

# Award Cover Page

## Fixed-Price Purchase Order



1. AGREEMENT NUMBER <b>216-6138-02-2023-095-FixedP</b>	2. TITLE OF ACTIVITY <b>MOL015_Parsec EUMD Communication Campaign</b>
3. MSI PROJECT NAME / NUMBER <b>Moldova OTI</b>	4. MSI CLIENT AND PRIME CONTRACT / TASK ORDER NUMBER <b>7200AA19D00031/ 7200AA23F00003</b>
5. FIXED-PRICE <b>1,609,122.00 MDL</b>	6. DELIVERY/PERIOD OF PERFORMANCE DATE(S) <b>August 4 - October 20, 2023</b>
7. PLACE(S) OF PERFORMANCE/DELIVERY <b>Moldova</b>	8. ORDER ACCEPTANCE <b>Bilateral - 2nd Party signature Required</b>
9. ISSUING OFFICE AND BILLING ADDRESS <b>Management Systems International, Inc.</b> 45, A. Pushkin Street, Chisinau Chisinau, MD	
Point of Contact: <b>Nofit Ludmila</b> E-mail address: <b>ludmila.nofit@msi-inc.com</b>	
10. SUBCONTRACTOR (THE TERM SUBCONTRACTOR IN THIS AGREEMENT REFERS TO THE PROVIDER OF GOODS/SERVICES)	
NAME <b>SCP Parsec SRL</b>	
ADDRESS <b>59/B Mitropolit Gavriil Bănulescu-Bodoni str., Chisinau, MD</b>	
POINT OF CONTACT <b>Victor Nicolaescu</b>	NATIONALITY OF OWNERSHIP <b>MD</b>
E-MAIL <b>nicolaescu.victor@gmail.com</b>	TAXPAYER IDENTIFICATION <b>1016600010076</b>
TELEPHONE <b>+373 685 00 258</b>	UNIQUE ENTITY ID (UEI) <b>UT3ZAL5ANFQ5</b>
BUSINESS TYPE	REGISTERED IN SAM.GOV <b>Yes</b>
11. REQUIRED SUPPLIES AND SERVICES	
<b>Parsec will launch the first phase of the communication campaign "European Moldova" in Chisinau, Taraclia, Edinet and Falesti. The campaign will be developed in both Romanian and Russian languages and will include a communication strategy, visuals such as video spots, videographics, infographics, and social media reels and posts, launching a landing page and conducting public events in schools celebrating 'European Moldova'.</b>	
SPECIFY AMOUNT OF <b>VALUE ADDED TAX (VAT)</b> FOR REPORTING PURPOSES, IF APPLICABLE: <b>0.00</b>	
12. ATTACHMENTS <b>A) SCOPE OF WORK, B) PAYMENT SCHEDULE, C) GENERAL PROVISIONS</b>	
13. CERTIFICATION	
BY SIGNING BELOW, THE SUBCONTRACTOR CERTIFIES THAT NO GRATUITIES, MONEY, GIFTS OR SERVICES OF VALUE HAVE BEEN PROVIDED ANY OFFICER, EMPLOYEE OR REPRESENTATIVE OF MSI IN THE AWARD OF THIS AGREEMENT.	
14A. AGREEMENT OF THE PARTIES	
THE INDIVIDUALS SIGNING BELOW REPRESENT AND WARRANT THAT THEY HAVE THE FULL AUTHORITY TO SIGN THIS AGREEMENT ON BEHALF OF THEIR RESPECTIVE ORGANIZATIONS AND AGREE TO, AND WILL BE BOUND, BY ALL THE TERMS AND CONDITIONS CONTAINED HEREIN.	
14B. FOR <b>SCP Parsec SRL</b>	
SIGNATURE	
NAME	
TITLE	
DATE	
14C. FOR <b>Management Systems International, Inc.</b>	
SIGNATURE	
NAME	
TITLE	
DATE	

## Annex A

### Statement of Work

#### Background

The period Moldova is going through is a decisive one for the consolidation of the country's European course as is evidenced by the country's hosting of the European Political Summit in June 2023. The country's European path has been forged by the geopolitics developments in the region and the commitment and effort of the Moldovan authorities is undeniable. As Moldova begins the EU accession negotiations, the country will continue to face risks due to its sovereignty, security, outside actor meddling in internal politics, Russian hybrid tactics, including those related to disinformation, the use of the anti-EU segment of society, as well as the potential for manipulation through Gagauzia and Transnistria.

