



Approved
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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 decongestion 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 ensure the visibility of the Project and manage all aspects of awareness raising and communication in full compliance with the EU visibility guidelines; to develop and disseminate project-related information, promotion materials, working with project beneficiaries, staff and experts to ensure synergy in communication about the expected and achieved results of the Project.

2.3. Results to be achieved by the contractor

Ensure project communication and visibility, social media activity, editorials, public press release production and act as the project official communicator.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- 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 be responsible for the development, regular update and implementation of the communication and visibility activities of the project in line with EU visibility guidelines (Communication and visibility manual for EU External Actions).

The contractor under the supervision of the project manager will be responsible for implementing the Project's Communication and Visibility Strategy, Project's Communication Plan in close collaboration with the Project Implementation Unit, the Chisinau City Hall, as well as with the EU Delegation.

4.1.2. Geographical area to be covered

Local and national level

4.1.3. Target groups

- Chisinau City Hall and its relevant subdivisions;
- Project Management Structures;
- Line ministries and other governmental agencies;
- Civil Society;
- Municipal and private transport companies;
- Other interested parties.

4.2. Specific work

- Implement the Communication Plan;
- Identify optimal dissemination methods for project related communication materials and define target groups for such materials;
- Develop Project's visibility and informational materials: interviews, success stories, photo essays, blog posts, press releases, media advisories, online newsletters, etc;
- Develop digital communications products, upon request: illustrations for social media posts, cover pages, posts, gifs, slide shows;
- Provide communication and visibility support to the PIU, where necessary;
- Prepare materials for printing in line with EU visibility guidelines and project visual guideline, advising on print solutions, coordinating with printers and ensuring delivery of final error-free agreed materials;

- Ensure rapid and accurate information dissemination to the media, NGOs, and other appropriate audiences;
- Monitor the media coverage of Project activities;
- Maintain and update Project`s web-site (including drafting of the news/announcements and inputs for different sections of the website, including library, events calendar etc);
- Maintain the Project events calendar;
- Provide analytical and administrative support in the organization of Project`s public events (incl. organisation of press-conferences, drafting media invites and press-releases);
- Write Terms of References and/or Technical Specifications and participate in the evaluation of offers submitted by the Project service providers related to communication services and products;
- Establish and strengthen good contacts with project stakeholders;
- Provide expert advice and recommendations to mitigate potential public communication crisis and sensible issues. This shall include, but not be limited to, press monitoring (pre and post crisis), drafting of press releases and/or written reactions, and ad-hoc crisis reports;
- Coordinate the gender-sensitive aspects of the Project`s Communication and Visibility Strategy;
- Monitor and evaluate the use and effectiveness of media materials and share results and findings;
- Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective;
- Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with the project team;
- Provide training to PIU on EU communication and visibility guidelines;
- Develop and submit regular activity reports at agreed periodicity and reporting format and contribute to the Project`s reporting regarding communication and visibility activities;
- Any other work relating with the Project communication and visibility.

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 progress, 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 and Roads premises.

5. LOGISTICS AND TIMING

5.1. Location

Chisinau City Hall, 83 Stefan cel Mare și Sfint Blvd, MD-2012, Chisinau, Moldova

5.2. Start date & period of implementation of tasks

The Services are expected to start during February 2023 with an implementation period of 12 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.

The contractor will appoint a Project Manager 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.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

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 reports in Romanian and English language in two originals.

Interim reports must be prepared every three months during the period of implementation of the tasks. They must be provided along with the corresponding invoice.

There must be a final report and a final invoice at the end of the period of implementation of the tasks. The draft final report must be submitted at least one month before the end of the period of implementation of the tasks. Note that these interim and final reports are additional to any required in Section 4.2 of these terms of reference.

To summarise, in addition to any documents, reports and output specified under the duties and responsibilities mentioned above, the contractor shall provide the following reports:

Name of report	Content	Time of submission
Inception report	Analysis of existing situation and work plan for the project	No later than 2 weeks after the start of implementation
3-month progress report	Short description of progress (technical and financial) including problems encountered; planned work for the next 3 months accompanied by an invoice. The format of quarterly reports shall be agreed by the Project Manager.	No later than 2 weeks after the end of each 3-month implementation period.
Draft final report	Short description of achievements including problems encountered and recommendations.	No later than 1 month before the end of the implementation period.
Final report	Short description of achievements including problems encountered and recommendations and a final invoice.	Within 30 days after receipt of comments on the draft final report from the project manager identified in the contract.

7.2. Submission and approval of reports

The report 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