

## **TERMS OF REFERENCE.**

### **FOR THE LOCAL CONSULTANT.**

#### **COMMUNICATIONS & SOCIAL MEDIA CONSULTANT OF GCIP MOLDOVA.**

<b>Title:</b>	<b>Local Consultant. Communications &amp; social media</b>
<b>Main Duty Station and Location:</b>	<b>Moldova</b>
<b>Mission/s to:</b>	<b>To be approved separately as required</b>
<b>Start of Contract (EOD):</b>	<b>TBC</b>
<b>End of Contract (COB):</b>	<b>TBC</b>
<b>Contract Type:</b>	<b>Regular</b>

### **ORGANIZATIONAL CONTEXT**

The Energy Efficiency Agency, hereinafter referred to as EEA is a government body in Moldova subordinated to the Ministry of Infrastructure and Regional Development - the central specialized authority of the public administration in the energy sector. In general, the EEA is responsible for the co-design and implementation of state policies aimed at improving energy efficiency and promoting renewable energy. More specifically, the EEA participates in drafting national programs, action plans and normative acts including technical regulations and standards in the field of renewable energy and energy efficiency; develops minimum energy efficiency requirements for devices and equipment produced in or imported to Moldova; and drafts innovative programmes promoting energy efficiency and renewable energy as well as provides assistance to the central and local public authorities in drafting such programmes. The EEA has been selected as the main executing entity of GCIP Moldova, responsible to recruit the project management personnel to the PMU. The PMU will be responsible for the day-to-day management, as well as monitoring and evaluation of project activities.

### **PROJECT CONTEXT**

The United Nations Industrial Development Organization (UNIDO), with its unique mandate to support inclusive and sustainable industrial development, has partnered with the Global Environment Facility (GEF) to address the most pressing global environmental challenges of our time. Through fostering innovation and entrepreneurship ecosystems, UNIDO and GEF seek to promote affordable and scalable solutions, enabling countries to leapfrog to climate and clean energy technologies (cleantech) through the Global Cleantech Innovation Programme (GCIP).

GCIP fosters an ecosystem approach that supports cleantech innovations in existing and new SMEs and startups through the provision of catered tools and methodologies that enhance their productivity and competitiveness while promoting a supportive policy and regulatory framework on a national level. The GCIP takes a competition-based approach (accelerator) to identify a pool of promising entrepreneurs and support them through ongoing mentoring, webinars and networking events to grow their innovative ideas and concepts into fully-fledged products and services ready for entering the national and global markets.

The GCIP is comprised of three programmatic pillars that are interlinked as described below:

- Pillar 1 on acceleration and investment facilitation focuses on identification and growth of start-ups, with interventions targeting the private sector (enterprises).
- Pillar 2 on cleantech ecosystem strengthening and connectivity aims to support the national ecosystems with intervention targeting national institutions, ministries, financial institutions, other key national stakeholders, as well as facilitate collaboration among the ecosystems.
- Pillar 3 on programme coordination and coherence will provide strategic guidance for efficiency and effectiveness in achieving impact among GCIP countries, with interventions designed to enhance

coordination among GCIP projects teams at national and global levels, and with project executing partners.

Under the GCIP Framework, the “Clean technology innovation programme for SMEs and start-ups in the Republic of Moldova” (GCIP Moldova is developed to support Moldova’s cleantech enterprises (SMEs and start-ups) to develop and scale up its solutions and to scale-up the market adoption of cleantech innovations, thus leading to a reduction in GHG emissions and resource consumption. Furthermore, the project will facilitate increased investment, job creation and cleantech market development. The focus of the project will be on enhancing institutional, market and ecosystem capacities to support emerging clean technology start-ups and strengthening policy frameworks and mechanisms for technology innovation in and by SMEs. By using a cross-sectoral and multi-tiered approach to build sustainable conducive business environment for cleantech innovation and entrepreneurship, the project’s approach will combine a competition to identify the most promising innovation entrepreneurs (start-ups and SMEs) across a country with a local business acceleration programme, which will support and de-risk selected entrepreneurs/companies and connects them to potential investors, customers and partners.

