



**Subcontract for  
Communication Campaign**

**THE PROVISION OF Communication Services**

**Between**

**NTU International A/S**

**And**

**Profile Communications LLC**

**Aalborg – March 2025**

**Financed by:**

**European Investment Bank**



## SUBCONTRACT

THIS SUBCONTRACT ("Contract") is entered into this 3rd March 2025, by and between NTU International A/S ("the Client") acting on behalf of the European Investment Bank (EIB) in matters relating to the execution to the project **Technical Assistance to the preparation and implementation of the Energy Efficiency project in the Republic of Moldova, Project no. AA-010298-002/ CC 14122** and **Profile Communications LLC** ("the Subcontractor") having its principal office located at 53A Ion Nistor Street, Chisinau, Republic of Moldova.

WHEREAS, the Client wishes to have the Subcontractor perform the services hereinafter referred to, and

WHEREAS, the Subcontractor is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

**1. Services** (i) The Subcontractor shall perform the services specified in Annex A, "**Terms of Reference to NTU/MLD/2024/COMM: Implementation of communication campaign under the "Moldova Energy Efficiency Project"**" and Annex B, "Subcontractor's Proposal", which are made an integral part of this Subcontract ("the Services").

(ii) The Subcontractor shall provide the personnel listed in Annex B, "Subcontractor's Proposal," to perform the Services.

(iii) The Subcontractor shall submit to the Client the reports and outputs in the form and within the time periods specified in Annex A, "**Terms of Reference to NTU/MLD/2024/COMM: Implementation of communication campaign under the "Moldova Energy Efficiency Project"**"

**2. Term** The Subcontractor shall perform the Services during March 2025 to November 2026, or any other period as may be subsequently agreed by the parties in writing.

**3. Payment** A. Ceiling

For the full and successful delivery of Services rendered pursuant to Annex A, the Client shall reimburse to the Subcontractor the cost of each Communication activity/product successfully delivered as per the amount stipulated in the Annex C ("Financial Offer"). The total amount payable under this contract shall not to exceed **176.850,00 EURO**. The amount payable under this contract for **Phase 1** of the Communication Campaign shall not exceed 20% of the funds (i.e. **35.370,00 EURO**). This amount has been established based on the understanding that it includes all of the Subcontractor's costs and profits as well as any tax obligation that may be imposed on the Subcontractor.

In line with the **Directive 77/388/EC, Article 15 (10)**, the Subcontractor shall issue an invoice in exemption of the value added tax.

B. Schedule of Payments

Payment will follow the payment structure described in **Annex A, "Terms of Reference to NTU/MLD/2024/COMM: Implementation of communication campaign under the "Moldova Energy Efficiency Project"** and in line with the prices in **Annex C ("Financial Offer")**.

No other payment except for these ones shall be made to the Subcontractor under this contract.



#### C. Payment Conditions

Payment shall be made in **EURO**, no later than 30 days following submission by the Subcontractor of invoices to the Client and the approval of the corresponding outputs by the Client and the EIB.

The Subcontractor can issue the invoice, earliest after getting a written approval from the NTU Project Manager confirming the full and successful delivery of the corresponding package as per Annex A.

The Subcontractor's invoice should cover all the invoice-details provided by NTU Project Manager, and should be VAT-deducted.

All other applicable taxes and duties prescribed by Moldovan legislation are the responsibility of the Subcontractor.

#### 4. **Project Administration**

##### A. Project Manager

The Client designates **Ms. Gabriela Anton** as Client's Project Manager; the Manager will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.

##### B. Reports

The reports listed in above and in Annex A, "**Terms of Reference to NTU/MLD/2024/COMM: Implementation of communication campaign under the "Moldova Energy Efficiency Project"**" shall be submitted in the course of the assignment and will constitute the basis for the final payment to be made under paragraph 3.

#### 5. **Performance Standards**

The Subcontractor undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Subcontractor shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.

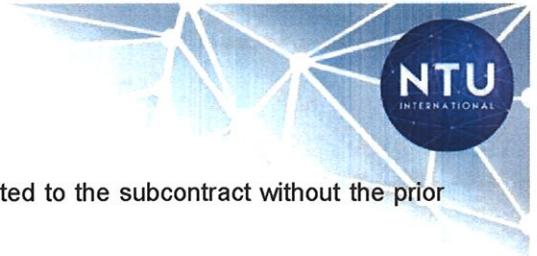
#### 6. **Confidentiality**

The Subcontractor shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.

The Parties may obtain any information on each other, such as business activities, work plans, intellectual property rights, commercial, legal, financial and/or technical information (referred to as "the Information") under the scope of this Contract. Each of the Parties hereby acknowledges, accepts and undertakes that it and/or its personnel shall keep all the information acquired under the scope of this Contract, whether it was specified as confidential information or not, as confidential, and not disclose, or permit it to be disclosed, to third parties, in any form, by any means, directly or indirectly, without prior written consent of the other Party. This confidentiality liability shall remain in effect following the expiration or termination of this Contract in any way, without any time constraint.

#### 7. **Ownership of Material**

All reports and data such as visibility materials, maps, diagrams, drawings, specifications, plans, statistics, calculations, databases, software and supporting records or materials acquired, compiled or prepared by the Subcontractor in the performance of the subcontract shall be the absolute property of the European Investment Bank (EIB). The subcontractor shall, upon completion of the subcontract, deliver all such documents and data to the EIB. The subcontractor may not retain copies of such documents and



data and shall not use them for purposes unrelated to the subcontract without the prior written consent of the EIB.

Any results or rights thereon, including copyright and other intellectual or industrial property rights, obtained in performance of the Subcontract, shall be the absolute property of the EIB, which may use, publish assign or transfer them as it sees fit, without geographical or other limitation, except where intellectual or industrial property.

**8. Reuse of informational and promotional materials**

Informational and promotional materials produced in collaboration with the Subcontractor shall be free for reuse by the respective Subcontractor for non-commercial purposes, subject to non-liability of the Project Contracting Authority (EIB) for any consequence stemming from the reuse, acknowledgment of the source and non-distortion of the document's meaning. The promotional materials cannot suffer any changes or modifications in terms of content or duration and must not be utilized in other versions than the ones approved by the EIB. The definition of "promotional materials" means: (a) any content whatever its medium (written on paper or stored in electronic form or as a sound, visual or audiovisual recording); (b) any part of such content. The reuse of the materials does not apply where third parties' rights are involved. All the rights of producers, music and image rights will be the sole responsibility of the Subcontractor.

NTU and the EIB accepted, declared and committed that, regarding production/development and/or placement of the communication materials on the official web site of the Subcontractor, and/or in social platforms of the Subcontractor and, in any other Internet site, platform owned and/or affiliated by the firms under xxx (if applicable), none of NTU and the EIB is/shall be the addressee, exclusively legal, criminally, administratively and financially responsible of any requests, sanctions or cases for any kind of name, trademark, copyrights related disputes, case, injunction, executive proceedings, administrative penalties and any other measures, irrespective of the name under which, that may occur by/between third party natural persons or legal entities.

The Subcontractor based on justifications/reasons aforementioned, hereby, accepts, declares and commits that the Subcontractor shall take all necessary cautions to be required for NTU and/or sub license owners not to make any payments to any kind of third parties and/or administrative institutions; and not to be the addressee of any requests, sanctions or cases for any kind of name, trademark, copyrights related disputes, case, injunction, executive proceedings, administrative penalties and any other measures, irrespective of the name under which, that may occur by/between third party natural persons or legal entities.

**9. The Subcontractor Not to be Engaged in Certain Activities**

The Subcontractor agrees that, during the term of this Contract and after its termination, the Subcontractor and any entity affiliated with the Subcontractor, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

**10. Insurance**

With this Contract hereby, NTU does not assume any liability to effect any insurance scheme, including health insurance, automobile insurance, or pay social security Premium for the Subcontractor. The Subcontractor will be responsible for taking out any appropriate insurance coverage.

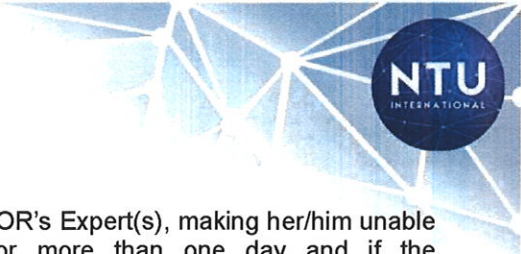
**11. Assignment**

The Subcontractor shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.

**12. Cancellation**

Each party shall be entitled to terminate this agreement forthwith without notice and indemnity to the other party for gross negligence of the other party. For the purposes of this agreement, gross negligence shall not only mean any material breach of the provisions of the present agreement but also the disregard of the laws, customs and usages of Moldova.

This agreement shall also be automatically terminated without notice and indemnity to



the SUBCONTRACTOR:

- I. upon the illness of the SUBCONTRACTOR's Expert(s), making her/him unable to normally exercise the Tasks for more than one day and if the SUBCONTRACTOR cannot replace its expert(s) with another one who has the same qualifications;
- II. when, regardless of the underlying reasons, the Project is cancelled or reorganized in such a way that the services of the SUBCONTRACTOR can no longer be justified or are no longer required;
- III. when the SUBCONTRACTOR cannot fulfil the expectations of the Project Team, or cannot meet the expectations of the Project Team, or cannot deliver it within the given timeframe.

This agreement can be suspended for any valid reason rendering the performance temporarily impossible or impracticable (including force majeure and hardship). Moreover, at its discretion, NTU can always decide to suspend this agreement instead of terminating it, even in a situation referred to in clauses above.

If notice is given by the Client to suspend the performance of the Tasks and there is subsequent valid notice of resumption, then NTU may require the SUBCONTRACTOR to resume performance of the Tasks accordingly and in such event the SUBCONTRACTOR shall, as soon as reasonably practicable, resume the performance of the Tasks in accordance with this subcontract.

**13. Continuation beyond Phase 1** Upon the completion of Phase 1 of the Communication Campaign, the Client shall have the right, at its sole discretion, to either continue or terminate the contract. In the event of termination, the Client shall provide written notice at least five (5) working days in advance.

**14. Law Governing Contract and Language** The Contract shall be governed by the laws of Denmark, and the language of the Contract shall be English.

**15. Dispute Resolution** Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the laws of the Client's country.

**16. Effective date** This Contract which comprises 16 (sixteen) Articles and 6 (six) pages plus Annexes was put into effect upon execution by the Parties on the last date of signature, in Aalborg and in Chisinau in accordance with the location of the parties, in 2 copies.

Each Party shall retain one original copy of the Contract.

FOR THE CLIENT:

07/03/2025

Signed by: **Gabriela Anton**

Title: **Project Manager**

FOR THE SUBCONTRACTOR:

Signed by Viorel Barănoiu

Title: General Manager

V.B.



**LIST OF ANNEXES**

Annex A: "Terms of Reference to NTU/MLD/2024/COMM: Implementation of communication campaign under the "Moldova Energy Efficiency Project"

Annex B: Subcontractor's Proposal

Annex C: Subcontractor's Financial Proposal

V.B.

**TERMS OF REFERENCE TO NTU/MLD/2024/COMM:****Implementation of communication campaign under the  
“Moldova Energy Efficiency Project”****1. BACKGROUND INFORMATION****1.1 Project, Financier, Beneficiary country, Promoter and Client**

<b>Project:</b>	Moldova Energy Efficiency Project (MEEP)
<b>Financier:</b>	European Investment Bank
<b>Country:</b>	Moldova
<b>Promoter:</b>	Ministry of Energy through Moldova Energy Projects Implementation Unit
<b>Client:</b>	NTU International A/S

**1.2 Background about NTU (The Client)**

NTU headquarters are in Denmark and it is a leading actor in development projects worldwide through creating value for communities and ensuring long-term sustainability. For two decades, NTU has been delivering sustainable development projects and advisory services within engineering, policy, economics, and social fields. With more than 1.100 international projects and studies already completed, and 16 project offices around the world, NTU has established as a leading consulting company.

