the selection process: *[Insert complete name of each recipient, its full address, the reason for which each commission or gratuity was paid and the amount and currency of each such commission or gratuity.]*

Name of Recipient	Address	Reason	Amount	Currency

(If none has been paid or is to be paid, indicate “none.”)

- We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest as defined in ITC Clause 5 regarding this selection process or the execution of the contract. *[insert if needed: “other than the following:” and provide a detailed account of the actual, potential or perceived conflict]*. We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the Fund, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.
- The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:

Nature of the measure (i.e., criminal conviction, administrative sanction or temporary suspension)	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to the consultant)	Grounds for the measure (i.e., fraud in procurement or corruption in contract execution)	Date and time (duration) of measure

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If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate "none".

10. We acknowledge and understand that we shall promptly inform the client about any material change regarding the information provided in this EOI submission form.
11. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.
12. We understand that you are not bound to accept any EOI that you may receive.

*[Authorized signatory]*

*[Name and title of signatory]*

*[Name and address of firm]*

**Form EOI-2**  
**Organization of the Consultant**

**Re: Consulting Services for *[insert assignment]***

**Ref: *[insert]***

*[Provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]*

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
Country(ies) of operations with number of branches in each country	
Number of full-time employees	
Number of part-time employees	
Field(s) of expertise of the firm	

Number of professional staff with experience related directly to the assignment	
Subsidiary and associated companies ( <i>wherever applicable</i> ): (details in the following format to be provided for all associates) – (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company (maximum of 120 words)	
Any other information that the consultant would like to add:	

**Maximum 10 pages**

**Form EOI-3**  
**Experience of the Consultant**

**Re: Consulting Services for *[insert assignment]***

**Ref: *[insert]***

*[Using the format below, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement.]*

***Maximum 20 pages]***

Assignment name:	Approx. value of the contract (in current US\$):
Country: Location within country:	Duration of assignment (months):
Name of client:	Total No. of staff-months of the assignment:
Address, and contact details (including email address(es)):	Approx. value of the services provided by your firm under the contract (in current US\$):

Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by associated consultants:
Name of associated consultants, if any:	Name of proposed senior professional staff of your firm involved and functions performed (indicate most significant profiles such as project director/coordinator, team leader):
Narrative description of project:	
Description of actual services provided by your staff within the assignment:	

Name of Firm: \_\_\_\_\_

# ANNEX 1

## TERMS OF REFERENCE

### Consulting Services for Development of the communication strategy and implementation of the national information campaign of the project

Terms of Reference (ToR)  
to provide support for the promotion of the Project Improving Capacities for the  
Transformation of the Rural Area

#### 1. Client

The client of the services requested within the Terms of Reference is the Consolidated Unit for the Implementation of the International Fund for Agricultural Development Programs (UCIP IFAD), which is a public entity created under the Ministry of Agriculture, Regional Development and Environment (MAFI) by Government Decision no. 980 of 25.09.2000 (with subsequent amendments and completions).

#### 2. The context of the country

In the last decade, the Republic of Moldova has made considerable progress in socio-economic development, especially in reducing poverty and promoting inclusion. However, there are some strata of the population that still face significant disadvantages, including small farmers, women and young people. Women continue to face discrimination and inequality in the social, economic and political spheres, and their representation in politics and decision-making remains below international benchmarks. Moldovan women face specific barriers in education and the labour market due to persistent patriarchal attitudes that limit their educational and employment options. Women also face discriminatory practices that include significant pay gaps, segregation in lower-paid occupations, and unequal sharing of professional and family responsibilities.

#### 3. The context of the project

The services requested under the Terms of Reference will contribute to the implementation of the project "**Talent Retention and Rural Transformation Project** (TRTP / IFAD VIII)". The aim of the project is to stimulate large-scale rural economic growth and reduce poverty through complementary investment and increasing farmers' resilience to climate change.

