



Approved
Chairman of the Working Group
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1. BACKGROUND INFORMATION

1.1. Partner country

Republic of Moldova

1.2. Contracting authority

City Hall of Chisinau Municipality

1.3. Country background

Republic of Moldova is a landlocked country in Eastern Europe, bordered by Romania to the west and Ukraine to the north, east, and south. The capital city is Chisinau. Moldova is a parliamentary republic with a president as head of state and a prime minister as head of government. It is a member state of the United Nations, the Council of Europe, the World Trade Organization (WTO), the Organization for Security and Cooperation in Europe (OSCE), the Commonwealth of Independent States (CIS) and the Organization of the Black Sea Economic Cooperation (BSEC) and aspires to join the European Union.

1.4. Current situation in the sector

Providing qualitative, efficient and effective public transport is one of the biggest challenges for public authorities in all countries and Chisinau is no exception in this respect.

The existing legal framework at national level is insufficiently clear with regard to the options of organizing and managing the public transport system. The regulatory framework is affected by a lack of specific provisions on the operation of urban transport and enforcement mechanisms, as well as a lack of policies for the sustainable development of public transport.

The Chisinau street network was formed on the radial scheme, according to which the centre connects to the periphery by several thoroughfares, and the link between the neighbouring areas remained undeveloped. As a result of the considerable increase in the number of vehicles circulating in the municipality, the burden on the road network has increased significantly. Thus, the situation of de-congestion of traffic is very acute and requires considerable and concentrated efforts to solve it. Other causes leading to the aggravation of this problem are inefficient use of the existing street network in the route planning process, lack of parking spaces or unauthorized parking.

The General Directorate for Public Transport of Chisinau municipality is the sole supervisor of passenger transport services, exercising the function of traffic safety control, compliance with legal requirements in the sector, ensuring the coordination of operators, maintaining the transport standards and other acts. Efficient management of the transport system is affected by an insufficient institutional capacity and underdeveloped regulatory framework.

In December 2020 Chisinau City Hall initiated a partnership with Lublin City Hall (Poland) called "Move it Like Lublin – a Chisinau Sustainable Development Initiative". The financial support for this project is provided by the European Union.

The Project's activities aim at supporting the local authorities in Chisinau to transform the city's public transport into more inclusive, safer, more resilient and more sustainable transport. It has 3 main objectives:

- 1) improving urban transport policy at municipal level;
- 2) increasing the institutional capacities of Chisinau City Hall, in line with EU practices in the field of urban mobility;
- 3) enhancing the quality of public transport management in Chisinau by implementing innovative solutions and technologies.

1.5. Related programmes and other donor activities

None.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

- Improvement of the public transportation system in Chisinau.

2.2. Purpose

The purpose of this contract is as follows:

- To develop Communication and Visibility Strategy

2.3. Results to be achieved by the contractor

- Project Visual identity guideline (brand book)
- Project Communication and Visibility Strategy
- Project Communication Plan

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Next 4 years will be political stability at the level of the Municipal council;
- Project continuity will be ensured until the project finalisation and wrapping-up;
- Government bodies and relevant stakeholders are open to discussion, participation in public hearings, working groups and any other necessary operational meetings regarding project implementation;
- City Hall management, as well as municipal councillors, municipal employees and project staff will have an unimpeded communication and cooperation, with a free exchange of documents, feedback offered in due time and new project documentation elaboration, in order to increase long-term management efficiency at municipal level.

3.2. Risks

- Physical risks – the main physical risks of project actions are related to the COVID-19 pandemic, and possible limitations or movement and travel restrictions.
- Environmental risks – no major environment risks pertaining to the project, except the pandemic risks described above.
- Political risks – The political risk here is not big, as the project assumption is the current administration will be allowed to carry out their 4-year term.
- Economic risks – At this point, we do not foresee major economic risks. The budgeted amounts have been secured.
- Social risks – The major social risks pertaining to project actions can be linked to the negative pandemic effects. From a gender perspective, the project is also elaborated ensuring as much as possible gender equality principles and ensuring a fair representation of people with disabilities when possible.
- Financial sustainability: All equipment acquired during the project will remain within City Hall premises, ensuring continuity of project activities for many years ahead.

- Policy level sustainability: Key project activities pertaining to changing existing provisions and legislation. The best-case scenario is legislation is amended during the project cycle. Worst case scenario, the changes are just initiated during the project cycle, but national legislative authorities not being able to adopt amendments to the legislation according to the policy briefs developed by Public Transport experts within the project, as this domain tends to be overlooked on the national political agenda. Middle scenario is to have just one legislative change during the project implementation, and not 2.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

City Hall of Chisinau Municipality seeks to contract a qualified company to develop Communication and Visibility Strategy for “Move it Like Lublin” project in line with EU visibility guidelines (Communication and visibility manual for EU External Actions).

The contractor will assess Project communications/visibility needs and will propose best practices in public relations and communication. In addition, situation analysis will be conducted referring to available surveys, public polls, communication SWOT analysis and/or media monitoring.

In order to establish the Project communication objectives, analysis of the key target audiences is crucial for overall success. Target groups to be divided into main groups, according to their significance, decision making abilities and influence. The two-type target group mindset could be used - rational and emotional - in order to change current mindset into desired mindset and motivate the target audience to change and act.