NTU was contracted by the European Investment Bank (the “EIB”) in the context of the Moldova Energy Efficiency Project for performance of the service contract AA 010298-002 Technical assistance to the preparation of the Moldova Energy Efficiency Project (MEEP) in the Republic of Moldova to support sustainable energy efficiency improvements targeting public buildings owned by public entities and public institutions representing local public authorities (LPAs) and central public authorities throughout the Republic of Moldova. The project is implemented by the Moldova Energy Project Implementation Unit (MEPIU) in cooperation with the National Centre for Sustainable Energy (CNED), both overseen by the Ministry of Energy of the Republic of Moldova, with the financial assistance of the European Union, its bank - the European Investment Bank (EIB), as well as the European Bank for Reconstruction and Development (EBRD), as a part of a wider Team Europe effort to support Moldova in accelerating its green and sustainable social and economic growth, achieving energy independence, and supporting decarbonisation of its economy.

The scope of these services also includes the **development, implementation and monitoring and evaluation of a MEEP communication campaign in line with the communication strategy developed by the NTU communication and outreach expert, in close coordination with and endorsement from the EIB, EU Delegation to Moldova and other related parties.**

More information can be found at: [www.ntu.eu](http://www.ntu.eu)

**1.3 Background on the EIB**

The European Investment Bank (the “EIB”) is the financing institution of the European Union (the “EU”). Created by the Treaty of Rome, its shareholders are the Member States of the EU, and its Board of Governors is composed of the Finance Ministers of these States. The EIB enjoys its own legal personality and financial autonomy within the EU.

The mission of the EIB is to contribute, by financing sound investment, to the policy objectives of the European Union, as laid down in its statutes and in decisions of the European Council.

The Bank contributes towards the integration, balanced development, and economic and social cohesion of the Members of the EU. To this end, it raises on the markets substantial volumes of funds that directs on the most favourable terms towards financing capital projects according with the objectives of the European Union. Outside the EU, the EIB implements the financial components of agreements concluded under European development aid and cooperation policies.

More background information about the EIB can be found on the website [www.eib.org](http://www.eib.org).

The technical assistance operation is financed under the Neighbourhood Investment Platform (NIP). This Platform utilizes non-repayable aid granted by the European Commission in support of EIB investment activities in the EU Neighbouring countries, assisting promoters during different stages of the project cycle.

#### **1.4 Background on the MEEP**

Moldova consumes a considerable amount of energy for heating, with the municipal public buildings and residential sector being the country's major energy consumer (40% of the overall consumption), according to the UNDP and donor studies in the past recent years. Regardless of their technical conditions, over 70% of multi-story residential blocks have a very low thermal performance – especially those constructed between 1950-1980. Thermal losses from the buildings like these account for nearly 50% of total heat consumption in the Republic of Moldova. Government public buildings have not been refurbished to modern energy efficiency norms and bear considerable energy losses and discomfort for visitors, especially in cold weather seasons.

The overall objective of MEEP is to improve energy efficiency in public buildings, both municipal and state owned, across the Republic of Moldova, as well as energy efficiency in residential buildings. Since many of these buildings were originally constructed without adhering to the specific energy efficiency standards, there is a significant potential to upgrade them to meet higher standards of energy performance. The renovations are expected to achieve savings in net Primary Energy Demand of at least 30% in comparison to the baseline performance of the building before undergoing renovation.

The investments will focus mainly on improvements of the building envelope (insulation of the walls, roof slab, basement ceilings, replacement of windows and exterior doors). The project will also include other energy efficiency measures such as the renovation of the heating, ventilation, air conditioning, and lighting systems, the integration of renewable energy sources, and the implementation of the energy management system. The project will also contribute to bringing the targeted buildings in line with EU standards such as the Energy Performance of Buildings Directive (EPBD) and Energy Efficiency Directive (EED) meant to improve the quality of citizens' life and alleviate energy poverty while bringing additional benefits, such as health and better indoor comfort levels, green jobs, to the economy and the society.

In addition to low energy performance, the Republic of Moldova has faced substantial increase in gas prices which put a significant pressure on Moldova's public finances and economy and increased people's vulnerability. Modern and sustainable solutions and well-targeted mechanisms such as the energy efficiency measures, and rehabilitation works of the public buildings become part of the efforts channelled towards reducing the effects of the crisis.

This communication campaign should highlight the project's benefits for people and public institutions of Moldova. These include improved facilities, lower energy costs, and sustainable solutions, showcasing the project's transformative impact and potential for future development. The campaign should also inform citizens about the roles of the EU, its bank EIB, and EBRD in funding these improvements and the Moldovan Government's commitment to energy security.

The communication campaign will be based on the communication strategy and plan developed by the NTU communication and outreach expert in close cooperation with and endorsement from the EIB, EU Delegation to Moldova and other related stakeholders. This strategy outlines a comprehensive approach in terms of communication objectives and tactics, target audiences, the recommended strategic outlines, and the selection of appropriate channel platforms for effective messaging.

## 2. MEEP MILESTONES

Around one million patients and ten thousand employees will benefit from modern facilities. Ten hospitals to be refurbished during the project, of which nine are in Chisinau and one - in Balti. Pilot projects have been identified and energy audits have been finalized for 16 buildings of the:

- Cardiology Institute (Main Block);
- Emergency Medicine Institute (Block 1, Block 2 and Block 3);
- Mother & Child Institute (Maternity Block and Polyclinic);
- Neurology and Neurosurgery Institute (Block 2);
- Oncological Institute (Main Block);
- Psychiatry Clinical Hospital (Main Block and Children Unit);
- Republican Clinical Hospital (Main Block);
- Republican Diagnostics Centre/ Phthisiopneumology Institute (Main Block and Laboratory).
- Balti Clinical Hospital (Main Block and Paediatric Block);

As a forerunner of the Residential Energy Efficiency Fund (REEF, to be operational in 2025), MEEP also foresees the thermal renovation of up to 25 residential buildings (pilots). In addition to central government buildings (ten hospitals) and confirmed residential buildings, energy efficiency measures may also extend to local public authorities (LPA)-owned buildings. The final decision regarding the funds allocated for LPA-owned buildings is set to be announced at a later stage, which entails the integration of these topics into the communication plan for this project. While the list of governmental buildings included in the project is already known and confirmed, as well as the residential buildings, LPA-owned public buildings (schools, kindergartens, hospitals, municipal/governmental buildings frequently used by citizens) would be selected through one or more open Calls for Proposals, in order to ensure a transparent process of selection.

## 3. OBJECTIVE AND PURPOSE

### 3.1 General objective

The Moldova Energy Efficiency Project (MEEP) communication campaign aims at disseminating information on the joint support of the EU, its bank EIB, as well as EBRD and the Moldovan Ministry of Energy through MEPIU and CNED to:

- increase awareness regarding the EU and government efforts to stimulate the energy security of the Republic of Moldova through energy efficiency initiatives;
- inform the target audience about the tangible results and the impact of the project.

The complex approach embodying a strategic alignment of resources, activities and existing partners will contribute to changing the attitudes regarding the stringent necessity to embrace and adopt the energy efficiency technologies and initiatives taking into consideration the vulnerability of the Republic of Moldova to today's challenges.

The communication efforts will be directed towards strengthening the positive perception of the funding and implementing entities and emphasising the role of the investments in socio-economic development.

### 3.2 Specific objectives

- Spreading pertinent information about improved and modern infrastructure of the public as well as residential buildings for its beneficiaries, ensured by Team Europe, including the EU, its bank the EIB and the EBRD;
- Increase understanding on how the EU and its bank EIB support the Government of Moldova in improving energy efficiency through modernisation and renovation of public and residential buildings with a direct and tangible benefit for the citizens;

- Gaining buy-in from a wider audience by informing and stimulating the beneficiaries of the project to actively share information about the contribution of the EU, its bank EIB, EBRD, and Government of Moldova, highlighting their collective efforts in enhancing the welfare of the citizens of the Republic of Moldova;
- Stimulating public authorities to seek for opportunities to implement energy efficiency initiatives by presenting long-term benefits of the current project and its impact;
- Improving the public perception regarding the need to adopt energy efficiency measures in order to reduce energy consumption and thus, energy bills; produce part of their own energy through PV panels, preserve the environment and reduce the impact on climate change; and boost energy independence of the Republic of Moldova.

#### 4. SCOPE OF THE WORK

##### 4.1 Specific activities

The Subcontractor shall develop and implement a set of communication activities between August 2024 – November 2026, adhering to the following guidelines:

- Compliance with the Terms of Reference (ToR) requirements as specified herein, including the indicative list of communication activities and products detailed in the table below;
- Alignment with the Subcontractor's proposal, submitted in response to this ToR, which shall include a detailed communication plan, methodology of coordinating the validation and implementation of the activities with various project stakeholders, along with a comprehensive timetable and cost estimate;
- Monitoring of the communication plan implementation, making any necessary adjustments during the implementation period between August 2024 – November 2026;
- Regular reporting on the results of the implementation of the communication activities;
- Proactive coordination with the NTU's Communication and outreach expert assigned to the MEEP project, ensuring smooth and effective implementation of communication campaign.

The communication campaign, aligned with the communications strategy, should be structured around a three-phase approach. This approach will concentrate on effectively informing the Moldovan public about the concrete outcomes of the MEEP and the direct impact each phase has on their lives. Consequently, the communication plan, to be developed and proposed by the Subcontractor for each phase, should outline specific actions designed to maximize impact and achieve the desired outcomes in terms of broadening outreach and enhancing public awareness.

##### **Phase I (indicatively August/September – December 2024)**

The campaign's first phase will be conducted in a more appeased way, as there are no visible project results yet. This stage will encompass sharing information about the planned improvements in the health care facilities of Moldova and residential buildings to be thermally renovated. The first phase of the communication campaign will offer room to test the messages, start the production of the first communication materials in order to familiarise the audiences with the upcoming works and the changes that will improve their well-being and healthcare service quality. This period marks the start of first communication activities.

##### **Phase II phase (indicatively January-December 2025)**

The progress achieved at this stage presents more opportunities for communication and visibility. The population of the Republic of Moldova could receive information and updates on the status of the

renovation process of both hospitals and residential buildings. By highlighting the future benefits for Moldovans, including modern health care facilities and reduced energy billing costs, will allow effectively reaching and engaging target audiences. During this period, it's anticipated that the renovation process of residential buildings will draw closer to completion, marking a significant milestone in our efforts to improve living conditions and increase awareness of the EU, its bank EIB, as well as EBRD, and Government of the Republic of Moldova initiatives aimed at enhancing people's lives and their living standards. This period will also be dedicated to planning and production, which will culminate in the third phase of the communication campaign, with a greater emphasis on the rehabilitation of the hospitals. The transition into the second phase of the campaign is anticipated in early 2025, aligning with the initial visible results of the EU assistance. This phase is expected to continue until the end of 2025.

### Phase III (indicatively January-November 2026)

The communication campaign will culminate with a more intensive approach during the last stage once the rehabilitation of the ten hospitals and residential buildings will be finished. At this point, the Moldovan population will be able to directly observe the impact of the investments made by the EU and its bank the EIB. This phase should contribute to increasing awareness regarding the EU support based on the concrete results. Spanning throughout 2026, it will serve as a platform for cultivating a deeper understanding of the enduring benefits derived from collaborative initiatives between the EU and its bank EIB, as well as EBRD and the Republic of Moldova.

Phase II and Phase III might face some overlap as some of the rehabilitation works are foreseen to start earlier. The communication plan's timeline therefore will depend on the project's activities and rehabilitation works' schedule. At the beginning of each year, the strategy, timing, and approach to the planned activities will be reviewed to keep pace with the progress of the project. Communication efforts will focus on informing the approximately one million patients benefiting from hospital rehabilitation, while also highlighting the importance of residential building renovations for residents' quality of life.