The main components of the project are:

*Component 1: Resilient economic transformation*

*Sub-component 1.1. Strengthening climate resilience*

*Climate Change Infrastructure (CRI)* - The subcomponent is designed to support investment in productive rural infrastructure, resilient rural economic transformation by removing barriers and strengthening smallholder farmers and rural businesses by



promoting the implementation of climate technologies. Eligible types of infrastructure under this subcomponent will include investments in public infrastructure, such as micro-irrigation schemes and village access roads (linking the village to production areas and households), including small bridges and ancillary facilities.

*Adaptation to climate change in water management in households* - The Adaptation Fund aims to adapt small farmers to climate change and ensure food security by encouraging the adoption of climate-smart technologies, including the efficient use of water resources, strengthening the capacity of small farmers to apply agricultural practices adapted to climate change.

*Sub-Component 1.2 Agribusiness Development*

*Strengthening value chains for producer groups* - activity will focus on increasing the potential of agro-processing and agro-industry in rural areas, encouraging individual farmers to take joint action through producer groups, farmers' associations or cooperatives to launch processing and processing of agricultural products.

*Component 2: Entrepreneurship financing*

*Sub-component 2.1. Loans for young people and women*

*Sub-component 2.2. Development of the rural financing sector*

#### **4. Task / Activity Context**

CPIU IFAD will select a company or consortium of companies (hereinafter Provider), to carry out, during the implementation of the Project, the communication strategy, the national promotion and public information campaign dedicated to specific target groups (young entrepreneurs, women and small farmers) to facilitate access to the following types of financing:

- 1) grants to finance measures to adapt agricultural production systems to climate change;
- 2) grants for infrastructure projects;
- 3) loans with a portion of the grant for young people and women for business development and diversification;
- 5) technical assistance, Producer Groups, members of profile associations;

#### **5. General objectives**

The objective of the Rural Capacity for Transformation (TRTP) project is to support the rural poor (especially young people, women and smallholder farmers) to increase their productive capacity, resilience to economic, environmental and climate risks, and facilitating market access.

In the context of ensuring an efficient and transparent communication with potential beneficiaries, implementing partners and the media regarding the activities carried out within the TRTP project, the IFAD Consolidated Program Implementation Unit will undertake actions aimed at:

- informing potential beneficiaries about the products offered in the project;
- promoting the activities carried out within the project;
- dissemination of success stories, lessons learned, etc.

## 6. Objectives of the activity

The overall objective of this activity is to increase the recognition of activities and objectives set out in TRTP by potential beneficiaries and implementing partners, taking into account the complexity of the project and the diversity of products and groups of beneficiaries.

In close coordination with CPIU IFAD, the Provider will plan, develop, coordinate and implement the information strategy and the national promotion and public information campaign using a wide range of information support, accessible to different target groups. In this tender, CPIU IFAD will select a company or consortium of companies (hereinafter Provider), with experience in the field, which will carry out activities as follows:

- 1) Development of the TRTP communication strategy for the project implementation period **October 2023- March 2027**;
- 2) Elaboration and semi-annual updating of the action plan;
- 3) Carrying out the national information campaign (mass media and social media) delimited on topics / products and the target groups related to the TRTP Project;
- 4) Making informative articles, success stories, web banners, video / audio materials; etc.
- 5) Organizing and implementing information sessions.

## 7. Field of activity (key activities)

In order to carry out the activities established in this contract, the Provider will:

- 1) To take note of the content of the Project Implementation Manual (provided by CPIU IFAD in English) in order to establish the primary objectives of the communication strategy, the elaboration of the action plan and the national information campaign;
- 2) Develop the communication strategy that will include:
  - defining the purpose, objectives of the communication strategy;
  - description of the socio-political and cultural context in the country;
  - specification of the audience (target group, beneficiaries, main stakeholders);
  - elaboration of SWOT analysis, PEST or other relevant type of diagnosis;
  - establishing the action strategy;
  - determining the objectives of action and communication, their operationalization;
  - establishing the key messages, the slogan that must meet a number of criteria to have an impact on the audience: correct positioning in the desired market segment, belonging to the values of the target group, differentiation through creativity and alternative thinking, identification of relevant communication channels.
  - identifying the best tools and channels for distributing the message;
  - designing the calendar of the information campaign (GANTT or other type);
  - elaboration of the media plan;
  - setting the budget for the development and conduct of the campaign, in accordance with all the activities planned in the action plan and the predefined budget for mass media and social media activities;
  - delegation of tasks and responsibilities;
  - monitoring the evolution of the campaign and adjusting it as needed;
  - evaluation of results;
  - post-campaign communication, follow-up actions.