To this end, GCIP Moldova consists of three components in line with the above-described three programmatic pillars, as outlined below:

- **Component 1: Transforming early-stage innovative cleantech solutions into scalable enterprises**  
Component 1 aims at providing direct support to early-stage enterprises to enhance their capacity and competitiveness, and to leverage market opportunities. More specifically, Outcome 1.1 focuses on entrepreneurial training and business acceleration support, and Outcome 1.2 on advanced business growth and investment facilitation services to the cleantech enterprises at growth stages that demonstrate market traction and sales evidence and can benefit from specialized support.
- **Component 2: Cleantech innovation and entrepreneurship ecosystem (CIEE) strengthening and connectivity**  
The policy framework and institutional capacity are integral parts of GCIP’s “ecosystems approach”, and of strategic relevance in ensuring that the outputs and outcomes of the project are contributing to the national priorities and are sustained after the project closure. Therefore, the objective of the Component 2 is to build capacity of the EEA and other key CIEE stakeholders at local and national levels in Moldova to engage in cleantech acceleration and commercialization. Further, the GCIP Moldova will assist the government in improving national policies and regulations that are conducive to cleantech innovation and commercialization.
- **Component 3: Programme coordination and coherence**  
The activities under Component 3 aim at ensuring that the achievements of the GCIP Moldova are captured and communicated globally, as well as that the GCIP Moldova and other GCIP country projects are implemented in a coherent and coordinated way. To this purpose, EEA is expected to collaborate with the GCIP Framework through the global PEEs, as well as to contribute to information gathering, knowledge sharing, and dissemination efforts.

## **FUNCTIONAL RESPONSIBILITIES**

### **Component 1. Outcome 1.1. Output 1.1.1**

1.1.1b. To adapt the GCIP guidebooks to reflect the context of Moldova's CIEE, including market conditions, policy environment, development priorities, technology focus, local examples, etc. (i.e. to develop the GCIP Moldova guidebooks); to organize information and consultation sessions with relevant CIEE stakeholders; to disseminate the GCIP Moldova guidebooks among relevant CIEE stakeholders.

**Deadline:** August of 2022

### **Component 1. Outcome 1.1. Output 1.1.2.**

1.1.2a. To get acquainted with the GCIP cleantech innovation and entrepreneurship expert training and certification system; to share suggestions for its improvement with NGIN (feedback loop).

**Deadline:** August of 2022

1.1.2b. To adapt the GCIP cleantech innovation and entrepreneurship expert training and certification system to national circumstances, including translation where relevant (i.e., to develop the GCIP Moldova cleantech innovation and entrepreneurship expert training and certification system), and to operationalize the training and certification system.

**Deadline:** August of 2022

1.1.2c. To provide training and certification for at least 30 experts (trainers, mentors, judges) with at least 35% being women (i.e., at least 3 trainings with minimum 10 experts), as well as to conduct the evaluation of experts (based on the NGIN assessment framework) and to support their accreditation.

**Deadline:** August of 2022

### **Component 1. Outcome 1.1. Output 1.1.3.**

1.1.3b. To deliver three annual cycles of the GCIP Moldova Accelerator (each year for around 30-35 semi-finalists and 15-20 finalists selected from a pool of 50-100 applicants), including the 4-day GCIP National Academy.

**Deadline:** August of 2022

### **Component 1. Outcome 1.2. Output 1.2.1.**

1.2.1b. To conduct three cycles of the GCIP Moldova Post-Accelerator focused on advanced business growth and commercialization support, investment readiness, market readiness, and technology readiness (based on the GCIP Moldova guidebooks developed under Output 1.1.1) to benefit 10-15 GCIP Accelerator graduates annually

**Deadline:** December of 2022

1.2.1c. To provide needs-based support to the GCIP Moldova Post-Accelerator enterprises in accessing additional sources of finance, market entry, identifying networking opportunities, dealing with technical and administrative issues, accessing IT services, and tax registration, etc.

**Deadline:** December of 2022

1.2.1d. To provide technology verification, product development, and testing facility support to enterprises with high impact potential (minimum 5 enterprises).

**Deadline:** December of 2022

**Component 1. Outcome 1.2. Output 1.2.2.**

1.2.2a. To organize national investment facilitation events (Investor Connect) for the GCIP Moldova alumni (at least 2 events after each cycle).

**Deadline:** December of 2022

1.2.2b. To establish a robust network with national and international financial institutions and funds, and manage related communication and outreach activities, including awareness-raising events for the local investor community to increase investor confidence and ensure accurate risk perception regarding cleantech solutions (at least 1 event after each cycle).

**Deadline:** December of 2022

1.2.2c. To provide training for local financial experts.

**Deadline:** November of 2022

1.2.2e. To design a financial mechanism (an early-stage development fund providing pre-seed and seed funding; or disbursement of grants from the GCIP Moldova budget) that would enable de-risking and leverage of public and private investment, including the process of applying for the pre-seed/see financing or grants.