Subject to the successful delivery of quality services and the effective execution of the communication campaign in 2024 (phase I), the Subcontractor will be offered the opportunity to continue collaboration for the subsequent phases in 2025 (phase II) and then in 2026 (phase III). This continuation is contingent upon the approval of the proposed implementation communication plans and budgets for 2025 and 2026, and the satisfaction with the Subcontractor's overall performance. If any elements are found unsatisfactory or agreement on continuation cannot be reached, an alternative Subcontractor will be selected for Phases II and III.

Initially, the company is required to submit the communication plan and outline the activities for the Phase I of the campaign. Subsequently, the plans for **Phase II and Phase III** should be presented at least one month before the commencement of each phase. The company must also provide in their tender a **price list of products that may be integrated into the action plan. Furthermore, detailed budgets for phases I, II and III are required at the time of submitting the plans for these respective phases.**

### Specific stages and deliverables for the communication campaign

PHASE 1	DELIVERABLE	DEADLINE
<b>PREPARATION</b>		
<p><b>Providing detailed communication implementation plan with timeline:</b> After being awarded the contract, the Subcontractor has to develop a detailed communication plan and timeline based on the communication strategy in consultation with the NTU's communication and outreach expert and MEPIU communication expert, along with the EIB communication officer. The plan shall also contain proposed monitoring and evaluation indicators.</p>	<p><b>Deliverable No.1:</b> <b>Communication implementation plan and timeline</b> (English)</p>	<p>In three weeks of contract signature date</p>

<p><b>Communication budget with specifications:</b> This document plans in detail the communication campaign with appropriate scheduling of activities, identification of those responsible for implementation at all levels and a complete, detailed and precise costing of implementation.</p> <p>The plan shall contain a description of the design, production, management and distribution of all communication products (printed/video/online etc.) foreseen in the implementation plan.</p>	<p><b>Deliverable No.2:</b> <b>Detailed, costed implementation plan</b> (English)</p>	<p>In three weeks of contract signature date</p>
<b>IMPLEMENTATION AND REPORTING</b>		
<p><b>Implementation:</b> The 1<sup>st</sup> phase of the communication campaign is expected to take place from August to December 2024 in accordance with the approved communication plan and its implementation. For the avoidance of doubt, implementation means the design, production, management and distribution, broadcasting, placement of all the communication products, as well as the organisation, coordination and monitoring of all the communication activities.</p>	<p>The company will provide <b>6-monthly activity reports</b> and a <b>comprehensive report for the first phase</b> of the campaign. (English), summarizing the executed communication activities, an indicative list of which is provided in the <u>Table 1, referred to as package #1.</u></p> <p><i>*Since the 2024 campaign will last only 6 months, for the first phase of the project, an exception will be made, and the report will need to be submitted after 3 months of implementation.</i></p> <p><b>Deliverable No.3:</b> 6-monthly report</p> <p><i>*Due to the duration of the first phase of the campaign being only 6 months, the report for this deliverable will be a 3-month report.</i></p>	<p>Expected within a maximum of one month after the reporting period).</p>
<p><b>Providing detailed communication implementation plan with timeline for Phase II:</b> The Subcontractor has to develop a detailed communication plan and timeline based on the communication strategy in consultation with the NTU's communication and outreach expert and MEPIU communication expert, along with the EIB communication officer. The plan shall also contain a proposed monitoring and evaluation indicators.</p>	<p><b>Deliverable No. 4:</b> <b>Communication implementation plan and timeline</b> (English)</p>	<p>At least 1 month before the start of phase II</p>
<p><b>Communication budget with specifications for Phase II:</b> This document plans in detail the communication campaign with appropriate scheduling of activities, identification of those responsible for implementation at all levels and a complete, detailed, and precise costing of implementation.</p> <p>The plan shall contain a description of the design, production, management, and distribution of all communication products (printed/video/online etc.) foreseen in the implementation plan.</p>	<p><b>Deliverable No. 5:</b> <b>Detailed, costed implementation plan</b> (English)</p>	<p>At least 1 month before the start of phase II</p>

<b>Final reporting</b>	<b>Deliverable No. 6:</b> <b>Final report of the 1<sup>st</sup> phase of the campaign</b> (English), summarizing the communication activities and their impact	Given that the first phase of the campaign spans less than a year, the contractor and the Subcontractor will mutually determine the specific timeline for report submission.
<b>PHASE II</b>	<b>Deliverable</b>	<b>Deadline</b>
<b>IMPLEMENTATION AND REPORTING</b>		
<b>Implementation:</b> The 2nd phase of the communication campaign is expected to take place from January to December 2025 in accordance with the approved communication plan and its implementation. For the avoidance of doubt, implementation means the design, production, storage and distribution, broadcasting, placement of all the communication products, as well as the organisation, coordination and monitoring of all the communication activities.	The company will provide <b>6-monthly activity reports</b> and a <b>comprehensive report for the second phase</b> of the campaign. (English), summarizing the executed communication activities, an indicative list of which is provided in the <u>Table 1, referred to as package #2.</u>  <b>Deliverable No.7:</b> 6-monthly report	Expected within a maximum of one month of the end of the reporting period
<b>Providing detailed communication implementation plan with timeline for Phase III:</b> The subcontractor has to develop a detailed communication plan and timeline based on the communication strategy in consultation with the NTU's communication and outreach expert and MEPIU communication expert, along with the EIB communication officer. The plan shall also contain a proposed monitoring and evaluation indicators.	<b>Deliverable No. 8:</b> <b>Communication implementation plan and timeline</b> (English)	At least 1 month before the start of phase III
<b>Communication budget with specifications for Phase III:</b> This document plans in detail the communication campaign with appropriate scheduling of activities, identification of those responsible for implementation at all levels and a complete, detailed, and precise costing of implementation.  The plan shall contain a description of the design, production, storage, and distribution of all communication products (printed/video/online etc.) foreseen in the implementation plan.	<b>Deliverable No.9:</b> <b>Detailed, costed implementation plan</b> (English)	At least 1 month before the start of phase III
<b>Final reporting</b>	<b>Deliverable No. 10:</b> <b>Final report of the 2<sup>nd</sup> phase of the campaign</b> (English), summarizing the communication activities and their impact	Expected by the end of Phase 2

PHASE III	Deliverable	Deadline
<b>IMPLEMENTATION AND REPORTING</b>		
<p><b>Implementation:</b> The 3rd phase of the communication campaign is expected to take place from January to November 2026 in accordance with the approved communication plan and its implementation. For the avoidance of doubt, implementation means the design, production, storage and distribution, broadcasting, placement of all the communication products, as well as the organisation, coordination and monitoring of all the communication activities.</p>	<p>The company will provide <b>6-monthly activity reports</b> and a <b>comprehensive report for the whole communication campaign</b> implemented (English), summarizing the executed communication activities, an indicative list of which is provided in listed in the <u>Table 1, referred to as package #3</u>.</p> <p><b>Deliverable No 11:</b> 6-monthly report</p> <p><b>Deliverable No.12:</b> <b>Comprehensive report of the whole campaign (Phase I and II, including the results for the Phase III (January – November 2026) (English), summarizing the communication activities and their impact.</b></p>	<p>Expected within a maximum of one month after the end of the reporting period.</p> <p>The overall performance report is expected by November 2026.</p>

Upon request, the communication agency might be called upon to submit performance reports pertaining to specific executed activities. These reports should, if requested, include metrics and analytics that reflect the effectiveness and reach of the campaigns undertaken, providing transparency and insights into the outcomes of the initiatives launched. The aim is to ensure that all parties have a clear understanding of the results and can make informed decisions for future strategies and endeavours.

**Indicative communication activities and products**

The communication agency is responsible for formulating and presenting a tailored plan that integrates activities considered by the agency as optimally aligned and effective in achieving the project’s awareness and visibility objectives. The provided list of activities includes both mandatory and tentative elements. This plan is expected to consider the mandatory activities specified in the TOR while also being complemented with activities proposed by the Subcontractor, outlining their approach and proposed actions. The tentative activities therefore should be considered as possible suggestions; the Subcontractor however is allowed to come with its own suggestions for these tentative activities. Further details can be found in the table below.

The plan is expected to demonstrate not only creativity but also cost efficiency. Although the

indicative activity list provides a foundation, the Subcontractor is urged to actively contribute innovative and original ideas, surpassing the initial suggestions to significantly amplify the overall impact of the campaign. This is particularly significant in the context of communication efforts directed towards the approximately one million patients served by the hospitals annually, as well as the thousands of residents poised to benefit from the renovation works and improvements to their buildings. Additionally, it is important to consider engaging potential beneficiaries of the local publicly-owned buildings, contingent upon the financing of such buildings from MEEP. **Possible alterations to the list of mandatory activities may occur during the implementation of the communication plan**, depending on project priorities. Decisions will be collaboratively agreed upon with project partners.

**Table 1: List of indicative communication activities and products**

#	Communication activities and products	Quantity	Details
<b>Package #1 (campaign's first phase)</b>			
1.	Focus Group testing	1	The agency is responsible for developing and testing campaign messages through focus group testing. The proposal is to test between 3 to 5 messages within four identified audiences ( (1) general group, (2) hospital patients, (3) owners/ tenants of residential buildings, and (4) the Russian-speaking audience). Each focus group will consist of approximately 8-10 participants. Following this, a detailed analysis/report of the focus group results should be provided. The goal is to refine the messaging strategy based on the feedback received, ensuring its effectiveness across audience segments. The agency will analyse the sources of information used by the target audiences (social media, newspapers, TV, billboards etc.) and provide recommendations afterwards.
2.	Video spot	1	Producing a video spot (up to 1.30 m) informing on the upcoming works and the importance of the EU assistance for the improved quality of people's lives and energy efficiency and green transition of the Republic of Moldova. Video can be distributed on media and social media platforms. To ensure wider accessibility, subtitles will be added in Romanian, Russian, and English.
3.	Factsheets	11	The agency is required to develop a standardized template for presenting information about the buildings earmarked for renovation, energy efficiency measures, and the resulting impact on people's lives. This template will be consistently applied to each medical institution undergoing renovation (10 factsheets). The residential building component will be consolidated into a single leaflet. The agency is responsible for both the layout design and its implementation. The completed factsheets, adhering to the established template, will be published on digital platforms, and distributed to media outlets in both Romanian and Russian languages.
4.	Media articles	5	The communication agency is responsible to ensure the development and publishing five media products in high-impact media outlets. The agency will justify the selection of media outlets based on existing statistics and provide impact data after publication.

Implementation of the Communication Campaign for Moldova Energy Efficiency Project  
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5.	Social media posts (package)	15	Throughout the initial campaign phase, the agency will develop and coordinate social media posts for distribution across partner channels. These posts, containing information from factsheets, photos, infographics, etc., will be pre-approved and focus on informing the audience about renovation works, their impact on people, and the contributions of partners.
6.	Graphics	All-inclusive package	Designing of graphics packages to be distributed on social media platforms aimed at amplifying the effectiveness of the communication campaign and reach the audiences via digital platforms.
7.	Billboards	All-inclusive package (including installation cost and cost of space renting)	Produce key communication visuals on billboards in highly visible places (indoor/outdoor) encompassing broad attractive messages situated in strategic places (indoor and outdoor posters) in order to reach the audience - one million patients using the services of the ten hospitals annually and the residents of the buildings earmarked for renovation.
8.	Led video boards	All-inclusive package	Developing short animations and graphics informing the audience about the importance of the EU assistance to be displayed in strategic places.
9.	Photo production	All-inclusive package	Creating photo and visual content for the media distribution and social media campaign. Thematic photos should be produced in horizontal and vertical formats available for different purposes.
10.	Social media advertising	All-inclusive package	To provide and develop a social media boosting plan with engaging content throughout the campaign; Synchronizing posts and ensuring cross-promotion of content across partners' social media outlets.
11.	News, press releases, stories (and other forms of media coverage)	All-inclusive package	Developing articles that will present the main achievements to be reached during the MEEP and keep people updated about the progress of the project's activities.
<b>Package #2 (campaign's second phase)</b>			
12.	Photo and video shooting	All-inclusive package	Providing photo and video content presenting first concrete steps towards improving the health care facilities and take the opportunity to stress the importance of the energy efficiency measures and their additional benefits for the people of Moldova.
13.	Media projects	All-inclusive package	Videos, articles, cards, digital banners, talk-shows etc. to be distributed on the platforms of the selected media institutions.
14.	Events to mark the launch of renovation works	10	Organising the events dedicated to the launch of the works, ensuring partners' visibility, covering media relations and promotion of the event (9 - for hospitals and at least one - for residential buildings; additional events for residential component may be considered, especially if the regions vary and hold strategic importance.).