3) Develop the action plan in which they will be described in detail: activities, approach tactics, means of verification, results and terms of execution (number of articles and topics covered, information materials to be edited, number of videos and radio spots elaborated, media plan for video and radio spot, etc.). The plan will be adjusted once every 6 months, and will be implemented successively during the implementation period of the TRTP Project (March 2027), depending on the progress of the activities and the adjustments made in the project documents;

4) Identify the appropriate communication channels to increase the awareness of the target audience at national and local level regarding the TRTP Project.

5) Advising on the identification and selection of appropriate communication and support tools to be used in the communication strategy and the national information campaign;

6) Provide media coverage in order to disseminate information on key events, present news articles/success stories/lessons learned / etc to achieve a number of views, and manage launch press conferences through:

- **TV station** with national coverage and / or agricultural-themed shows: trm.md/ro / moldova-1 ntv.md/ agrotv.md/

- **Radio station** with national coverage and / or agricultural programs: trm.md/ro/radio-moldova/ radionoroc.md/ voceabasarabiei.md/vb-radio

- **Newspaper:** www.timpul.md/ moldova-suverana.md/ jurnal.md/

- **Agricultural web portal:** agrobiznes.md/ agromedia.md/ agroexpert.md/

a) Present a media plan, indicating the price list, for TV / Radio/newspaper/media portal placements for broadcasting the messages using several communication channels, followed by the Projects' target group, using the following communication channels:

i. public TV station with national coverage, - duration of a TV video, 30 seconds, prime-time, 7 broadcasts per week, 4 weeks per video, 224 broadcasts for 8 videos during the validity of the contract;

ii. public radio station with national coverage, 30 seconds, prime-time, 7 broadcasts per week, 4 weeks per audio spot, 224 broadcasts for 8 audio spots during the validity of the contract;

iii. newspaper with national coverage, 1 issue per month, 51 issues during the validity of the contract.

iv. agricultural web portal with at least 150,000 unique visitors / month, which will include:

- Placing in the newsletter (home page) and distribution of messages (developed according to point 9, subpoint c) or transmitted by CPIU IFAD) using all social media channels and the Newsletter related to the portal of:

I) **success stories** in which the protagonists will be the beneficiaries of the IFAD Programmes, 1 article per month (minimum 3000 characters / per article), 51 success stories during the validity of the contract;

and / or

II) **articles** promoting the Projects, activities and products offered within them, significant events (exhibitions, workshops, field trips) within the Projects, 1 article per month (minimum 3000 characters / per article), 51 articles during the validity of the contract;

- Placing the permanent banner (link), which will allow you to be directed to the page <http://www.ucipifad.md> on the main page of the web portal or the "partners" page;

- Storage of press releases, news, announcements, videos, auctions offered by CPIU IFAD, within the partner section (or other section created) permanently during the validity period of the contract

7) Negotiate advertising space and broadcast time (online, broadcast on TV/radio, and print) to reach a maximum number of target audiences at the lowest possible cost, and monitor activities to ensure that goals are achieved;

8) Develop press kits that include general and event-specific press releases and success stories / case studies, media coverage of project components and activities, including those for adapting agricultural production systems to climate change, social inclusion strategy aimed at empowering women, young people and men farmers, as well as young entrepreneurs by expanding economic opportunities, access to finance, technical knowledge in: agriculture, asset management (assets) and productive infrastructure, etc.:

a) the texts of the messages will contain the general objectives, activities and benefits of the TRTP Project;

b) the success stories of the beneficiaries and the lessons learned will be described;

c) at least 3000 characters per article, interview, success stories, materials must be attractive, with a language accessible to the general public, 2 articles per month, 102 articles during the validity of the contract;

d) text and image social media posting (Facebook / Instagram / OK), 3 per week, 612 posts during the validity of the contract.