**Deadline:** September of 2022

**Component 2. Outcome 2.1. Output 2.1.1.**

2.1.1a. To conduct analysis of Moldova's CIEE (including consultations with relevant CIEE stakeholders)

**Deadline:** August of 2022

2.1.1c. To conduct capacity building events (based on the cleantech innovation capacity-building framework developed by CTG) for selected CIEE stakeholders, including national institutions, industry associations, and business platforms on how to support cleantech innovations.

**Deadline:** August of 2022

**Component 2. Outcome 2.1. Output 2.1.2**

2.1.2a. To review existing policy and regulations relating to the promotion of cleantech, innovation, and entrepreneurship, and to develop a gender-responsive gap analysis report

**Deadline:** December of 2022

2.1.2b. To develop recommendations for the cleantech innovation and entrepreneurship policy; and to conduct a stakeholder engagement workshop to discuss and validate the gap analysis report and the policy recommendations; to prepare and consult (with GCIP alumni and relevant national CIEE stakeholders) a roadmap guiding a long-term implementation of the policy recommendations.

**Deadline:** December of 2022

**Component 3. Outcome 3.1. Output 3.1.1**

3.1.1b. To review and update the GCIP guidelines

**Deadline:** August of 2022

**Component 3. Outcome 3.2. Output 3.2.1.**

3.2.1a. To review the GCIP methodology for impact assessment (including the accompanying tools) and to participate in the training on its use provided by UNIDO.

**Deadline:** December of 2022

3.2.1b. To provide training on the GCIP methodology for impact assessment to the GCIP Moldova Accelerator semi-finalists.

**Deadline:** September of 2022

3.2.1c. To validate and consolidate the GCIP Moldova enterprise impact data, and to develop and publish a GCIP Moldova impact report.

**Deadline:** November of 2022

## **RESULTS FRAMEWORK**

### **Outputs**

- number of articles about the GCIP guidebooks: 1
- number of articles about the consultation sessions on GCIP Moldova guidebooks with relevant CIEE stakeholders: 1
- number of articles about stakeholders of the GCIP Moldova: 1
- number of articles about corporate partners of the GCIP Moldova: 5
- number of articles about training provided to experts: 3 (1 for trainers, 1 for mentors, 1 for judges)
- number of articles about GCIP Moldova Pre-Accelerator cycles: 1
- number of articles about GCIP Moldova Pre-Accelerator participants: 10
- number of articles about GCIP Moldova Accelerator cycles: 1
- number of articles about GCIP National Academies conducted: 1
- number of articles about GCIP Moldova Forums conducted: 1
- number of posts on social media about the GCIP guidebooks: 3
- number of posts on social media about the consultation sessions on GCIP Moldova guidebooks with relevant CIEE stakeholders: 3
- number of posts on social media about stakeholders of the GCIP Moldova: 3
- number of posts on social media about corporate partners of the GCIP Moldova: 15
- number of posts on social media about training provided to experts: 9 (3 for trainers, 3 for mentors, 3 for judges)
- number of posts on social media about GCIP Moldova Pre-Accelerator cycles: 3
- number of posts on social media about GCIP Moldova Pre-Accelerator participants: 30
- number of posts on social media about GCIP Moldova Accelerator cycles: 3
- number of posts on social media about GCIP National Academies conducted: 3
- number of posts on social media about GCIP Moldova Forums conducted: 3

## **MINIMUM ORGANIZATIONAL REQUIREMENTS**

**Education:** University degree in social sciences, communication or journalism or other relevant discipline is **required**.

### **Technical and Functional Experience:**

- At least three (3) years of professional experience.
- Previous experience in development assistance or related work for a donor organization, development partners, and UN Agencies.
- Experience of working on similar assignments.
- Excellent communicator and excellent presentation skills.
- Very good conceptual and writing skills.
- Awareness of gender issues in the field of cleantech innovation

**Languages:** Fluency in written and spoken English and Rumanian is **required**. Fluency and/or working knowledge of other UN languages is **desirable**.

## **REQUIRED COMPETENCIES**

### ***Core values:***

**WE LIVE AND ACT WITH INTEGRITY:** work honestly, openly, and impartially.

**WE SHOW PROFESSIONALISM:** work hard and competently in a committed and responsible manner.

**WE RESPECT DIVERSITY:** work together effectively, respectfully, and inclusively, regardless of our differences in culture and perspective.

### ***Key competencies:***

**WE FOCUS ON PEOPLE:** cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our identity.

**WE FOCUS ON RESULTS AND RESPONSIBILITIES:** focus on planning, organizing, and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer, and healthier world.

**WE COMMUNICATE AND EARN TRUST:** communicate effectively with one another and build an environment of trust where we can all excel in our work.

**WE THINK OUTSIDE THE BOX AND INNOVATE:** To stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.