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15.	Content development	All-inclusive package	Media content development services based on the project needs such as media advisories, press releases, articles for placed or earned media TV, online media or newspaper. Content development and copywriting (Producing up to 8 pieces in total, each piece up to 2-3 pages, depending on the content)
16.	Press tours	All-inclusive package	Organising field visits to the construction sites (hospitals and residential buildings) for journalists in order to boost the media coverage of the project's activities.
17.	Social media package	All-inclusive package	To provide and develop a social media posting plan with engaging content throughout the campaign, including social media advertising; Synchronizing posts and ensuring cross-promotion of content across partners' social media outlets.
18.	Digital media campaigns	All-inclusive package	Providing digital media campaigns dedicated to Europe Day, European Sustainable Week, EU Green Week, World Energy Efficiency Day etc. to communicate on the projects' results, contribute to awareness increase and shape public opinion on the importance of the energy efficiency measures and the capacity of the EU investments to change people's lives.
19.	Europe Day initiatives	All-inclusive package	To provide a plan of actions to increase the visibility and awareness of the assistance provided by the funding partners.
<b>Package #3 (campaign's third phase)</b>			
20.	Closing renovation works events	11	Organising the events dedicated to the completion of the renovation works will present the results of the works conducted for the benefit of the citizens of the Republic of Moldova. The events will be organised both in Chisinau and Balti, where the hospitals are located; One event will be organised to mark the closure of the renovation works for residential buildings; Additional events for residential component may be considered, especially if the regions vary and hold strategic importance; Ensuring partners' visibility, covering media relations and promotion of the event.
21.	Photo and video shooting	All-inclusive package	Providing photo and video content presenting the results of the project; Before and after pictures/ recordings will illustrate an accurate representation of the partners' investments.
22.	Video spot	All-inclusive package	Producing a final video spot that will capture the importance of the EU assistance for the improved quality of people's lives and energy efficiency and green transition of the Republic of Moldova. Video can be distributed on media and social media platforms.
23.	Infographics	All-inclusive package	Designing materials to be used for web communication, social media platforms, media etc.
24.	Brochures	All-inclusive package	To updated with the results of the project, fresh photos, info regarding the impact and consequences for beneficiaries, the importance of energy efficiency measures.

25.	Indoor & outdoor posters	All-inclusive package	Produce key communication visuals on billboards in highly visible places (indoor/outdoor) encompassing broad attractive messages situated in strategic places (indoor and outdoor posters) in order to reach the audience - one million patients using the services of the ten hospitals annually.
26.	Social media package	All-inclusive package	To provide and develop a social media posting plan with engaging content throughout the campaign, including social media advertising; Synchronizing posts and ensuring cross-promotion of content across partners' social media outlets.
27.	Digital media campaigns	All-inclusive package	Providing digital media campaigns dedicated to Europe Day, European Sustainable Week, EU Green Week, World Energy Efficiency Day etc. to communicate on the projects' results, contribute to awareness increase and shape public opinion on the importance of the energy efficiency measures and the capacity of the EU investments to change people's lives.
28.	Europe Day initiatives	All-inclusive package	To provide a plan of actions to increase the visibility and awareness of the assistance provided by the funding partners.

## 5.2 Management of the Assignment

### 5.2.1 Responsibilities of the Client

NTU's Project Manager shall be responsible for the management of the contract. NTU's Team Leader and the Communication and Outreach Expert shall be responsible for the technical guidance and supervision of the contract.

### 5.2.2 Responsibilities of the Subcontractor

The Subcontractor shall work under the guidance of the NTU's team as highlighted above and all communication activity, products and deliverables will be provided to the Client for check, review and approval. The Client shall seek and receive no-objection from the European Investment Bank before approving any products and/ or deliverables.

Throughout the duration of the Assignment and following its completion, the Subcontractor shall maintain strict confidentiality vis-à-vis third parties with respect to all information and material gathered and produced. Reports and all outputs/deliverables, including draft versions, shall become the property of the EIB.

## 6. LOGISTICS AND TIMING

### 6.1 Location

The Subcontractor will carry out the services described in §5 from its own professional premises and partly onsite, in Moldova (planning and validation with project partners as well as production and dissemination).

### 6.2 Commencement date & Period of implementation

The Assignment will start upon signature of the Contract by both parties; and the intended period of production is August 2024 – November 2026. If necessary, additional services of the same nature may be requested and/or the duration of the Assignment may be extended. In such cases, the conditions will be agreed upon separately.

### 6.3 Monitoring and Reporting

Monitoring and reporting during implementation: all communication activities will be monitored according to the monitoring plan, which is an integral part of the communication strategy. Reporting on the quantitative indicators for the implemented communication activities and products will be provided in each 6-months report and final report, however the agency is expected to collect this information continuously. In addition, the Subcontractor will ensure the documentation of the implemented communication activities (i.e. taking photos illustrating the communication activity being implemented. For example, the photo of billboards being installed, the photo of a campaign talk show being broadcasted etc.).

The final report and the reports for the three phases shall summarise the services provided under the assignment (for example summarising major milestones, problems and obstacles met during the Assignment, solutions found to overcome such obstacles and recommendations).

The reports will additionally contain in annexes a copy of the Assignment Deliverables, status reports and of any other document/information the Subcontractor judges relevant (annexes can be provided via an internet link).

An assessment of the impact of the communication campaign is not part of this Assignment. It will be done by a separately sub-contracted company at the end of all three phases.

All reports shall be written in concise, clear and well-edited Standard English.

## 7. REQUIREMENTS

### 7.1 Personnel

The Subcontractor should appoint the necessary staff/experts with the necessary skills and experience to carry out this assignment. The appointed staff/experts must be independent and free from conflicts of interest in the responsibilities to perform this contract.

The Subcontractor will be responsible for identifying all information and material necessary for carrying out the assignment and should rely on its own knowledge and experience on subjects involved in the delivery of the services.

**Requirements of the key experts (to be evaluated as part of technical evaluation). The tenderer shall submit CV for the following key expert.**

#### **Key Expert 1- Senior Communication Expert:**

- Shall be fluent in Romanian and have good command of English, including effective spoken presentation and written reporting abilities. Working knowledge of Russian will be considered an asset;
- Shall have 5 years of experience in developing and implementing communication campaigns;
- Shall have 5 years of experience in the delivery of communication, PR or media services;
- Working with international organisations (preferably EU) in Moldova will be an asset.

#### **Support staff**

**CVs of the support staff shall not be provided; however, the tenderer is required to demonstrate in its offer that it has access to experts with the required profiles and provide descriptions justifying that they meet the minimum requirements as follows:**

- Relevant education and/or minimum of 3 years of relevant working experience in the field
- Similar projects/campaigns being involved in will be an asset

**Indicative profiles identified are as follows (but not limited to):**

- Video production manager
- Designer
- Copywriter and social media manager

**7.2 Facilities to be provided by the Subcontractor**

The Subcontractor shall take care of its own arrangements and office needs such as computers, telephones, faxes and internet connections, office supplies, secretarial and translation support.

**8. BUDGET, REMUNERATION AND PAYMENT SCHEDULE**

**8.1 Budget**

The **maximum budget** for the present assignment is **EUR 176,850**. The funds will be distributed in line with the strategy's priorities and impact of the initiatives provided. A tentative distribution of the funds could take into consideration the <sup>1</sup> scheme as follows:

- 1st phase of the communication campaign - indicatively 20% of the total funds
- 2nd phase - indicatively 30% of the total funds
- 3rd phase – indicatively 50%

The current proposal of funds' distribution could be adjusted according to the communication strategy priorities and expected results. The subcontractor must submit with their tender a comprehensive price list of products that may be integrated into the action plans. Furthermore, detailed budgets for phases I, II and III are required at the time of submitting the plans for these respective phases.

The Subcontractor will be engaged to execute the three stages of the communication campaign. The Client maintains the discretionary authority **to seek alternative Subcontractors for the second and third stages of the campaign if it determines that the performance delivered by the original Subcontractor (communication agency) falls short of the pre-established performance benchmarks and/or if the Client does not approve the implementation plan and budget for the next Phase**. This clause ensures the Subcontractor's commitment to achieving the highest standard of output and allows for flexibility in partnership if the need arises to align with strategic objectives and quality expectations.

**8.2 Remuneration**

The services under this Assignment contract are to be provided **on a fixed price basis inclusive of all fees and expenses related to the production of all the communication products and exclusive of VAT (the "Maximum Contract Value")**.

For the sake of clarity, the Maximum Contract Value shall cover all the costs to be incurred during completion of this Assignment, including the costs of the planning and validation processes with project stakeholders as well as the implementation of the communication activities mentioned in the TOR, the Subcontractor's fee, all costs of producing and disseminating the communications products through various channels, as well as the cost of other communication activities.

**8.3 Payment**

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The Subcontractor is required to issue invoices during the implementation period of each campaign phase, aligned with the approved deliverables and performance reports.

## **9. REPORT**

### **9.1 Reporting requirements**

The Subcontractor's work during the Assignment shall be continuously supervised and monitored by the Client and shall be in line with the requirements described. The Subcontractor shall inform the Client of eventual shortcoming and of remedial measures to be taken, if any.

### **9.2 Submission & approval of deliverables reports**

Deliverables and administrative reports and any other ancillary documents (printed, audio and video) will be made available in electronic format via email. Written documents will be provided in Microsoft Word compatible format, in a single file or with a series of files following a structure that makes it easy to print and generate hard copies, with all support files also attached. All produced spreadsheets will be provided in Microsoft Excel compatible format, including all underlying formulas. Such formulas shall be unprotected and available to the NTU and the EIB.

NTU will have 2 weeks to examine each report or deliverable; and consult with the EIB. Should NTU request amendments (revisions), the Subcontractor will be requested to re-submit the report or deliverable within 1 week (except for the final version of the final Report, see above) following the request, completed and adequately amended with changes highlighted, at no extra cost. A maximum of 5 rounds of amendments will be provided by NTU. If the 6th version of the communication output is not accepted, a new communication output will be produced by the Subcontractor at no cost to NTU.

Identity and contact details of the recipients of the reports or deliverables will be provided to the Subcontractor at the beginning of the Assignment.

### **9.3 Visibility requirements**

Any communication material produced by the Subcontractor shall follow the EU Communication and Visibility Requirements for EU External Actions. Use of logo guide, as well as any other visibility guidelines to be provided by EIB, EBRD and EU Delegation for individual initiatives, which apply to all information and publicity products to be employed in the course of the contract.

The NTU communication and outreach expert will provide the Subcontractor with the EU Communication and Visibility Requirements for Moldova, the EIB and EBRD logo guidelines, and any other applicable visibility guidelines after the contract is signed.

Prior to production and utilization, all designs and products must receive written approval from the Client.

### **9.4 Data Protection**

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of individuals regarding the processing of personal data by the EU institutions and bodies and on the free movement of such data.

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## Organisation & Methodology for the Moldova Energy Efficiency Project (MEEP) Communication Campaign

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### Phased Communication Campaign Approach

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#### Phase I: Initial Awareness & Message Testing (August 2024 – December 2024)

During Phase I, the Agency will focus on creating awareness and setting expectations for the upcoming improvements. Although no visible results of the project will be available at this stage, it provides an opportunity to introduce key messages, develop initial communication materials, and familiarize the public with the overall objectives of MEEP.

