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1. BACKGROUND INFORMATION

1.1. Partner country

Republic of Moldova

1.2. Contracting Authority

Ministry of internal Affairs represented by Information Technology Department

1.3. Country background

Republic of Moldova is a part in the Financing Agreement concluded with the European Commission as of December 2016 regarding to cross-border cooperation programs financed under Regulation (EU) No 232/2014 of the European Parliament and the Council establishing a European Neighborhood Instrument including all subsequent modifications and additions. In this aspect, to assure the project publicity and transparency the Beneficiary should develop Project promotion and visibility consisting in marketing and publicity activities and events to popularize the project and to increase its visibility.

1.4. Current situation in the sector

The project respond to the following strategies:

To EU level :

1) European Union Strategy for Danube Region

The general objective of the project responds to the aims of the European Union Strategy for Danube Region Priority Areas: P.A. 1 – Mobility, P.A.10 – Institutional capacity and cooperation, and P.A. 11 – Security. The results of the project, respectively the development of the communication infrastructure in both countries will contribute to the increase of mobility and also will contribute to the cooperation in the field of security, fight organized crime and emergency situation.

2) EU Internal Security Strategy

The results of the project will contribute to the achievement of the objective of the EU internal security strategy. By creating and developing the communication infrastructure, you create the prerequisite for the law enforcement to intensify information exchange for countering smuggling, trafficking of human being, migration, organized crime, terrorism, etc.

To Moldova level:

1) National Strategy on Information Society Development "Digital Moldova 2020", approved by Government decision no. 857/31.10.2013

The results of the project will contribute to the general objective achievement: Creating favourable conditions for the development and use of the potential of ICT by public institutions, businesses and citizens to achieve their goals of economic, social and cultural benefits of all, respectively to the fulfilment of the specific objectives:

- info communication infrastructure development and improving access for all.
- creation of conditions for increasing the security and trust in the digital space.

2) Moldova 2020 Strategy, approved by Law no. 166/11.07.2012

The project respond to the key development priorities of the strategy : (4) Improving the business climate, promoting competition policies, streamlining the regulatory framework and applying

information technologies in public services for businesses and citizens; (7) Increasing the quality and efficiency of justice and fighting corruption.

The infrastructure proposed to be set up in the present project, will be interconnected with the one developed in the project CBI of the JOP RO-UA-MD 2007-2013 that has previously been implemented in the south part of Republic of Moldova (development of the radio communication backbone between Chişinău - Cahul and Chişinău - Palanca) and eastern part of Romania (upgrading of the digital transmission network between Iaşi and Galaţi).

With the view to achieve the project objectives, the Ministry of Transport and MAI Romania will extend the communication network through a new fiber optic connection and a radio link connection and upgrade it, by installing new communication equipment.

The current project will create premises for further development of the communication infrastructure between the two countries and not only. As the risk envisaged are constantly changing and growing, so must be the tools to combat them which can be provide by the latest technical solutions available. The financing ensured by cross border programme is a way to bring the technology used by the authorities up to date.

1.5. Related programmes and other donor activities

Joint Operational Programme 2014-2020.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

To gain the essential preparation needed for project management. To initiate the Beneficiary project team in the planning, monitoring and closing processes of the project, risk evaluation process, level of achievement expected from the implementation of the goals, final project evaluation.

2.2. Purpose

The purposes of this contract are as follows:

- Preparing marketing and publicity activities and events to popularize the project and to increase its visibility.
- To take the measures according to the requirements of UE and program regulations, the visibility of the UE contribution to the project is complying with the Visual Identity Manual of the programme.
- Promotional materials and communication tools will support activities and increase visibility of the project. At the same time, information activities will support project implementation through different stages and contribute to the visibility and dissemination of project results.
- Communication channels will assure the dissemination of the project results at cross border level and the awareness of the actions at the target group level.

The main information related to the project that must be publicized are:

- programme name and EU financial instrument-European Neighborhood Instrument;
- the total budget of project and the EU financing

- the project title
- the priority addressed by the project
- partnership
- project objectives, results and main outputs
- project duration
- project location
- target groups and the final beneficiaries

2.3. Results to be achieved by the Contractor

- To work with the stakeholders, public authorities, general public and mass media to raise awareness for the Programme and its results in terms of project outputs.
- To disseminate the project's objectives and results to the target audience in order to raise their awareness about the importance of cross border cooperation between national and local public entities, developing a communication network for common use and applications that will be used in order to ensure a better service qualities for population within eligible area.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

Information and publicity activities will be developed during the entire project implementation (36 months) in order to promote all the actions, results and benefits.

3.2. Risks

- Legislative modifications that affect prices or public procurement procedures;
- Personal migration during the implementation period;
- Modification of legal provisions regarding investments, public procurements or other related legislation;
- Possible delay of public procurement service for design, manufacturing and installation of equipment;
- Costs modification for materials, raw materials (exchange rate depreciation).