9) Create the concept of design and production of web banners, in order to present the products (grants) offered under the IFAD Programs and social media dissemination (Romanian/ Russian):

a) Designing the animation web banner in GIF format, upon request SWF, (300x250 pixels), 1 banner per 6 months, 8 web banners during the validity of the contract;

b) Adaptation of the design and translation of the banner made in point a) into Russian;

c) Resizing banners for Facebook / Odnoklasniki type PNG or JPG (1200x628 pixels);

11) Achieve a number of views (100,000 impressions / per 1 banner / per month) in social media promotion by:

a) Placement of web banners according to the activity and communication plan accepted by CPIU IFAD, the banners will be directed to the extensions (rom/rus) of the web page [www.ucipifad.md](http://www.ucipifad.md) indicated by CPIU IFAD;

b) Online promotion of web banners: by placing them on relevant web pages with maximum viewing via Google AdWords (including the Facebook platform) and Odnoklassniki (100,000 impressions / per 1 banner / per month) 1,000,000 impressions per 8 banners / per during the validity of the contract.

c) Organizing social media contests and webinars / live shows for the presentation / launch of web tools and applications, a contest and / or webinar for 6 months, 8 contests and / or webinars during the validity of the contract.

12) Identify and manage the activity of Social Media content creators (influencers) to achieve goals such as increasing and stimulating visibility for a new audience and promoting activities and products within the TRTP Project using social networks: Facebook, Instagram. Content creators will meet the following criteria and meet the following requirements:

- a) Young man and / or woman;
  - b) It operates in the agricultural and / or economic environment;
  - c) Promote gender equality, women's economic empowerment and equal pay for work of equal value.
  - d) Nano category, 2k -10k followers (per influencer / per social network);
  - e) Create content for 4 posts per month, 204 posts during the validity of the contract, the image and text being approved by the beneficiary;
  - f) Integration with setting an exact amount for the entire campaign.
- 13) Produce relevant informational videos (spots), radio spots and video / radio reports in a concise, clear and engaging manner in order to reflect the current situation and present the products (grants) offered under the IFAD Programmes:
- a) Scenario elaboration, the detailed concept for the video/report,
  - b) Structuring the message for each informative video material as follows:
    - TV spot - 30 seconds, 1 video for 6 months, 8 videos during the validity of the contract;
    - radio spot - 30 seconds, 1 video for 6 months, 8 radio spots during the validity of the contract;
    - informative material, minimum 1 minute - maximum 30 minutes, 1 video for 6 months, 8 informative materials during the validity of the contract;
  - c) Preparation of filming, such as travel to locations selected by CPIU IFAD, necessary props, logistics, coordination and supervision of filming;
  - d) Design of the script;
  - e) Coordinating the detailed concept of the video developed with the officials within the IFAD;
  - f) Spot development and post-production services: editing, Russian and English subtitles;
  - g) Video execution format: video / graphics, MP4 format, H.264 codec, 12Mb / s bitrate, 1080 resolution, 25 fps frequency, estimated time is 30 seconds / spot;
  - h) Adjusting the message and technically adapting the video made to the radio broadcast format;
  - i) Displaying at the end of each video the presentation of the institution by including the name of the site [www.ucipifad.md](http://www.ucipifad.md), logo, contact details;
  - j) Elaboration of the video material in accordance with the requests of the Beneficiary;
  - k) Delivery of the video in the final version in various formats (for distribution to TV stations, web pages, media channels, etc.).
  - l) The message of the spots will be a positive, educational and motivational one;
  - m) Elaboration of the plan for TV broadcasting, radio stations, and secure broadcasting time in at least one television station with national coverage;
  - n) The videos correspond to the provisions of the Instruction on the media coverage of social campaigns
- 14) Cure participation in thematic television and radio shows, webinars, workshops at the request of the Beneficiary of content creators and experts involved in carrying out the activity, in order to promote and disseminate:
- a) The components and activities undertaken within the TRTP Project;

b) Social inclusion strategy aimed at empowering women, small farmers and young entrepreneurs by expanding economic opportunities. The project will contain the following targeting measures:

- Raising the awareness of implementers and policy makers to the strategic interests and needs of small farmers, women and young people;
- Direct targeting through quotas to ensure participation in project-related activities for women, young people and small farmers;
- Identification by the beneficiaries of the activities and the value of the grants offered within the project according to the eligibility criteria;
- Establish appropriate operational and mobilization measures to address the specific constraints faced by women, young people and small farmers;
- Geographic targeting using selection criteria that prioritize young people, women, small farmers and entrepreneurs in climatically and economically vulnerable areas (small area deprivation index);
- Empowering beneficiaries by developing business plans, providing mentoring services and involving producer associations and networks of young entrepreneurs.

15) Provides logistical support to the organization of information meetings and their conduct (including the presentation of the Project):

a) Elaboration of the text and design of the TRTP Project presentation, in pptx format with a detailed description of the activities and eligibility criteria;

- Period of organization of meetings: second quarter / fourth quarter, in 2023,
- Nr. of sessions per month: 10 sessions;
- Nr. people per meeting: 50 participants;
- Nr. total number of participants per 10 sessions: 500 participants;
- Duration of the meeting: 1 astronomical hour;
- Target group: The target group for the information sessions will be the representatives of the Local Public Authorities, the Agriculture and Food Directorates, the rural entrepreneurs, the agricultural processors, the producer groups and the small agricultural producers.
- Location: regional, the estimated grouping will look like in table 1.
- The selection of the localities and the identification of the participants in the information sessions will be made primarily from the following:

- The most climate-vulnerable areas based on the climate vulnerability data identified for the 5th National Communication of the Republic of Moldova on climate change;

<b>Tabelul 1</b>		
<b>Nord</b>	<b>Centru</b>	<b>Sud</b>
<b>Grupa I</b>	<b>Grupa IV</b>	<b>Grupa VIII</b>
<b>Briceni</b>	<i>Șoldănești*</i>	Ștefan-Vodă
<b>Edineț</b>	<b>Rezina**</b>	Cimișlia
<b>Ocnîța</b>	Telenești	Căușeni
<b>Grupa II</b>	<b>Grupa V</b>	<b>Grupa IX</b>



<b>Dondușeni</b> <b>Soroca</b> <b>Florești</b> <b>Drochia*</b>	Călărași Strășeni Orhei	<b>Leova**</b> <b>Cantemir*</b> Cahul
<b>Grupa III</b> <i>Glodeni*</i> <b>Fălești**</b> <i>Sângerei*</i> Râșcani	<b>Grupa VI</b> Ungheni <i>Nisporeni*</i> <b>Hâncești**</b>	<b>Grupa X</b> <b>Basarabeasca**</b> UTA – Găgăuzia Tarcalia
	<b>Grupa VII</b> Ialoveni Criuleni Anenii-Noi <b>Dubăsari**</b> ( <i>the part controlled by the Republic of Moldova</i> )	<b>** areas with a very high level of vulnerability</b> <b>* areas with high level of vulnerability</b>

- b) Disseminate information among potential participants on the organization of meetings (days);
- c) Elaborate the calendar of meetings;
- d) Ensures the presence of participants (per participant);
- e) Identify the locations, lease the rooms and the necessary equipment for the information process (connection, screen, flipchart, presenter / laser pointer, etc.). COVID-19 restrictions and compliance with a minimum distance of 1.5 m between participants will be taken into account;
- f) Presentation during the meetings of the activities implemented within the TRTP Project;
- g) Provide participants with drinking water (1 bottle / participant of 0.5 l / each);
- h) Equip participants with anti-Covid means of protection: medical masks, disposable gloves and disinfectant gel (set / person).
- i) Provide an activity report with a description of the activities performed, the resources used, the list of participants (name / surname, institution, email address, telephone number, signature) and a photographic report from each meeting.
- 17) Present reports on campaign activities.