#### Key Activities & Timeline

##### 1. Kickoff Meeting & Finalization of Communication Strategy:

- **Timeline:** Week 1-3
- **Description:** PRofile Agency will meet with NTU's communication and outreach experts, the MEPIU communication expert, and the EIB communication officer to adjust and complete the communication strategy, ensuring alignment with all stakeholders. This meeting will define the final communication objectives, messaging, and confirm the timeline of activities

It is recommended to update the communication activities and channels from the actual strategy that, due to political and social changes are not anymore relevant for the implementation.

- **Responsible:** Team Leader, Communication Expert, Head of PR Dept., Head of Creative Dept., Creative Director, PR Project Manager

##### 2. Communication Plan, Adjusted Timeline, Communication Budget with specifications:

- **Timeline:** Weeks 1-3
- **Description:** After the final approval of the Strategy the Agency will be elaborating a **tailored plan that integrates** . It will consist of several documents as basis having a **Gant Chart Timetable split** ino communication activities by phase, channels and instruments. All the activities will be elaborated in cronological order to make sure it is easy to follow and implement. Also a **Core**

**Narative** document (onepager) and a **Media Q&A** (Facts and Stats) doc will be elaborated at this stage.

Based on the final approval of all the detailed activities, a **communication budget with specifications** will be elaborated in the same **Workflow Document** (containing the Action Plan). Thus all the detailed information for the implementation will be hands on, on a Google Drive Document, and easy to follow and account for at any times. All the activities will be elaborated optimally aligned and **effective in achieving the project's awareness and visibility objectives**, demonstrating not only creativity but also **cost efficiency**.

- **Responsible:** Project Manager, Communication Expert, Communication Team

### 3. Focus Group Testing:

- **Timeline:** Weeks 3-5

- **Description:** Focus group testing will be conducted to test **the effectiveness of key campaign messages**. Four target audiences will be involved: the general public, hospital patients, residents of buildings undergoing renovation, and the Russian-speaking community. Each group (8-10 participants) will provide feedback on message clarity, relevance, and emotional impact.

In the same time, during the elaboration of the implementation plan, the Agency will make sure to elaborate additional questions to be tested in target audiences. This will allow for a better understanding and adjustments of the communication plan details.

A detailed analysis will be provided, and presented to the project team. The analysis will consist of hard data, statistic results, conclusions and recommendations. Results will inform adjustments to the campaign's messages, tone of voice, and other relevant elements of the action plan and strategy

- **Responsible:** Communication Expert, Project Manager, Communication Team

### 4. Production of Initial Video Spot:

- **Timeline:** Weeks 3-6

- **Description:** A 90-second introductory video will be produced to outline the project's objectives and emphasize the role of the EU and EIB in supporting Moldova's energy efficiency improvements. **The video will include visuals of existing healthcare and residential buildings, explaining how the upcoming renovations will benefit citizens.** Subtitles in Romanian, Russian, and English will ensure inclusivity.

Having **inhouse creative and production specialists** the Agency will take care of all the aspects: Pre-production, scenario, timeline, production, administration of post production. The Agency will make sure to produce **various and relevant formats** of the video to be effectively promoted on all relevant channels.

- **Dissemination:** We will create a media plan for broadcasting in prime time over 20 days on these two national TV channels with full country coverage. For this campaign, we recommend **Jurnal TV and Moldova 1**, as both channels have national reach and are audience leaders. A separate digital campaign will be elaborated (**Meta Platforms & YouTube Ads**) so the video would target an estimated **5 million impressions**.
- **Responsible:** Creative Director, Video Producer, PR Project Manager, Communication Expert, Senior Designer

#### 5. Design and Distribution of Factsheets:

- **Timeline:** Weeks 6-9 (September-October 2024)
- **Description:** A series of 11 factsheets will be developed, 10 dedicated to hospitals undergoing renovation and one focused on the residential building renovation component. These factsheets will include detailed information about the buildings, the expected improvements, and their benefits. They will be visually engaging, with infographics to explain energy efficiency improvements in a simple, accessible way.
- **Dissemination:** Published on project and partner websites, social media platforms, and distributed to media outlets for further coverage.
- **Responsible:** Senior Designer, PR Project Manager

#### 6. Creation and Publication of Media Articles/ News, press releases, stories (Earned Media Methodology):

- **Timeline:** Continuous, from September to December 2024
- **Description:**

Based on our experience with a **similar project implemented for the EIB and AFC teams**, we are confident that the best results, with the greatest impact and efficiency, can be achieved **through organic media reach and earned media placements**. In this case, the agency's main role will include establishing close

relationships with the media, creating engaging and interesting news hooks, materials, and products, which will be organically placed in mass media.

As at this stage a minimum of five articles need to be developed and published in high-impact Moldovan media outlets, but later on **a strong cooperation with mass media** is needed, the Agency will start by taking nextstep:

1. Having **a 20 years presence** on the communications market, thus having **great relations with media stakeholders**, we will be reaching out to all the relevant media in order to make **media partnerships** for this particular project.
2. We will ensure that the articles are written and elaborated in a way that benefit the project and bring **maximum reach** of readers to media partners.
3. We will analyse the results and based on them will be recommending the adjustment of formats, as having **experience with very similar projects** we have several creative and cost efficient solutions for a better earned media presence.

**Dissemination:** At this moment we recommend the following portals: Point.md (RU), Newsmaker.md (RU), Stiri.md (RO), Agora.md (RO), and Diez.md (RO)

- o **Responsible:** Copywriter, PR Project Manager Manager, Mass Media Manager, Senior Designer

## 7. Photo Production – All-Inclusive Package

- o **Timeline:** September-December 2024
- o **Description:** The first phase will involve the creation of professional photo content to support the MEEP media and social media campaign. These photos will focus on capturing the current conditions of the healthcare facilities and residential buildings, with an emphasis on documenting the need for energy efficiency improvements. Both horizontal and vertical formats will be produced to ensure the versatility of the images for various uses, including media distribution, social media, and printed materials.  
The content will highlight key aspects such as healthcare staff, patients, and residents in their current environments to set the stage for the project's planned improvements. The thematic visuals will align with the project's overall communication objectives, ensuring that the images reflect the urgency and importance of the energy-efficient renovations. All photos will undergo a professional editing process to meet the visual quality standards of the MEEP campaign.  
The final images will be included in a digital asset library and made available for

media partners, social media posts, and other platforms, helping to amplify the campaign's reach.

- **Responsible:** Senior Designer, Production Manager, PR Manager, Communication Team

#### 8. Social Media Posts (15 Posts)/ Social media advertising:

- **Timeline:** Continuous, from September to December 2024
- **Description:** Social media posts will highlight key aspects of the project, such as the project's objectives, upcoming renovations, and the role of the EU and EIB in funding the project. **Posts will feature visuals such as infographics, video snippets, and interviews** with project stakeholders. Content will be designed to be **engaging, shareable, and informative**. These posts will be adapted for distribution across the specified platforms — Facebook, Instagram, Telegram,

Having **inhouse a Digital Dept.** alongside of the elaboration Action Plan, a **Digital advertising strategy** will be drafted. The Digital Dept. head will play a separate roll in the elaboration of the Action Plan, making sure that all the details (formats, hooks, length) of the planned materials also work best for the digital campaign.

A separate **digital budget will be elaborated** at this stage.

The agency will be **reporting continuously in order to analyze and adjust** the social media advertising instruments and actions.

- **Dissemination:** Facebook, Instagram, Telegram.
- **Responsible:** PR Project Manager, Head of Digital Dept, Designer, Copywriter/Editor

#### 9. Billboard Design and Installation:

- **Timeline:** Weeks 11-13 (October-December 2024)
- **Description:** Billboards will be designed to convey the project's key messages in highly visible locations in major urban areas. The design will focus on simple, impactful messaging that highlights the benefits of energy efficiency and the role of EU and EIB investments. The billboards will remain in place throughout Phase I to maintain visibility.

- **Responsible:** Senior Designer, Production Manager, Creative Director, PR Project Manager

#### 10. LED Video Boards Installation:

- **Timeline:** Weeks 12-14 (November 2024)
- **Description:** Short animated videos and graphics will be created to run on LED screens in strategic locations such as shopping malls and transit hubs. These videos will offer quick, digestible information about the MEEP project and its expected impact.
- **Responsible:** Senior Designer, Production Manager, Creative Director, PR Project Manager

#### 11. Three-Month Report Submission:

- **Timeline:** December 2024
- **Description:** A comprehensive report will be prepared summarizing the activities completed during Phase I, including focus group results, media coverage, social media engagement, and public feedback. This report will also provide recommendations for adjusting the campaign moving into Phase II.
- **Responsible:** Project Manager, Communication Expert, Team Leader

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### Phase II: Progress Visibility & Stakeholder Engagement (January 2025 – December 2025)

With the renovation of hospitals and residential buildings in progress, Phase II will focus on showcasing the progress and engaging the public with the tangible benefits of energy efficiency improvements. This phase will further emphasize the importance of EU and EIB investments and the Moldovan government's commitment to sustainable solutions.

#### Key Activities & Timeline

##### 1. Photo and Video Shooting – All-Inclusive Package

- **Timeline:** January-June 2025
- **Description:** In Phase 2, the photo and video content will focus on documenting the first visible steps of the MEEP renovations, including improvements in healthcare facilities and residential buildings. These visuals will present concrete progress made during the renovation process, showcasing the transformation brought about by the energy efficiency measures. Both photos and video footage

will emphasize the additional benefits of these improvements for the people of Moldova, including lower energy costs and enhanced living conditions.

The video footage will include interviews with beneficiaries such as hospital staff, residents, and local authorities, alongside “before and after” visuals of the facilities undergoing renovation. The combination of documentary-style videos and thematic photography will provide a comprehensive narrative of the project’s success. All content will be produced in two languages (Romanian and Russian) to ensure accessibility to the target audiences and will be optimized for multiple communication platforms.

These materials will be part of a broader content strategy, feeding into media projects, social media posts, and video campaigns planned for later stages. A detailed content calendar will ensure that the material is distributed at key milestones in the project timeline to maintain public engagement and maximize visibility.

**Responsible:** Senior Designer, Production Manager, PR Manager, Communication Team

## 2. Development of Media Projects (Articles, Videos, Banners):

- **Timeline:** January-June 2025
- **Description:** New media content will be developed only after a **detailed analysis of the Phase I** results and a detailed and **tailored Action Plan for Phase II.**

Articles will focus on specific milestones achieved, while videos will document the renovation process, interviews with hospital staff, and residents. Digital banners with key messages will be placed on high-traffic websites and social media.

All materials will be **in 2 languages** to make sure we reach all the target audiences.

All the materials will be elaborated taking into consideration most relevant formats for the selected communication channels in order to have a **maximum cost – efficiency ratio.**

All the materials will be included subsequently into **the Earned Media Strategy and Digital Campaign Strategy**, in order to reach the maximum results through all the communication channels

- **Responsible:** PR Manager, Video Producer, Senior Designer, Mass Media Manager, Digital Dept., Communication Team

### 3. Events for Renovation Launches (10 Events):

- **Timeline:** February-September 2025
- **Description:** As the Profile Agency is also an Event Agency, we will be involving our colleagues from Profile Events Dept. who will be Events will be taking care of all the logistics of the events that will mark the start of renovation works. Nine events will take place at hospitals and one for residential buildings. These events will serve to generate media coverage, engage stakeholders, and provide updates to the public about the progress of renovations. **Communication Team** will make sure to prepare all the materials, including press kits, infographics, and visuals, will be provided to attendees.
- **Responsible:** Events Team, PR Project Manager, Mass Media Manager, Production Manager, Designer, Copywriter/Editor

### 4. Photo & Video Content Creation (Renovation Progress):

- **Timeline:** Continuous throughout 2025
- **Description:** Professional photos and videos will be captured at renovation sites, focusing on both the work in progress and interviews with key stakeholders such as healthcare professionals and residents. This content will be used for social media, websites, and in digital campaigns.
- **Responsible:** Senior Designer, Video Producer, Creative Dept. Team. PR Project Manager

### 5. Press Tours to Construction Sites:

- **Timeline:** May-July 2025
- **Description:** Journalists will be invited to tour the renovation sites, providing firsthand insight into the work being done. Press tours will include guided visits, interviews with project engineers and healthcare staff, and opportunities to engage directly with the progress of the project.
- **Responsible:** PR Manager, Communication Team

### 6. Social Media Engagement & Digital Campaigns:

- **Timeline:** January-December 2025

- **Description:** The campaign's social media strategy will continue, with regular updates about project progress, behind-the-scenes content, and stories of impacted citizens. Special campaigns will be launched around Europe Day and EU Sustainable Week, aligning with EU energy and sustainability themes.
- **Responsible:** Social Media Manager

#### 7. **Timeline:** April-May 2025

- **Description:** The Europe Day initiatives will be designed to enhance visibility and awareness of the financial assistance provided by the EU, EIB, and other funding partners through the MEEP project.

