

## **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, from now on referred to as EEA, is a government body in Moldova subordinated to the Ministry of Energy - the central specialized authority of the public administration in the energy sector. The EEA is generally responsible for co-designing and implementing state policies to improve energy efficiency and promote 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 programs promoting energy efficiency and renewable energy as well as assists the central and local public authorities in preparing such programs. The EEA has been selected as the primary executing entity of GCIP Moldova, responsible for recruiting project management personnel to the PMU. The PMU will manage, monitor, and evaluate 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 start-ups by providing 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 identifying and growing 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, and other key national stakeholders and facilitate collaboration among the ecosystems.
- Pillar 3 on program 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 project 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 project will focus 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 a 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 program, 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 to directly support early-stage enterprises to enhance their capacity and competitiveness and 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 to GCIP’s “ecosystems approach.” They are strategically relevant in ensuring that the outputs and outcomes of the project contribute to the national priorities and are sustained after the project closure. Therefore, the objective of Component 2 is to build the 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 conducive to cleantech innovation and commercialization.
- **Component 3: Programme coordination and coherence**  
The activities under Component 3 aim to ensure 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 coherently and coordinatedly. To this purpose, EEA is expected to collaborate with the GCIP Framework through the global PEEs and contribute to information gathering, knowledge sharing, and dissemination efforts.

## **FUNCTIONAL RESPONSIBILITIES**

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

1.1.1a. To review and adapt the GCIP guidebooks for Accelerator and Post-Accelerator; to share suggestions for improvement of the GCIP guidebooks with NGIN.

**Deadline:** November 2023

1.1.1b. To adapt the GCIP guidebooks for Accelerator and Post-Accelerator to reflect the context of Moldova's CIEE, including market conditions, policy environment, development priorities, technology focus, local examples, etc.; to organize one consultation session with relevant CIEE stakeholders; to disseminate the GCIP Moldova guidebooks among relevant CIEE stakeholders.

**Deadline:** November 2023

### **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.

**Deadline:** November 2023

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:** November 2023

1.1.2c. Attend a training and certification workshop for at least ten experts (trainers, mentors, judges), with at least 35% being women (i.e., at least one activity with a minimum of ten experts).

**Deadline:** November 2023

1.1.2d. To complete the "I know gender" UN course.

**Deadline:** November 2023

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

1.1.3b. To deliver one cycle of the GCIP Moldova Accelerator.

**Deadline:** December 2023

1.1.3c. To organize the annual GCIP Moldova Forum (part of Moldova Eco Energetica).

**Deadline:** December 2023

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

1.2.1b. To conduct one annual cycle 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 2023

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

1.2.2a. To attend the national investment facilitation event (Investor Connect, Baking sector) (part of Moldova Eco Energetica).

**Deadline:** November 2023

1.2.2c. To attend training for local financial experts (part of Moldova Eco Energetica).

**Deadline:** November 2023

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

2.1.1c. To attend one capacity-building event (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 (part of Moldova Eco Energetica).

**Deadline:** December 2023

**Component 3. Outcome 3.1. Output 3.1.2**

3.1.2a. To adapt and implement Knowledge management, communication, and advocacy strategy.

3.1.2b. To organize briefing sessions; to write and post press releases, social media posts, and adverts.

3.1.2c. To promote alums' success stories – testimonials of effectiveness.

3.1.2d. To promote impact stories about GCIP beneficiaries.

**Deadline:** December 2023

**RESULTS FRAMEWORK****Output 1.1.1**

The GCIP guidebooks are adapted for the GCIP Moldova

- number of suggestions for improvement of the GCIP guidebooks: 5-10
- number of consultation sessions on GCIP Moldova guidebooks with relevant CIEE stakeholders: 1
- number of stakeholders with whom the GCIP Moldova guidebooks shared: 10

**Output 1.1.2**

The pool of cleantech innovation and entrepreneurship experts (trainers, mentors, judges) is trained and certified to support the GCIP Moldova Accelerator

- number of suggestions for improvement of the GCIP cleantech innovation and entrepreneurship expert training and certification system: 5-10
- number of training provided to experts: 3 (1 for trainers, 1 for mentors, 1 for judges)
- number of experts evaluated: 10
- number of experts accredited: 5
- number of UN “I know gender” courses completed: 1

**Output 1.1.3**

One cycle of the annual competition-based GCIP Moldova Accelerator is conducted

- number of GCIP Moldova Forums conducted: 1

**Output 1.2.1**

Targeted business growth support services are provided to selected cleantech enterprises toward commercialization

- number of GCIP Moldova Post-Accelerator cycles conducted: 1
- number of enterprises provided with Post-Accelerator support: 5
- number of GCIP Moldova Post-Accelerator enterprises provided with needs-based support: 5
- number of enterprises provided with technology verification, product development, and testing facility support: 5

### **Output 3.1.2**

- number of GCIP Moldova knowledge management, communication, and advocacy strategies:1
- number of briefing sessions, press releases, social media posts, articles, and adverts (cumulative):50-60
- number of alums' success stories – testimonials of effectiveness: 5
- number of impact stories about GCIP beneficiaries: 5

### **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 Forum conducted: 1
- number of posts on social media about other GCIP public events: 10
- 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 training provided to experts: 9 (3 for trainers, 3 for mentors, 3 for judges)
- number of posts on social media about GCIP Moldova Post-Accelerator cycle: 3
- number of posts on social media about GCIP Moldova Forum conducted: 3

## **MINIMUM ORGANIZATIONAL REQUIREMENTS**

**Education:** A university degree in social sciences, communication, 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 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 reach our full potential –true for our colleagues and 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, we also owe it to those we serve and who have trusted us to contribute to a better, safer, 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.