## 8. Capacity building and knowledge transfer

In the process of executing the contract, the service provider will develop textual, informative, video materials that will contribute to the promotion of the project "Improving capacities for rural transformation (IFAD VIII)" and as a result of activities will stimulate large-scale rural economic growth and Poverty will be reduced through complementary investment and strengthening farmers' resilience to climate change, especially for young people, women and small farmers in rural areas.

Mass media (tv / radio / print / social) will be the tool through which local and regional information will be distributed. All materials (graphics, films, banners, etc.), produced or obtained under this ToR, remain the property of CPIU IFAD, which reserves the exclusive right to republish and disseminate information prepared on the basis of these materials. The provisions and obligations set out in this paragraph shall remain in force even after the expiry, suspension or unilateral termination of the contract with the service provider.

## 9. Reports and timing of results

The activities will be carried out in accordance with the activities described in chap. VII and coordinated with the actors involved in carrying out the tasks.

All reports will be provided in Romanian in digital format (pdf, pptx, word, excel, etc.) and on paper, after approval by UCIP IFAD.

In order to carry out the required activities, the service provider will organize a working meeting with the officials of the CPIU IFAD for clarifications and details of the tasks.

Deliverable	Description	Delivery deadline
Communication strategy TRTP 2023-2027	The content will provide and contain the detailed description of the communication strategy according to requests presented in <b>point 7. sub-point 2</b>	One month after the contract becomes effective
The action plan (timeline and budget) for the development and implementation of the campaign for 6 months.	Elaboration of the action plan of the communication strategy in which will be described in detail: the activities, the tactics of approach, the means of verification, the results and the terms of execution (the number of articles and topics reflected, informational materials to be edited, the number of video elaborated, radio spots and spots, media plan for video and radio spot, etc.). <i>Update systematically, once every 6 months.</i>	Two months after the contract becomes effective



Report	Description	Delivery deadline
Progress report	<p>This type of report will briefly describe the activities implemented in the reported semester, with the presentation of data (number of articles developed, brochures developed, organization and/or participation in online and offline events). The report will detail the activities carried out (indicated in the action plan) and the impact achieved during 6 months of the reported semester, but will not be limited to the following topics:</p> <ul style="list-style-type: none"> <li>- The efficiency of the information campaign.</li> <li>- Is the message of the TRTP Project easy to understand by the target group?</li> <li>- Is the content of the edited video and informational materials comprehensible?</li> <li>- Presentation of the data regarding the number of articles developed and the links where they were placed, the number of video material outputs (media plan), the number of participations in offline and online events.</li> <li>- Impressions and proposals for improvement in carrying out activities for the next 6 months of activity</li> </ul>	Half-yearly after the contract becomes effective
Final report	A final report upon completion, that will contain a summary of the communication activities and the activities carried out within the contract.	At the end of the implementation of the contract, within 2 weeks of the completion of all activities

## 2. Team of experts:

- Advertising account manager (responsible for planning, coordinating, implementing, monitoring and reporting activities).
- Specialist in communication and public relations / PR account manager (responsible for developing and conducting information campaigns, including through Google AdWords, Facebook and Odnoklassniki platform and making social / educational video / graphic spots, banner web design, etc.)
- Media planner (responsible for planning the budget of the information campaign on different media and channels in order to obtain the best cost / benefit ratio and, therefore, achieving the maximum possible coverage of the target audience, in the most efficient way and at the lowest possible cost.)

### Key staff:

The service provider will propose key experts who will meet the following qualification criteria:

- Advertising account manager team leader - responsible for planning, coordinating, implementing, monitoring and reporting activities
  - a) Education: Bachelor's degree in the field of business management, media, communications, agriculture, economics, etc. or in areas relevant to the task; A master's degree in project management or in a related discipline will be an advantage.
  - b) General experience;

Professional experience in management positions as a team leader (Experience of at least 5 years according to the field of competence). Experience in developing reports, presentation and communication skills. Excellent knowledge of Romanian, Russian and English for use in written and verbal communication.

### c) Specific experience;

Work experience in providing agricultural extension services aimed at the economic development of rural areas by providing assistance in one or more areas: business development, marketing, cooperation, farmers' association, creation of producer groups, information campaigns, etc. (minimum 3 years of experience).

