

STANDARD FORM OF THE EUROPEAN SINGLE PROCUREMENT DOCUMENT (ESPD)

1. The European Single Procurement Document (hereinafter referred to as ESPD) is a self-declaration through which the economic operator confirms the fulfillment of the qualification and selection criteria required within public procurement procedures in the Republic of Moldova.
2. The form must be completed, electronically signed, and submitted to the contracting authority at the time the tender is submitted.
3. An ESPD submitted by the economic operator in a previous public procurement procedure may be reused, provided that the information contained in the form is correct and valid at the time of submission.
4. A tenderer who provides false information in the ESPD or whose supporting documents do not confirm the information stated in the submitted document shall be excluded from the public procurement procedure and/or may be held liable in accordance with the law.
5. The ESPD form consists of 7 chapters, as follows:
 - 1) Chapter I. Information regarding the public procurement procedure and the contracting authority/entity;
 - 2) Chapter II. Information regarding the economic operator;
 - 3) Chapter III. Grounds for exclusion from the public procurement procedure;
 - 4) Chapter IV. Qualification and selection criteria for economic operators;
 - 5) Chapter V. General instructions for the selection criteria of economic operators;
 - 6) Chapter VI. Pre-selection of candidates for the public procurement contract award procedure;
 - 7) Chapter VII. Final declarations.
6. Submitting the ESPD form in a way that does not comply with the requirements set out in the Tender Documentation shall result in the rejection of the offer.

Chapter I. Information regarding the public procurement procedure and the contracting authority/entity		
<i>This section is to be completed only by the contracting authority/entity.</i>		
Position Code	Requirement Content	Response
A. Publication Information		
1A.1	Number of the notice/invitation published in the Public Procurement Bulletin, and where applicable, the number of the notice published in the Official Journal of the European Union	According to the "RSAP" Information System (MTender)
B. Identity of the contracting authority/entity		
1B.1	Name of the contracting authority/entity	I.P. Investment Agency
1B.2	Unique identification number (IDNO) of the contracting authority/entity	1006601001078
Chapter II. Information regarding the economic operator		

This section is to be completed only by economic operators.

Position Code	Requirement Content	Response
A. Information on the economic operator		
2A.1	Name of the economic operator	BDR Associates Communication Group SRL
2A.2	Country	Romania
2A.3	Postal Code	050673
2A.4	City/Locality	Bucharest
2A.5	Legal Address	Str Dr Mihai Ciuca, nr 13, Sector 5
2A.6	Website	https://www.bdr.ro/
2A.7	Contact person(s)	Tudor Stan
2A.7.1	Phone	+40722286205
2A.7.2	Email address	tudor.stan@bdr.ro
2A.8	Unique Identification Number (IDNO/IDNP)	Reg Com: J1995009578401
2A.9	VAT Code Number	RO 8046178
2A.10	Legal form of business activity	SRL
2A.11	Information regarding shareholders/partners/ultimate beneficial owner	
2A.11.1	Name of shareholders/partners	Cătălina Rousseau Alexandra Mihăilescu Tudor Stan
2A.11.2	Name of the ultimate beneficial owner	
<i>Note: An ultimate beneficial owner is a natural person who ultimately owns or controls a legal person or arrangement, or on whose behalf a transaction or activity is conducted; or who directly or indirectly holds at least 25% of shares or voting rights or owns assets held in trust.</i>		
	text	Cătălina Rousseau
2A.11.3	Citizenship of the beneficial owner (permanent legal-political connection of the natural person as defined in position 2A.11.2)	Romanian
2A.12	The economic operator is:	
<ul style="list-style-type: none"> • small enterprise • medium enterprise 		