A comprehensive plan of action will be developed in collaboration with the EU Delegation and other project stakeholders to ensure that the messaging aligns with the objectives of Europe Day. The initiatives may include:

- **Public Events:** Hosting community engagement activities in public spaces across key cities, such as Chisinau, Cahul, and Balti. These events will feature interactive booths, visual displays, and information sessions where the public can learn about the benefits of MEEP and the EU's contribution to Moldova's sustainable development.
- **Media Campaign:** Launching a media campaign around Europe Day that includes press releases, feature articles, and social media posts. The media campaign will highlight specific project milestones and success stories, emphasizing the role of EU funding in achieving these results.
- **Online Engagement:** A digital campaign will be created to drive engagement on social media platforms, using the hashtag #EuropeDay2025. This campaign will include video content featuring interviews with MEEP beneficiaries, infographics showcasing project achievements, and interactive polls asking the public to share how they think energy efficiency is improving their daily lives.
- **Billboards and Outdoor Ads:** Special Europe Day-themed billboards and digital displays will be placed in high-traffic areas to promote the ongoing support of the EU for Moldova's energy transition. These visuals will align with the campaign's branding and use impactful images and short messages to engage passersby.

All initiatives will be available in Romanian and Russian to ensure inclusivity and will be tailored to resonate with different target audiences, including the general public, local authorities, and project beneficiaries.

- **Responsible:** Event Manager, PR Manager, Social Media Manager, Communication Team

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#### 8. Mid-Term Report Submission:

- **Timeline:** July 2025
- **Description:** A comprehensive report will be submitted, summarizing activities from the first half of 2025, including key milestones achieved, media coverage, and public response. This report will guide adjustments for the second half of Phase II.
- **Responsible:** Project Manager, Communication Expert

#### 9. Six-Month Activity Report:

- **Timeline:** December 2025
- **Description:** A second activity report for the year will be prepared, documenting the progress of the campaign from July-December 2025, including key engagement metrics and lessons learned for Phase III.
- **Responsible:** Project Manager, Communication Expert

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### Phase III: Campaign Conclusion & Results Showcase (January 2026 – November 2026)

The final phase of the campaign will emphasize the completed renovations and the tangible benefits experienced by Moldovan citizens. This phase will focus on consolidating the project's impact and increasing public understanding of the EU and EIB's contributions.

#### Key Activities & Timeline

##### 1. Closing Events for Completed Renovations (11 Events):

- **Timeline:** January-November 2026
- **Description:** Closing ceremonies will be organized to celebrate the completion of renovations at 10 hospitals and one residential building. These events will include speeches by EU and Moldovan government representatives, media coverage, and public tours of the renovated facilities.
- **Responsible:** Event Manager, PR Project Manager, Communication Team

##### 2. Production of Final Video Spot:

- **Timeline:** April-June 2026

- **Description:** The final video spot will highlight the successful completion of the MEEP project, showcasing the transformation of hospitals and residential buildings. The video will feature testimonials from citizens, healthcare professionals, and local authorities, illustrating the positive impact of energy efficiency improvements. Visuals will focus on "before and after" footage, highlighting the modernization of facilities and improvements in energy consumption.
- **Dissemination:** The video will be distributed via TV, social media platforms, and partner websites to maximize visibility and reach.
- **Responsible:** Creative Director, Video Producer, PR Project Manager

### 3. Before-and-After Photo & Video Content Creation:

- **Timeline:** March-July 2026
- **Description:** A series of high-quality photos and videos will be produced to visually document the transformation of hospitals and residential buildings. This "before and after" content will be used across social media, websites, and digital campaigns to highlight the improvements made through the MEEP project. The content will focus on real-life impact, featuring individuals who have directly benefitted from the renovations.
- **Responsible:** Senior Designer, Video Producer, PR Project Manager

### 4. Design and Distribution of Infographics & Brochures:

- **Timeline:** June-August 2026
- **Description:** Detailed infographics and brochures will be designed to summarize the results of the MEEP project. These materials will highlight energy savings, improved healthcare facilities, and the overall economic and environmental impact of the project. Brochures will be printed and distributed to hospitals, residential buildings, and government offices, while infographics will be shared on social media and websites.
- **Responsible:** Senior Designer, PR Manager

### 5. Digital Media Campaigns for EU Events (EU Green Week, World Energy Efficiency Day, etc.):

- **Timeline:** April-October 2026

- **Description:** A series of digital media campaigns will be launched in coordination with key events such as EU Green Week and World Energy Efficiency Day. These campaigns will highlight the EU's role in Moldova's energy transition, promoting the long-term benefits of the MEEP project. The content will include video clips, social media posts, and digital banners emphasizing the success of the project and its alignment with broader EU sustainability goals.
- **Responsible:** Social Media Manager, PR Manager

#### 6. Social Media Engagement & Final Campaign Push:

- **Timeline:** January-November 2026
- **Description:** Social media engagement will continue throughout the year, with a final push leading up to the project's conclusion. Posts will focus on the completed renovations, showcasing the impact on citizens' daily lives. The content will highlight success stories, including interviews with beneficiaries, and share "before and after" visuals of renovated facilities. Paid promotions will be used to maximize reach.
- **Responsible:** Social Media Manager

#### 7. Six-Month Report Submission:

- **Timeline:** July 2026
- **Description:** A six-month activity report will be prepared summarizing the progress made during the first half of Phase III. The report will include metrics on media coverage, public engagement, and feedback from stakeholders. Any adjustments to the campaign strategy will be made based on the findings.
- **Responsible:** Project Manager, Communication Expert

#### 8. Final Comprehensive Report for the Entire Campaign:

- **Timeline:** November 2026
- **Description:** The final comprehensive report will summarize the entire MEEP communication campaign (2024-2026), covering all phases. The report will provide detailed analysis of the communication activities, key performance metrics (reach, engagement, and public sentiment), and lessons learned. The final report will include recommendations for future communication strategies in Moldova's energy sector and suggestions for replicating this campaign model for other EU-funded projects.

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- **Responsible:** Project Manager, Communication Expert
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## Key Milestones for Each Phase

### Phase I (August 2024 – December 2024):

- Kickoff Meeting & Finalization of Communication Strategy: September 2024.
- Focus Group Testing: October 2024.
- Initial Video Spot Production: October 2024.
- Billboard & LED Video Boards Installation: November-December 2024.
- Three-Month Report Submission: December 2024.

### Phase II (January 2025 – December 2025):

- Launch Events for Renovations: February-September 2025.
- Press Tours to Construction Sites: May-July 2025.
- Digital Campaign for Europe Day: May 2025.
- Mid-Term Report Submission: July 2025.
- Six-Month Activity Report: December 2025.

### Phase III (January 2026 – November 2026):

- Final Video Spot Production: April-June 2026.
  - Before-and-After Photo/Video Content Creation: March-July 2026.
  - Closing Events for Completed Renovations: January-November 2026.
  - Final Comprehensive Report Submission: November 2026.
- 

## Reporting and Analysis

Throughout the campaign, regular reports will provide an overview of progress, with detailed analysis of both quantitative and qualitative metrics. The reporting process will include:

- **Monthly Reports:** Tracking real-time performance data, including social media metrics, media coverage, and public engagement levels.
- **Mid-Term and Six-Month Reports:** Comprehensive analysis of all metrics at key milestones (end of Phase I, midway through Phase II, etc.), identifying successful activities and areas for improvement.
- **Final Comprehensive Report:** At the end of the campaign (November 2026), a final report will summarize the entire communication campaign's performance, including lessons learned and recommendations for future campaigns.

### Monitoring Tools

To track these metrics effectively, PProfile Agency will use a combination of tools, including:

- **Google Analytics:** For tracking website traffic and user engagement metrics.
- **Social Media Analytics:** Built-in tools for platforms such as Facebook, Instagram, and Youtube to monitor reach, impressions, and engagement.
- **Media Monitoring Tools:** Services like Digimind will be used to track media coverage and social listening for sentiment analysis.
- **Survey Platforms:** Tools like SurveyMonkey or Google Forms will be used to gather feedback and conduct post-campaign surveys and polls.
- **TV & Outdoor Ad Metrics:** Data from broadcasters and outdoor advertising companies will provide insights on TV ratings, billboard impressions, and ad effectiveness.

### Quality Assurance

In order to ensure the best quality of our services and products we use a specific mechanism of quality control in a timely manner. All products pass a final approval from the account manager assigned and the contact person (decision maker) from the contracting party. All services are subject to monitoring and evaluation from the general management, and we will provide activity reports regarding quantitative and qualitative assessment.

All the tasks and details of implementations are noted in several workflow documents, as to efficiently trace the progress and the correct implementation.

All the agreements, task details and reports, as well as all the correspondence is done by email in order to ensure that there is no room for interpretations and miscommunications.

Based on the periodical evaluation of the project, the team will come with recommendations on the instruments and activities required, in order to achieve the set results.

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## **Technical backstopping**

### **Available Staff**

PRofile Agency boasts a multidisciplinary team of 19 permanent staff members and approximately 8 external consultants, each bringing a wealth of experience and expertise. Our team includes PR account managers, copywriters, designers, producers, digital marketing specialists, media analysts, and motion designers. This diverse team ensures that all aspects of the communication campaign are handled by professionals with relevant experience and skills.

### **Hardware (Technical Equipment)**

Our agency is equipped with state-of-the-art hardware to support all communication activities. This includes:

High-performance computers and graphic workstations for design and video editing. Cameras, lighting, and sound equipment for video production. Design production and editing suites for creating high-quality multimedia content. Mobile devices and tablets for social media management and real-time updates.

### **Software (Programmes)**

We utilize a wide range of professional software tools to ensure the highest quality of work:

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects): For graphic design, video editing, and motion graphics.

We use Google Analytics, Ads Manager, Simple, Admixer Facebook Insights and other social media softwar: For planning, monitoring and analyzing digital campaign performance.

Bitrix24: For project management and team collaboration.

### **Cooperation Relations**



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PProfile Agency has established strong cooperation relations with various media outlets, influencers, and opinion leaders. Our partnerships with national and international media ensure comprehensive coverage and effective dissemination of campaign messages. We also collaborate closely with local authorities, community leaders, and stakeholders to enhance the impact of our communication efforts.

In conclusion, PProfile Agency's technical backstopping includes a robust combination of skilled staff, advanced technical equipment, and professional software tools. These resources enable us to execute comprehensive and impactful communication campaigns, meeting all the requirements of the project efficiently and effectively.