- Specialist in communication and public relations / PR account manager - responsible for the elaboration and realization of information campaigns, the realization of video / graphic spots with a social-educational character, the realization of the web design of banners, etc.

a) Education: Bachelor's degree in marketing, media, public relations, journalism, or in areas according to the task; Master's studies in relevant fields will be an advantage

### b) General experience

At least 5 years' experience according to the field of competence. Excellent knowledge of Romanian, English and Russian for use in written and verbal communication.

### c) Specific experience

Demonstrated experience in video elaboration, web banner design, information campaign realization, production of video / graphic spots with a social-educational character (minimum 3 years of experience / presentation of the works in the portfolio).

- Media planner - responsible for planning the budget of the activities of the information campaign on different media and channels in order to obtain the best cost / benefit ratio for the dissemination of information.

a) Education: Bachelor's degree in the field of communication / marketing sciences and media planning; or similar. Master's studies in relevant fields will be an advantage.

### b) General experience

At least 5 years' experience according to the field of competence. Experience in developing media plans, advertising space planning using traditional and digital media.

### c) Specific experience

Experience in using a range of planning tools (e.g., Kubik for TV or similar), management software (e.g., AdBox or similar), post-campaign software (e.g., MCS for TV or similar), platform access to consult data on audience trends of different media (e.g., Arianna for TV, Audiweb for digital, etc.). (Minimum 3 years of experience).

- Additional staff - The provider will be responsible for ensuring the additional staff necessary for the timely and qualitative development of activities.

The service provider will mobilize all experts needed to perform the task: journalists, editors, graphic designers, video producers, video directors, trainers and experts, agricultural specialists, etc., and will mobilize all production equipment and machinery (including professional digital cameras, drones, professional video cameras, lighting systems, video / image editing systems, sound equipment, wireless microphones, sound recorders, data storage, etc.).

The following Companies will not be included in the shortlist:

a. if they have not fulfilled their obligations in previous contractual relations with UCIP IFAD, including the extension of the contract term; or

b. if they are already involved in 3 ongoing contractual relations with UCIP IFAD by the deadline for application submission.

## **11. Place and period of execution**

The activity is planned to be carried out during the implementation of the Capacity Improvement Project for the transformation of the rural area, 01/10/2023 - 30/03/2027. The coverage area of the project is the rural areas of the Republic of Moldova, under the control of the Government of the Republic of Moldova, including the Autonomous Territorial Unit of Gagauzia.

## **12. Project coordination**

The coordination of the contracts will be performed by the Communication and Knowledge Management Specialist within UCIP IFAD.

## **13. Services and facilities to be provided by the Beneficiary**

The provider and the team of experts will carry out their activity in close collaboration with the contract managers within CPIU IFAD who will provide support and advice in the implementation of the activity.

## **14. Services and facilities to be provided by the Provider**

For the proper execution of the requested activity, the Provider will have the technical capabilities, specific endowments, transport units, machinery and equipment necessary for the provision of the requested services.

## ANNEX 2

### Qualification and Evaluation Criteria

Item	Criteria	Points
1	Firm has been in existence for at least 3 years with communication, publicity, awareness etc. being its core business.	10
2	Experience in social-media communication and advertisement with at least 3 clients within the past 5 years.	10
3	Successfully completed similar tasks and activities in one or more contracts within the past 5 years (service promotion, dissemination of information, organization of information campaigns, etc.) with a preference for having executed such tasks in an integrated manner in one or two contracts.	30
4	Demonstrated experience in video elaboration, web banner design, information campaign realization, production of video / graphic spots with a social character preferably in rural or pro-poor development	20
5	Previous experience in at least one project in the development of communication strategy or a national information campaign preferably in fields related to community development, sustainable development, pro-poor advancement, rural development or agriculture.	20
6	Experience with Donor organizations and/or Donor funded projects.	10
	<b>Total Points</b>	<b>100</b>
	<b>Minimum points required to pass</b>	<b>70 points</b>

\* Firms who do not meet the above qualification requirements on their own may associate with other firms (in a joint venture or consortium) to be able to pass these criteria.