• other	small enterprise
2A.13	In case of a reserved procurement: is the economic operator a sheltered workshop or a social enterprise, or will the contract be executed within the context of supported employment programs? <input type="checkbox"/> Yes X No
2A.13.1	If yes, indicate the corresponding percentage of workers with disabilities or disadvantaged backgrounds N/A
2A.13.2	Specify the category(ies) of disadvantaged or disabled workers involved N/A
2A.14	Is the economic operator participating in the procurement procedure together with other economic operators? <input type="checkbox"/> Yes X No
2A.14.1	If yes, specify the role of the economic operator in the group (leader, responsible for specific tasks, etc.) N/A
2A.14.2	Name the economic operators participating in the procurement procedure N/A
2A.14.3	Indicate the name of the participating group N/A
Note: If you answered Yes to question 2A.14, ensure that the mentioned economic operators submit a separate ESPD form.	
 B. Information regarding the representatives of the economic operator 2B.1 Full name(s) of the authorized representative(s) Tudor Stan 2B.2 Position/acting as General Director 2B.3 Country Romania 2B.4 Phone number +40724262728 2B.5 Email address tudor.stan@bdr.ro	
 C. Information regarding the use of third-party capacity 2C.1 Does the economic operator rely on the capacities of other entities to meet the selection criteria outlined in Chapter IV and, where applicable, the criteria and rules in Chapter V? <input type="checkbox"/> Yes X No Note: If Yes, a separate ESPD form must be provided containing the requested information in Sections A and B of the relevant chapter and Chapter III for each entity involved, duly completed and signed by them. This includes technicians or technical bodies responsible for quality control, whether or not part of the operator's enterprise, and, for works contracts, those involved in the execution. The information in Chapters IV and V relevant to the specific capacities relied upon must also be included.	
 D. Information regarding subcontractors whose capacities the economic operator relies on 2D.1 Does the economic operator intend to subcontract any part of the contract to other	

economic operators? | ☐ Yes X No |

| 2D.1.1 | If yes, list the proposed subcontractors | |text| |

Chapter III. Grounds for Exclusion from the Public Procurement Procedure

This section shall be completed by economic operators.

A. Grounds related to convictions by a final court judgment

Position Code	Requirement Content	Response
3A.1	Participation in a criminal organization.	
Has the economic operator itself, or any person who is a member of its administrative, management, or supervisory body, or who has the power of representation, decision, or control within it, been the subject of a conviction by a final judgment for participation in a criminal organization, issued no more than five years ago or where a period of exclusion directly provided for in the conviction is still applicable?	<input type="checkbox"/> Yes X No	
3A.2	Corruption.	
Has the economic operator or any person in a position of governance, representation, decision-making, or control been convicted by a final judgment for corruption within the last five years, or where an exclusion period is still applicable?	<input type="checkbox"/> Yes X No	
3A.3	Fraud.	
Has the economic operator or such a person been convicted by final judgment for fraud within the last five years, or where an exclusion period is still applicable?	<input type="checkbox"/> Yes X No	
3A.4	Terrorist offences or offences linked to terrorist activities.	
Has the economic operator or relevant person been convicted by final judgment for terrorist offences or related activities within the last five years, or with an active exclusion period?	<input type="checkbox"/> Yes X No	
3A.5	Money laundering or terrorist financing.	
Has the economic operator or associated individual been convicted for money laundering or terrorist financing under the above conditions?	<input type="checkbox"/> Yes X No	
3A.6	Exploitation of child labour or other forms of human trafficking.	
Has the economic operator or associated individual been convicted by a final judgment for child labour exploitation or human trafficking within the last five years, or while an exclusion period is in effect?	<input type="checkbox"/> Yes X No	

