TERMS OF REFERENCE.

FOR THE LOCAL CONSULTANT.

COMMUNICATIONS & SOCIAL MEDIA CONSULTANT OF GCIP MOLDOVA.

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

ORGANIZATIONAL CONTEXT

The Public Institution National Center for Sustainable Energy, hereinafter referred to as PI NCSE, is a governmental institution in Moldova, subordinated to the Ministry of Energy, which is the central body responsible for energy sector. PI NCSE, generally, is responsible for co-designing and implementing of state policies aimed to improve energy efficiency and promote renewable energy sources. PI NCSE participates in drafting of 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 PI NCSE has been selected as the main executing entity of GCIP Moldova, that is responsible for recruiting the 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 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 it supports them through ongoing mentoring, webinars, and networking events, in order to grow their innovative ideas and concepts into fully-fledged products and services that will be ready to enter the national and global markets.

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

- Pillar 1 *(acceleration and investment facilitation)* focuses on the identification and growth of start-ups, with interventions targeting the private sector (enterprises).
- Pillar 2 *(cleantech ecosystem strengthening and connectivity)* aims to support the national ecosystems with intervention targeting national institutions, ministries, financial institutions, and other key national stakeholders, as well as facilitate collaboration among the ecosystems.
- Pillar 3 *(program coordination and coherence)* provides 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 program 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 increase of 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 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 the country with a local business acceleration program, which will support and de-risk selected entrepreneurs/companies and will connect them with 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 provide 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 focuses 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 Component 2 is
  to build the capacity of the PI NCSE 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 of national policies and regulations, that are 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 in a coherent and coordinated way. To this purpose, PI NCSE 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 1.1.2
1.1.2d. To complete the "I know gender" UN course
Deadline: November 2024

Component 1. Outcome 1.2. Output 1.2.1
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.
Deadline: December 2024

Component 2. Outcome 2.1. Output 2.1.1
2.1.1c. To conduct one capacity-building session (based on the cleantech innovation capacity-building framework developed by CTG) for selected CIEE stakeholders, on how to support cleantech innovations.
Deadline: December 2024

2.1.1d. To deliver an Entrepreneurship Train-the-Trainer Programme session.
Deadline: December 2024

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; prepare visuals, graphic content, informative leaflets and adverts, etc.
3.1.2c. To seek and establish partnerships that would support the implementation of the GCIP Moldova knowledge management, communication and advocacy strategy.
3.1.2d. To attend project events. To prepare invitation letters for press.
3.1.2f. To promote alums' success stories – testimonials of effectiveness.
3.1.2g. To promote impact stories about GCIP beneficiaries.
Deadline: December 2024

Component 3. Outcome 3.1. Output 3.1.3
3.1.3a. To maintain the section for the GCIP Moldova on the global GCIP web platform.
3.1.3b. To maintain the section dedicated to the GCIP Moldova alumni network on the web platform.
Deadline: December 2024

RESULTS FRAMEWORK

Output 1.1.2
- UN "I know gender" courses completed: 1

Output 1.2.1
Targeted business growth support services are provided to selected cleantech enterprises toward commercialization

- number of GCIP Moldova Post-Accelerator enterprises provided with needs-based support: 5

Output 2.1.1
Institutional capacity building of the CIEE actors is conducted
- number of capacity-building sessions for selected stakeholders: 1
- number of the Entrepreneurship Train-the-Trainer Programme sessions delivered: 1

Output 3.1.2
- number of GCIP Moldova knowledge management, communication, and advocacy strategies adapted and implemented:1
- number of briefing sessions, press releases, social media posts, articles, visuals, graphics and adverts (cumulative): 100-120
- number of partnerships established: 5-10
- number of alums' success stories – testimonials of effectiveness: 5
- number of impact stories about GCIP beneficiaries: 5-10

Output 3.1.3
- number of GCIP Moldova web platform section maintained: 1
- number of GCIP Moldova alumni network section maintained: 1
- number of members in the GCIP Moldova alumni network: 15-20

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.