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

For a successful implementation, the proper communication is very important. It is vital to work with the stakeholders, public authorities, general public and mass media to raise awareness for the Programme and its results in terms of project outputs.

The purpose of the activity is to disseminate the project's objectives and results to the target audience in order to raise their awareness about the importance of cross border cooperation between national and local public entities, developing a communication network for common use and applications that will be used in order to ensure a better service qualities for population within eligible area.

The implementation methods shall ensure that results achieved are disseminated widely and capitalized by national and local entities in specific situations. Each communication tool shall define specific objectives according to the project contents.

Information and publicity activities will be developed during the entire project implementation (36 months) in order to promote all the actions, results and benefits.

The measures will comply with the rules of the Programme Visual Identity Manual.

4.1.2. Geographical area to be covered

Programme eligible area.

4.1.3. Target groups

1 public central authority - Moldavian Ministry of Internal Affairs. Moldavian MAI develops and applies specific measures meant to protect the fundamental rights of the citizens and their freedom and also the private or public property;

1 public central authority - Romanian Ministry of Internal Affairs. MAI Romania develops and applies specific measures meant to protect the fundamental rights of the citizens and their freedom and also the private or public property;

1 public central authority Romanian Ministry of Transport. Romanian MT is the national authority for transport and infrastructure domains.

4.2. Specific work

- 2 conferences for promoting the project having minimum 20 participants which are considered relevant for the scope of the project, and with participation of local/regional media.

The opening conference shall be organized in online format, and the materials will be distributed to the participants by mail/courier. The closing conference shall be held with physical presence of participants.

- 4 press releases timely issued in the local/regional media, informing on the milestones of the project (e.g. project start and closure, finalization of a main stage, reaching a project results.
- 4 announcements posted on websites - updated posts on the webpages of beneficiaries entities (project partners) or, if the case may be, on the newly created website of the project; Information announcements will be published on the institutions' websites about the project objectives. The announcements will describe the achievements obtained during project implementation, information about the activities to follow, tender procedures invitations.

- 1 article “telling the project’s story” (of minimum 200 words and 5 photos) available at the Programme request.
- 1 portfolio comprising at least 10 – 15 professional photos and/or a short video (of at least 2 minutes), showing the project events and results, representative images of people participating in the project as staff and/or as beneficiaries/target group, etc) and, in case of projects with an infrastructure component, showing the situation before and after the project implementation.
- The Contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See <https://ro-md.net/identitate-vizuala/>)

4.3. Project management

4.3.1. Responsible body

Project Management team of the Contracting Authority.

4.3.2. Management structure

The Project Steering Comity (PSC) is composed from members of the Beneficiaries Project Management teams. Project Manager appointed by Lead Beneficiary will ensure the leadership of PSC.

Any deliverable of the project must be approved by PSC, before being transmitted to the Contracting Authority, ensuring a Joint Project Implementation and a good coordination between the project management teams.

The project management will be done through: written agreements between partners, e-communication on-line, workshops (formal and informal), internal approvals during the project.

The Contractor will report to the Beneficiary trough the PSC component. The members of the PCS shall not be a direct recipients of the project support as well as those that manage the projects directly to ensure objectivity. The legal expert, the project manager will manage the course and provide logistical support. The Project coordinator will make the approving and reception of the deliverables after preventive verification by the Project manager.

4.3.3. Facilities to be provided by the Contracting Authority and/or other parties

Not supplementary offices should be rented, the necessary workspaces will be provided to the evaluators by the beneficiaries of the project in the main offices. The Contractor, should take the all-logistical support, including meeting organization.

5. LOGISTICS AND TIMING

5.1. Location

Chisinau city, Republic of Moldova

5.2. Start date & Period of implementation of tasks

The intended start date is 05.10.2020 and the period of implementation of the contract will be 24 months from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key experts

Key experts are not required.

6.1.2. Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The Contractor shall select and hire other experts as required according to the needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

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

6.2. Office accommodation

Office accommodation for each expert working on the contract is to be provided by the Contractor.

6.3. Facilities to be provided by the Contractor

The Contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion. Contractor will ensure all necessities in terms of supplies, services, documentation, logistical support, etc. for the success of the contract.

6.4. Equipment

No equipment is to be purchased on behalf of the Contracting Authority / partner country as part of this service contract or transferred to the Contracting Authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The Contractor will submit the following reports in English and Romanian in one original and 2 copies, 1 electronic copy, the copies should be numbered and assumed "According to the original":

- **Inception Report** of maximum 12 pages to be produced after one week, from the start of implementation. In the report the Contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The Contractor should proceed with his/her work unless the Contracting Authority sends comments on the inception report.
- **Draft final report** of maximum 12 pages (main text, excluding annexes) This report shall be submitted no later than one month before the end of the period of implementation of tasks.
- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 10 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on visibility actions applied during the implementation period of the project. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

7.2. Submission and approval of reports

The report referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- 2 conferences
- 4 press releases
- 4 announcements posted on websites
- 1 article "telling the project's story"
- 1 portfolio