The contractor is expected to develop a Project key message and select appropriate communication/visibility tools and priorities.

Based on approved Strategy, a detailed communication plan is to be drafted that will include yearly objectives and communication activities, communication and visibility tools, key performance indicators and resources to be allocated.

Further implementation monitoring criteria of the Project visibility activities will be selected in order to evaluate the success of the Communication plan.

The contractor will produce a visual identity guideline for the Project in a creative manner and in accordance with the specificity and scope of the Project. Its work will include development of a guide with the main identity elements for project visibility materials (i.e. designs and outlines of roll up stand, banners, PowerPoint template, folder, notebook, pen, leaflet, brochure, project documents and other communication and visibility materials).

To be mentioned that, the public transport reforms will have much visibility due to awareness raising and information campaigns. This will lead to a better public perception of the European Union and the acknowledgement of the support offered by the EU in making public transport better in our city.

4.1.2. Geographical area to be covered

Local and national level

4.1.3. Target groups

- Chisinau City Hall;
- Project Management Structures;
- Line ministries and government agencies;
- Civil Society;
- Municipal and private transport companies
- Other interested parties.

4.2. Specific work

- Develop a detailed methodology and work plan for the assignment, including recommended data collection instruments and other related documents. A draft will be submitted to the Project Manager for approval;
- Assessment of Project communication and visibility needs and identifying key communication priorities for Project activities;
- Perform a situational analysis of the Project, including visibility requirements review and communication problems understanding;
- Outline of a clear brand identity of the Project and of a communications vision;
- Develop Project visual identity guidelines (brand book) containing the following items: colour palettes, graphic style, aesthetic arrangement of the name of the project in various materials, visual identity elements for document templates, digital materials, on-line communication, print communication, promotional items, miscellaneous;
- Prepare the design of promotional materials for printing in line with EU visibility guidelines, advising on print solutions;
- Develop Project webpage:
- Establish Project communication goals and objectives, develop the key message;
- Identify Project key stakeholders and target audience with clear relevant, distinct and consistent messaging and approaches for each other;
- Identification of the optimal messaging and approach in case of the crisis communication;
- Select efficient communication/ visibility tools, their priority and estimated costs
- Develop the Project's Communication and Visibility Strategy in close collaboration with the Project Implementation Unit;
- Stakeholder consultations concerning the Communication Strategy and Plan and awareness raising, including capacity building:
- Draft the Communication Plan, including activities start and completion dates;
- Set up a mechanism to monitor and evaluate the success of the Communication plan.
- Identification of specific materials, tools, technologies and channels that can be used in the implementation of the Communication Strategy;

The main information related to the project that must be publicized are:

- Project name and EU financial instrument
- The total budget of project and the EU financing
- The project title
- The priority addressed by the project
- Partnership
- Project objectives, results and main outputs
- Project duration
- Project location
- Target groups and the final beneficiaries

4.3. Project management

4.3.1. Responsible body

Chisinau City Hall

4.3.2. Management structure

Project Implementation Unit	Project Board	Steering Committee	Work Group on Public Transport
- plans, prepares and implements every single project action in accordance with the Logical Framework and project calendar	- coordinates the qualitative implementation, in the established terms of the Project actions	- discuss updates and any issues arising during project implementation	- contributes and supports successful implementation of the project actions

4.3.3. Facilities to be provided by the contracting authority and/or other parties

Meeting facilities at the Chisinau City Hall and the General Directorate of Public Transport premises.

5. LOGISTICS AND TIMING

5.1. Location

Chisinau City Hall, 83 Stefan cel Mare si Sfânt Blvd, MD-2012, Chisinau, Moldova

5.2. Start date & period of implementation of tasks

The Services are expected to start during June 2021 with an implementation period of 3 months.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/ regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key experts

Key experts are not required.

The contractor shall have prior experience in conducting similar assignments for international development projects. Familiarity with EU visibility guidelines is an asset.

The contractor shall mobilize the professional team consisting of competent experts to implement the current assignment. A multi-disciplinary team, including qualified experts in developing, design, production and publishing/dissemination/airing of communication products using various media shall be engaged.

The contractor will appoint a Team Leader responsible for coordinating the work, ensuring engagement of relevant experts in the assignment and timely delivery of expected outputs, as well as liaising with the contractor. Familiarity with communication between public sector and international organisations, as well as strategic communications planning are required.

During implementation of this assignment the contractor shall use its office and equipment.

6.2. Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

6.3. Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in Romanian and English language in two originals:

- **Inception Report** of maximum 12 pages to be produced after two weeks from the start of implementation will include initial findings, clear work plan and methodology with a timeline for the assignment. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
- **Interim Report** of maximum 30 pages to be produced after one month from the start of implementation. In the report the contractor shall describe e.g., key findings, desk review results, data collected, main constraints identified, as well as the proposed Project brand and webpage, draft Communication Strategy and outline of the Communication Plan. The contractor should proceed with his/her work unless the contracting authority sends comments on the Interim Report.
- **Draft final report** of maximum 40 pages (main text, excluding annexes). This report to be submitted no later than one month before the end of the period of implementation of tasks and will include the Communication Strategy and draft Communication Plan.
- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 7 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on communication and visibility campaign. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

7.2. Submission and approval of reports

The reports referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Reports submitted and approved by Project Manager.

8.2. Special requirements

None.