**ANNEX IV: KEY EXPERTS**

Name of expert	Proposed position	Years of experience	Age	Educational background	Specialist areas of knowledge	Experience in the country/region	Languages and degree of fluency (VG, G, W)
Alexandra Zemtsovskaya	Communication Expert - Key Expert	17+	42	Master's Degree in Communications	PR, strategic communication, stakeholder management	Moldova and broader international experience	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: VG (Very Good)
Viorel Barbanouă	Team Leader / Managing Partner - Key Expert	17+	36	Master's Degree in Public Relations and Communication	PR, stakeholder engagement, project management, strategic communication	Extensive experience managing campaigns in Moldova	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: VG (Very Good)
Doina Babcsinschi	Head of PR Department / Project Manager - Key Expert	10+	35	Bachelor's Degree in Communication and PR	PR strategy, influencer marketing, media relations, stakeholder engagement	Extensive experience managing PR campaigns in Moldova	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: VG (Good)
Carolina Dianu	Head of Creative Department - Key Expert	8+	29	Bachelor's Degree in PR and Communication	PR, video production management, creative direction,	Extensive experience in Moldova	- Romanian: VG (Very Good) - English: VG (Very Good)

V.B.

List of key experts

					social media strategies		- Russian: VG (Very Good)
Alexandra Sedletchi-Terinte	Graphic Designer & Project Manager	10+	32	Bachelor's Degree in Graphic Design	Graphic and motion design, branding, visual communication	Extensive experience in Moldova on communication and design projects	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: VG (Very Good)
Cristina Movila	Video Production Manager	10+	31	Bachelor's degree in Journalism and Communication Sciences	Television journalism, TV production, production team management, visual storytelling, editing and post-production, interview techniques, time and budget management, concept development, strategic communication, audience analysis, scriptwriting	Extensive experience in producing high-profile television shows, including franchise-type programs, as a TV producer.	Romanian: VG English: W Russian: VG
Călin Ursu	Creative Director	15+	44	Bachelor's Degree in Communication and Media Studies	Strategic communication, creative direction,	Extensive experience in Moldova	- Romanian: VG (Very Good)

V.B.

List of key experts

					copywriting, media production		- English: VG (Very Good) - Russian: G (Good)
Tatiana Anghel	Head of Digital Dept/ Digital Project Manager and Strategist	10+	32	Bachelor's Degree in IT and Digital Marketing	Digital promotion strategies, campaign management, digital tools like retargeting, social media management	Extensive experience in Moldova on large-scale digital campaigns	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: G (Good)
Daria Salnikova	Social Media Coordinator	5+	26	Bachelor's Degree in Marketing	Social media management, content creation, and digital marketing	Managed various social media campaigns in Moldova, particularly in communication and PR	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: VG (Very Good)
Cristina Gavrilenco	Senior Copywriter	12+	33	Bachelor's Degree in Journalism	Copywriting, PR, media relations, content creation	Extensive experience working in Moldova	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: G (Good)
Elena Pasat	PR Account Manager	8+	36	Bachelor's Degree in Communication and PR	PR, broadcast production, content management	Worked on PR and media campaigns in Moldova,	- Romanian: VG (Very Good) - English: VG (Very Good)

List of key experts

						including EU-funded projects	- Russian: G (Good)
Adriana Morcan	Video Content Producer	10+	27	Bachelor's Degree in Film and Television Production	Video production, content creation for social media, digital platforms	Extensive experience in Moldova	- Romanian: VG (Very Good) - English: VG (Very Good) - Russian: G (Good)
Felicia Visterniceanu	Senior Graphic Designer	10+	49	Bachelor's Degree in Graphic Design	Visual communication, branding, infographics, design	Extensive experience in Moldova	- Romanian: VG (Very Good) - English: G (Good) - Russian: G (Good)
Liuba Tiora	Mass Media Manager	5+	42	Bachelor's Degree in Economics	Mass Media Management, Monitoring, Media Placements,	Extensive experience in Moldova	- Romanian: VG (Very Good) - English: G (Good) - Russian: G (Good)

CURRICULUM VITAE

**Proposed role in the project:**

1. **Family name:** Zemtsovskaya
2. **First names:** Alexandra
3. **Date of birth:** 23.08.1982
4. **Nationality:** moldovan
5. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
Lomonosov Moscow State University, Faculty of Journalism 1999-2004	Jjournalism, public relations

**6. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)**

Language	Reading	Speaking	Writing
romanian	1	1	1
english	1	1	1
russian	1	1	1
italian	1	2	2

7. **Membership of professional bodies:** *<please do not include information related to membership in the trade unions>*
8. **Other skills: (e.g. Computer literacy, etc.):** Microsoft Office, Google Drive, Management tools ( Trello, Bitrix)
9. **Present position:** Founder, Managing Partner
10. **Years within the firm:** 20
11. **Key qualifications: (Relevant to the project) – exceptional organisational skills, 15 years of experience in entire project cycle from planning until project implementation: event management, media relations, PR, awareness and advertising campaigns, event planning and organisation, team management and strategic communications**
12. **Specific experience in the region:**

Country	Date from - Date to
Russia	2000-2005
Moldova	2005-present

### 13. Professional experience

Date from - Date to	Location	Company (employer) and client	Position	Description
2005- present	Moldova	Profile Agency	Director, Founder	<ul style="list-style-type: none"> <li>-Agency work organisation</li> <li>-Improving workplace functions and production</li> <li>-Preventing workplace conflicts</li> <li>-Delegating the tasks</li> <li>-Control of deadlines and quality of work</li> <li>-Development and implementation of long-term communication strategies</li> <li>-Managing communications projects and events for national and international contractors</li> </ul> <p>Project Director:</p> <ul style="list-style-type: none"> <li>-More than 70 integrated communication campaigns organised for commercial brands, governmental and international organisations</li> </ul>
2002-2005	Russia	Company RUservice	Director of Advertising and Public Relations	<p>Development and implementation of advertising and PR-strategy, including:</p> <ul style="list-style-type: none"> <li>-Segmentation of services and products of the company in line with the target audience, the definition of optimal communication channels for each product type,</li> <li>-Work with the media, arranging interviews, publications in the print media, the participation of the Company in the television show, according to the general PR-strategy</li> <li>- Administration of the corporate website: external content - customer-oriented and internal content - employees-oriented</li> <li>-Implementation of advertising campaigns, including - on television, print media, outdoor.</li> </ul>

## Curriculum vitae

### CURRICULUM VITAE

#### Proposed role in the project:

1. **Family name:** Barbanoua
2. **First names:** Viorel
3. **Date of birth:** 15.12.1987
4. **Nationality:** moldovan
5. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
University of Maastricht (Netherlands), Faculty of Arts and Social Science 2011-2012	European Public Affairs Master's Programme
State University of Moldova International Relations, Political and Administrative Sciences Faculty 2005-2009	BA in International Relations, Political and Administrative Sciences

#### 6. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
romanian	1	1	1
english	1	1	1
Russian	1	1	1

7. **Membership of professional bodies:** *<please do not include information related to membership in the trade unions>*
8. **Other skills:** (e.g. Computer literacy, etc.): Microsoft Office, Google Drive, Management tools ( trello, bitrix)
9. **Present position:** Managing Partner
10. **Years within the firm:** 10
11. **Key qualifications:** (Relevant to the project): strong leadership and management skills, overseeing communication strategies and coordinating with teams to achieve project objectives.

## Curriculum vitae

### 12. Specific experience in the region:

Country	Date from - Date to
Moldova	2008-present

### 13. Professional experience

Date from - Date to	Location	Company (employer) and client	Position	Description
2019-present	Moldova	Profile Agency	Partener and Co-owner	Managing companies' projects and team Developing new project directions PR and Communication, events supervision
2016-2019	Moldova	Profile Agency	Partner and Executive Director	Developing and implementing local and national communication campaigns (for EU, UN, USAID and other international organisations) Elaborating and implementing high scale events Developing PR, Social Media and Events departments
2014-2016	Moldova	Profile Agency	Projects Manager	Developing and implementing local and national communication campaigns Elaborating and implementing high scale events
2013-2014	Moldova	Diaspora Relations Bureau, State Chancellery, Government of Republic of Moldova	Senior Diaspora Events Management Consultant	Coordination of diaspora events Assistance in Bureau's communications campaigns
2009-2010	Moldova	Amnesty International Moldova	Campaigns Coordinator	Creating and implementing Human Rights Campaigns Assisting Human Rights campaigns implementation and communication
2008-2009	Moldova	Amnesty International Moldova	Campaigns Assistant	Creating and implementing Human Rights Campaigns Assisting Human Rights campaigns implementation and communication

CURRICULUM VITAE

**Proposed role in the project:**

1. **Family name:** Babcinshi
2. **First names:** Doina
3. **Date of birth:** 19.07.1989
4. **Nationality:** moldovan
5. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
State University of Moldova 2013	- Master Degree in Communication, Publishing
State University of Moldova 2011	- Bachelor Degree in Publishing

**6. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)**

Language	Reading	Speaking	Writing
romanina	1	1	1
english	1	2	1
Russian	1	1	1

7. **Membership of professional bodies:** *<please do not include information related to membership in the trade unions>*
8. **Other skills:** (e.g. Computer literacy, etc.) Microsoft Office, Google Drive, Management tools(bitrix)
9. **Present position:** Head of the PR department
10. **Years within the firm:** 7 months
11. **Key qualifications: (Relevant to the project):** expert understanding of the local mass media, leadership skills with a capacity for team growth, effective communication abilities, proficiency in crafting innovative solutions
12. **Specific experience in the region:**

Country	Date from - Date to
Moldova	2010-present

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### 13. Professional experience

Date from - Date to	Location	Company (employer) and client	Position	Description
Feb 2014-present	Moldova	Profile Agency	Head of the PR department	<ul style="list-style-type: none"> <li>-Lead communication efforts on engaging content creation and influencer marketing campaigns</li> <li>-Provide mentorship focused on brand positioning and Communication</li> <li>-Develop strategic communication and influencer marketing plans tailored to clients' goals</li> <li>-Build and maintain relationships with media outlets and journalists, facilitating media coverage</li> <li>-Identify and collaborate with influencers to amplify brand messages and campaigns</li> <li>-Measure and analyze the effectiveness of communication and influencer marketing campaigns</li> <li>-Develop and refine brand messaging and positioning for clients</li> <li>-Conduct market research to identify trends and opportunities in the industry</li> </ul>
Jun 2013-Jan 2013	Moldova	Freelance	Communication and Public Relations Consultant, Influencer Marketing Expert	<ul style="list-style-type: none"> <li>Lead communication efforts on engaging content creation and influencer marketing campaigns</li> <li>Provide mentorship focused on brand positioning and communication</li> <li>Develop strategic communication and influencer marketing plans tailored to clients' goals</li> <li>Build and maintain relationships with media outlets and journalists, facilitating media coverage</li> <li>Identify and collaborate with influencers to amplify brand messages and campaigns</li> <li>Measure and analyze the effectiveness of communication and influencer marketing campaigns</li> <li>Develop and refine brand messaging and positioning for clients</li> <li>Conduct market research to identify trends and opportunities in the industry</li> </ul>

Jun 2021-may 2023	Moldova	Granat XTECH Advertising	Agency Chief Executive Officer	<p>Directed the operational and fiscal functions of the digital marketing agency, overseeing a team of 5 members, project execution, and client communication</p> <p>Led strategic planning, budget allocation, and forecasting, resulting in an 86% growth in revenue in the first year and 61% in the second year of activity</p> <p>Developed and executed successful public relations, marketing, and social media strategies, attracting new partners and clients ( as Moldova eGovernance Agency, UNFPA Moldova, UN Women, GIZ, etc)</p> <p>Contributed to creative content (tutorials, TV shows, video spots, design materials) for agency's clients</p> <p>Negotiated with potential partners, establishing new long-term collaborations</p> <p>Managed high-stakes negotiations and represented the agency's interests with clients and partners, resulting in successful contract renewals</p>
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<p>October 2020- may 2023</p>	<p>Moldova</p>	<p>Influence.md</p>	<p>Startup Chief Executive Officer, co-founder</p>	<p>Developed the platform that connects influencers and brands, overseeing its conceptualization and implementation</p> <p>Integrated digital signature (msign.gov.md) functionality into the platform, streamlining the agreement- signing process for influencers and brands</p> <p>Managed the Influence.md team, providing leadership and direction to ensure successful platform operations and campaign execution</p> <p>Formulated marketing plans, allocated budgets, and forecasted outcomes, contributing to an average campaign engagement increase</p> <p>Collaborated within teams to create innovative solutions and optimize influencer-brand partnership</p> <p>Fostered community engagement, ensuring campaigns aligned with local values and interests, and developed strategies that led to growth in influencer-partner collaborations</p> <p>Launched 15+ major influencer campaigns with clients as Orange, Ahmad, Dexis, Shopping MallDova, ZityMall, local fashion brands and others</p> <p>Contributed to organizing community events with the most involved influencers, a Influence.md conference with 300+ attendees, featuring both local and international speakers, and a one-day workshop on the legal aspects of influencer marketing and digital platforms, featuring a prominent Romanian speaker</p>
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<p>April 2019-may 2021</p>	<p>Moldova</p>	<p>Felicia Holding</p>	<p>PR &amp; Event Manager</p>	<p>Led a team of 3 specialists in social media, content creation, and event planning</p> <p>Formulated communication and event strategies for a pharmacy and optics chain, encompassing 118 drugstores</p> <p>Spearheaded the growth and motivation of the PR and social media team, enhancing productivity and fostering professional development</p> <p>Orchestrated successful alternative social media channel strategies and content creation</p> <p>Collaborated with local influencers for effective advertising campaigns and community engagement</p> <p>Led the implementation of an internal communication initiative in Felicia Holding, involving almost 1000 employees, resulting in improved organizational cohesion and knowledge sharing</p> <p>Initiated and owned an innovative project to collect plastic, medical devices, and expired medicines in 5 pharmacies within the network</p> <p>Achieved remarkable results within the first 3 months of the project launch, with 1 ton of expired medicines collected, contributing to environmental sustainability and community health improvement</p>
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V.B.