Acknowledging the importance to build upon the momentum after ECP Summit, Moldovan authorities along with relevant stakeholders are eager to reinforce and improve the perception of a democratic and European Moldova amongst the population across the country. The results of the pro-European efforts will be assessed at the end of this year when the Republic of Moldova is facing a new stage in its history - the opening of negotiations on accession chapters with the EU. In a positive scenario, this will be a long-term process, which will require not only political will but also endurance and continuous effort.

Through this activity, MRI will contract Parsec, a public relations firm, through a DDGS to contribute to the efforts of the Presidency Office to raise public awareness and support for a 'European Moldova' public communications campaign. The campaign will communicate key messages about the positive impact of the European Union on the country and its citizens, emphasizing the advantages of joining the EU, countering disinformation about EU values and EU integration of Moldova. Parsec will launch the first phase of the communication campaign "European Moldova" in Chisinau, Taraclia, Edinet and Falesti. The campaign will be developed in both Romanian and Russian languages and will include a communication strategy, visuals such as video spots, videographics, infographics, and social media reels and posts, launching a landing page and conducting public events in schools celebrating 'European Moldova'.

#### Expected deliverables and timeline.

No.	Deliverable	Due date
<b>1. Strategic deliverables</b>		
1.1	Communication strategy developed and approved by the Office of the President	August 15, 2023
1.2	Visual identity for the communication campaign designed and developed and approved by the Office of the President	August 10, 2023
1.3	Domain, landing page, Facebook and Instagram accounts of the campaign developed and approved by the Office of the President	August 12, 2023
<b>2. Media products</b>		
2.1	Media promotional plan of the campaign developed and approved by the Office of the President	August 12, 2023
2.2	One (1) main video spot of the campaign developed and approved by the Office of the President	August 22, 2023
2.3	Four (4) videos spot for Chisinau, Taraclia, Edinet and Falesti developed (one video/locality) and approved by the Office of the President	August 11, 18, 25, 2023 September 8, 2023
2.4	Four (4) videographics for Chisinau, Taraclia, Edinet and Falesti developed (one video/locality) and approved by the Office of the President	August 10, 18, 25 September 1, 2023
2.5	Twenty (20) infographics and images for social media developed and approved by the Office of the President	September 1, 2023
2.6	Twenty (20) short videos and reels developed and approved by the Office of the President	September 1, 2023

2.7	Links of main video spot published across the campaign website, social media accounts, other online platforms, media outlets	September 30, 2023
2.8	Links of four videos spot for each district published across the campaign website, social media accounts, other online platforms, media outlets	September 30, 2023
2.9	Links of four videographics for each district published across the campaign website, social media accounts, other online platforms, media outlets	September 30, 2023
2.10	Links of twenty infographics and images for social media published on campaign social media accounts	September 30, 2023
2.11	Links of twenty short videos and reels published on campaign social media accounts	September 30, 2023
<b>3. Media partnerships</b>		
3.1	Jurnal TV – letter of commitment, concept of 4-series TV program, broadcast time and media plan developed	August 10, 2023
3.2	Jurnal TV – script, production and post-production of 4-series TV program developed and approved by the Office of the President	August 20, 2023
3.3	Jurnal TV – links/screenshots of 4-series TV program broadcast and distributed across the social media platforms of Jurnal TV	September 1, 2023
3.4	Moldova 1 – letter of commitment, concept program, broadcast and media plan developed	August 10, 2023
3.5	Moldova 1- script, production and post-production of TV program developed and approved by the Office of the President	August 20, 2023
3.6	Moldova 1 - links/screenshots of TV program broadcast and distributed across the social media platforms of Moldova 1	September 1, 2023
3.7	Online media outlets – links of all content creation related to the campaign developed and published by the media partners	September 30, 2023
<b>4. Community Engagement</b>		
4.1	Detailed concept for European week in Moldovan schools developed and approved by the Office of the President	August 10, 2023
4.2	Reporting on contests conducted in schools under the European week	September 25, 2023
4.3	Media coverage of the European week in schools – links of videos, post, articles, interviews etc.	September 25, 2023
4.4	Exhibition of European week materials created organized within the Presidency Office – pictures, videos from the event	September 24, 2023
4.5	Media coverage of the exhibition of the European week in schools - links of videos, post, articles, interviews etc	September 25, 2023
<b>5. Final Reporting</b>		
5.1	Final narrative report – covering all deliverables, media coverage of the campaign, main findings and results of the campaign, lessons learnt and recommendations	October 10, 2023