<p>May 2014-march 2019</p>	<p>Moldova</p>	<p>Avon Cosmetics</p>	<p>PR&amp; Brand Specialist</p>	<p>Strengthened brand awareness by implementing comprehensive PR and corporate strategies, blending online and offline tools</p> <p>Elevated engagement across social media channels by creating multilingual content and establishing customer-sales representative connections</p> <p>Established rapport with key opinion leaders (KOLs), influencers, and media representatives</p> <p>Managed product launches, CSR initiatives, and corporate events, from concept creation to reporting, resulting in 10+ successful events</p> <p>Led internal communication initiatives, translating corporate strategy, and delivering digital training, impacting employees across Central Europe</p> <p>Raised awareness and funds for Avon Corporate Social Responsibility Causes - Breast Cancer and Domestic Violence, leading to significant contributions to local NGOs and organizations (free mammograms for Moldovan women, financial support for shelters)</p>
<p>Feb 2010-may 2014</p>	<p>Moldova</p>	<p>Aquarelle Magazine</p>	<p>Journalist</p>	<p>Authored articles in Beauty &amp; Health, Fashion, and Sports sections (over 800 articles)</p> <p>Collaborated on advertising materials (for Health&amp;Beauty clients) and managed social media channels and website</p> <p>Conducted interviews with local celebrities and beauty specialists, enhancing readers' engagement and contributing to the magazine's credibility.</p> <p>Developed innovative concepts for special projects and photo shoots</p> <p>Played a crucial role in organizing events and contests, fostering community engagement</p>

## CURRICULUM VITAE

### Proposed role in the project:

1. **Family name:** Dianu
2. **First names:** Carolina
3. **Date of birth:** 23.08.1995
4. **Nationality moldovan**
5. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
School Business Communications 2023	Executive Management diploma
Fantastic English 2023	English diploma
University of European Studies from Moldova 2023	BA in Journalism and Communication
Purple Digital 2021	Meta Ads Management diploma

### 6. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Romanian	1	1	1
English	1	1	1
Russian	1	1	1

7. **Membership of professional bodies:** *<please do not include information related to membership in the trade unions>*
8. **Other skills:** (e.g. Computer literacy, etc.) Microsoft Office, Google Drive, Management tools (trello, bitrix)
9. **Present position:** Head of the Creative Department
10. **Years within the firm:** 3
11. **Key qualifications: (Relevant to the project)-** Communication strategies, coordination of a video - audio production, writing texts, organizational and planning skills, team management
12. **Specific experience in the region:**

Country	Date from - Date to
Moldova	2014-present

### 13. Professional experience

Date from - Date to	Location	Company (employer) and client	Position	Description
2021- present	Moldova	Profile Agency	Head of the Creative Department	PR Management Team Management Customer Service Communication Development and Implementation Strategy Development and Implementation of Creative Concepts Mass Media Management Video Production Management Product Launching Social Media Management Commercial Offers Development Crisis Management
2018-2021	Moldova	GMG Production Publika TV, Prime TV Canal 2, Canal 3, Canal 5, STS Mega	Operator VIZ, Reporter, Commercia I Journalist	Graphic operator in TV production team Social news journalist Comercial Journalist Video production coordinator Graphic production coordinator
2017-2018	Moldova	Online Store Benaza	Office Manager	Social media management Customer Service Sales script development Team management Creative project management
2014-2017	Moldova	Parad Luxury Store	Team manager, Sales Manager	Team management Customer service Administrative process Crisis management Retail merchandising Învățarea și operarea în programul 1C

## Implementation of communication campaign under the "Moldova Energy Efficiency Project"

Reference: NTU/MLD/2024/COMM

## FINANCIAL OFFER

PROFILE AGENCY

## UNIT PRICE FOR COMMUNICATION ACTIVITIES AND PRODUCTS

Item #	Communication activity/product1	Unit price (EUR)	no. in ToR (phase 1)	comment
1	Development of an implementation plan based on existing communication plan (in line with requirements of the ToR)	€ 2,500.00	n/a	Profile Agency, in collaboration with NTU, MEPIU, and the EIB communication team, will develop a customized and effective Implementation Plan.  The plan will include:  A core narrative document Adjusted key messages Communication channels Implementation strategy Detailed campaign budget Key metrics and KPIs
2	Infographics/ Factsheet template: The agency is responsible for layout design (2 pages A4 format, printed double-sided) and tailoring the factsheet template per each of the 10 medical institutions and design one for the residential buildings component. The completed factsheets, adhering to the established template, will be published on digital platforms and distributed to media outlets in both Romanian, Russian and English languages	€ 5,500.00	3	Cost for the elaboration of 11 Factsheets//Infographics
3	Production of a video (120 seconds) emphasising the projects outcomes and benefits for the citizens, v: Video can be distributed on media and social media platforms. To ensure wider accessibility, subtitles will be added in Romanian, Russian, and English	€ 7,000.00	n/a	<b>Production of a Customized Video (up to 2 minutes) = 7000 EUR:</b>  Pre-production: Develop a detailed scenario Draft a production timeline  Production: Shooting at various locations Use of multiple cameras and equipment, including drones Video produced in Romanian, with subtitles in Romanian, Russian, and English Capturing b-roll (extra footage to support the story)  Post-production: Music selection Editing, sound, graphics integration Delivery of the final video in multiple formats Video resizing for various platforms: horizontal for TV and YouTube, vertical for Reels (Facebook, Instagram, YouTube Shorts), and square/portrait for YouTube mobile versions
4	Brochure template (8 pages, A5 format), which will be published on digital platforms and distributed to media outlets in Romanian, Russian and English languages	€ 2,500.00	n/a	Including information collection, copywriting services, and design services.
5	Billboards (30 days, Chisinau (5) and Balti (3), with approximate dimensions of 6x3 meters, Romanian and Russian languages (separately)	€ 3,000.00	7	Price for 5 billboards in Chisinau, including: 500 EUR - rent per billboard for 30 days 50 EUR - print per billboard 250 EUR - design services Price for 3 billboards in Balti, including: 350 EUR - rent per billboard for 30 days 50 EUR - print per billboard
6	Led video board (30 days, Chisinau, 6x3 meters, Romanian and Russian languages separately)	€ 1,750.00	8	Price for the broadcasting of a short spot up to 15 seconds during 30 days on 5 LED screens in Chisinau.
7	Photo production (including package of 20 high-resolution photos per hospital building before and after renovation works, covering all 16 buildings -14 in Chisinau & 2 in Balti); ; a total of 640 high-resolution photos: 320 high-resolution photos before and 320 high-resolution photos after renovation works).	€ 8,000.00	1	Photo production (including package of 20 high-resolution photos per hospital building before and after renovation works, covering all 16 buildings -14 in Chisinau & 2 in Balti); ; a total of 640 high-resolution photos: 320 high-resolution photos before and 320 high-resolution photos after renovation works).
8	Social media package (max 15 posts), Romanian, Russian, English languages, for distribution on Facebook, Instagram, Telegram, Twitter, etc.	€ 750.00	5	Cost for a total of 15 social media posts. These posts will be adapted for distribution across the specified platforms — Facebook, Instagram, Telegram, etc. — in Romanian, Russian, and English. Cost includes design and copywriting services.
9	Media article (5 pieces, 2000 signs), including the costs for publishing, Romanian and Russian languages to be considered for distribution	€ 1,000.00	4	Including the cost for creating and publishing all 5 media articles, with distribution in both Romanian and Russian on the following portals: Point.md (RU), Newsmaker.md (RU), Stirl.md (RO), Agora.md (RO) - portals with the national audience, and NordNews.md (RO & RU) - with the main audience in Balti region

10	1 News, 1 press releases and 1 story, Romanian and Russian languages to be considered for distribution	€ 500.00	11	Cost for the 1 media product copywriting, its translation into Russian language, dissemination through wide mass-media database, earned media placements (at least earned 10 media placements per product), press clipping and monitoring report = 500 euro. We propose to have at least 10 media products during the project for the earned media distribution. As a result, we estimate the appearance of at least 100 earned media placements
11	1 Video reportage that includes sound bites, success story (up to 2 min) published by TV stations, Romanian and Russian languages to be considered for distribution (exclusive of the distribution cost)	€ 500.00	n/a	Our proposal and media strategy are based on creating informational opportunities to encourage mass media to independently and freely produce reportages and articles about the project. Therefore, there is no fixed price for a video/news/reportage. However, we can estimate the cost of the agency's service for engaging mass media to ensure free coverage of the project. Thus, the cost of organizing the creation of a reportage by independent media outlets is = 100 euro. If we are referring to a reportage produced by the agency ready to be published in the media on a paid basis, the cost of production is = 500 euro.
12	Participation to TV and radio talk shows, Romanian and Russian languages (price for arranging and preparing for 1 interaction of expert in 1 TV / radio show; including briefing, pitch to media and coordination of the process). This item excludes any payments to media for participation	€ 100.00	n/a	The indicated cost represents the agency fee for the earned media management for participation to TV and radio talk shows, Romanian and Russian languages (price for arranging and preparing for 1 interaction of expert in 1 TV / radio show; including briefing, pitch to media and coordination of the process). This item excludes any payments to media for participation'
13	Press tour: one-day media trip with at least 10 participants/journalists (Chisinau)	€ 750.00	n/a	
14	Press tour: one-day media trip with at least 10 participants/journalists (Balti) including transport and lunch for participating journalists	€ 1,000.00	n/a	
15	Planning, organising and delivering a standard event (20 participants, Romanian and English - work languages, translation, live streaming on social media)	€ 3,500.00	n/a	Including translation services, rental of sound equipment, rental of a podium, photography services, post-event video reel production, live streaming, and transportation.
16	Digital media campaign (comprising a minimum of 10 social media posts, 10 visuals, and 10 ads, with Romanian as the primary language. Russian will be included at least in the text of social media posts).	€ 800.00	10	Including €500 for Meta ads, €300 for targeting services and analytics.
17	Organising, conducting and reporting on focus groups testing: testing 3 to 5 messages within four identified audiences (general group, hospital patients, residents of buildings, Russian-speaking audience)	€ 8,000.00	1	Including comprehensive reporting and follow-up adaptation of messages based on the obtained results.
<b>Total</b>		<b>€ 48,350.00</b>		