3A.7	If the answer is Yes to any of the questions 3A.1 to 3A.6, can you provide evidence showing that the measures taken are sufficient to demonstrate reliability despite the existence of a ground for exclusion?	N/A
3A.7.1	If Yes, please describe these measures.	N/A
B. Grounds relating to the payment of taxes or social security contributions		
Position Code	Requirement Content	Response
3B.1	Has the economic operator fulfilled its obligations relating to the payment of taxes, duties, and social security contributions in accordance with the legal provisions in force in the Republic of Moldova or in the country in which it is established?	X Yes <input type="checkbox"/> No
3B.1.1	If No, in what way was the obligation relating to the payment of taxes, duties, and social security contributions established?	N/A
3B.1.2	If the breach regarding tax or social security obligations was established by a court or administrative decision, is that decision final?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chapter IV. Qualification and Selection Criteria for Economic Operators		
This section is completed by the contracting authority/entity (column 2) and the economic operators (column 3).		
A. Professional capacity to perform economic activity		
4A.1 Is the economic operator able to provide documents proving its registration?		
Yes, Certificate of registration and extract from the State Register of legal entities issued by the competent authority of the country of residence of the tenderer – (according to participation notice, pt. 16, subpt. 3). The extract must be issued within the last 12 months. X Yes <input type="checkbox"/> No		
4A.1.1 If Yes, indicate the registration documents and types of activity as per legislation, relevant to the object of the procurement procedure that entitles the company to execute the future public procurement contract.		
<i>Certificat constatator</i> <i>Obiect principal de activitate: 7021 – Activitati de consultanta in domeniul relatiilor publice si al comunicarii</i> Certificate of Registration: Main object of activity: 7021 – Activities of consultancy in the field of public relations and communication		
4A.1.2 Are these documents available free of charge to authorities in a national database? If so, specify the details.		
Internet address: text		
Issuing authority or body: text		
Exact document reference: text		

4A.2 Is the economic activity certified and/or authorized under a national system?
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4A.2.1 If Yes, can the economic operator provide documents demonstrating such certification or authorization?
<input type="checkbox"/> Yes <input type="checkbox"/> No
4A.2.3 Are these certificates/authorizations available free of charge in a national database? If so, specify the details.
Internet address: text
Issuing authority or body: text
Exact document reference: text
4A.3 Do the types of activity and/or certifications/authorizations cover the selection criteria required by the contracting authority/entity in the participation notice/invitation?
<input type="checkbox"/> Yes <input type="checkbox"/> No
B. Economic and financial capacity
4B.1 Can the economic operator provide bank statements or, where applicable, proof of professional risk insurance as per the tender requirements?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4B.1.1 Is this information available free of charge in a national database? If so, specify the details.
Internet address: text
Issuing authority or body: text
Exact document reference: text
4B.2 Can the operator demonstrate annual turnover as follows?
Amount _____ Period _____ <input type="checkbox"/> Yes <input type="checkbox"/> No
4B.2.1 Specify the annual turnover as per financial report:
Amount: [5.313.675 RON] Year: [2024]
4B.3 Can the operator demonstrate an average annual turnover as follows?
Amount _____ Period _____ <input type="checkbox"/> Yes <input type="checkbox"/> No
4B.3.1 Specify the annual turnover for the last three years:
Year: [5.313.675 RON] Value: [2024]
Year: [5.547.136 RON] Value: [2023]
Year: [4.580.463 RON] Value: [2022]
Total average value: [5.147.091 RON]
4B.4 Can the economic operator provide the registered financial report or extracts?
Yes, for the last financial year – 2024, confirmed as submitted to the National Bureau of Statistics.
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4B.5 Is this financial/economic information available free of charge in a national database?
Internet address: https://mfinante.gov.ro/domenii/informatii-contribuabili/persoane-juridice/info-pj-selectie-dupa-cui
Issuing authority or body: Ministry of Finance
Exact document reference: text
C. Technical and/or professional capacity
4C.1 Can the operator provide documents demonstrating technical/professional capacity as required in the participation notice?
Yes, statement listing the main 5 services performed in the last 2 years. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4C.1.1 Is this information available in a public national database?
Internet address: text
Issuing authority or body: text
Exact document reference: text
4C.2 Can the operator provide details on technicians or technical bodies responsible for quality control?
N/A
4C.3 Can the operator provide information on management/tracking systems in the supply chain?
N/A
4C.3.1 If yes, specify verification details:
Internet address: text
Issuing authority or body: text
Exact document reference: text
4C.4 Does the operator have the necessary equipment and machinery?
N/A
4C.5 Can the operator provide detailed information on the required equipment and facilities?
N/A
4C.6 Does the operator employ qualified staff per tender conditions?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4C.7 Can the operator provide details of the proposed specialist staff for the contract?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4C.8 Indicate average annual staff numbers over the last 3 years:
Year: 2022 Staff: 15
Year: 2023 Staff: 16
Year: 2024 Staff: 14
4C.9 Indicate number of management staff in the last 3 years:

Year: 2022 People: [3]
Year: 2023 People: [3]
Year: 2024 People: [3]
4C.10 Can the operator provide samples, descriptions, and/or photos of goods/services?
X Yes <input type="checkbox"/> No
4C.11 Has the operator performed similar works in the reference period?
<input type="checkbox"/> Yes <input type="checkbox"/> No
4C.11.1 If Yes, specify works: description, value, start/end date, client.
text
4C.12 Has the operator delivered similar goods in the reference period?
<input type="checkbox"/> Yes <input type="checkbox"/> No
4C.12.1 If Yes, specify goods: description, value, delivery/start date, client.
text
4C.13 Has the operator provided similar services in the reference period?
X Yes <input type="checkbox"/> No
4C.13.1 If Yes, specify services: description, value, duration, start date, client.
<p>Clariant/ LIGNOFLAG Romania 1.392.000 Euro 2018-2023 Research and analysis for the development and regular updating of the communication strategy and annual action plan, including the formulation of key messages and the implementation of ongoing communication activities. Creative development and production of materials such as newsletters, videos, website content and online banners, and informational brochures explaining new concepts and promoting the project's short-, medium-, and long-term community benefits. Event organization: launch event marking the investment and start of construction (2019), media site tours, and the inauguration event for the operational plant (2022). Media partnerships developed with national and local outlets, TV channels, news platforms, and websites, supported by targeted media campaigns. Social media partnerships designed to promote the project's benefits — for example, addressing local farmers and encouraging them to become part of the factory's supply chain. Advertising campaigns: online banner ads on local media websites and out-of-home (OOH) campaigns. Employer branding campaigns supporting recruitment efforts, communicating training benefits, and promoting employee success stories as advocates of innovation and change. Information and awareness initiatives highlighting project milestones and opportunities among key audiences — including partners and clients, local farmers, the community, public authorities, academia, the scientific community, and others. Crisis and issues management: preparation of crisis and issues management plans and coordination of crisis communication. Ongoing monitoring to identify opportunities and early warnings. Regular reporting and coordination with all stakeholders, including Clariant's local and corporate teams.</p> <p>Ministry of Education and Research of Romania through the School and University Network Modernization Project Management Unit (SUNMPMU) Romania €461,110 Duration: 24 months (March 2025 – ongoing) Research and analysis: preparation of the inception report and qualitative research within local communities to support the Communication Strategy, aligned with community needs and project objectives. Communication strategy and implementation plan: defining communication objectives, key messages, target audiences, and appropriate tools, integrated into a detailed action plan with calendar and budget. Development of communication materials: design and production of printed and digital materials — brochures, flyers, 3D-rendered posters, best practice guides, infographics, and online banners — all developed under a unified and friendly visual identity. Multimedia materials: production of thematic videos showcasing the project's benefits, modular schools, the architecture and functionality of new buildings, and the role of new schools within communities and in emergency situations; production of a national promotional TV and radio spot. Online and social media campaigns: management of the project's official Facebook page, creation and publication of educational and informational content, sponsored campaigns, collaboration with influencers, and engagement of local opinion leaders to amplify messages. Media promotion and</p>

<p>partnerships: visibility campaigns through national and local media, thematic articles, interviews with key stakeholders, broadcasting of TV and radio spots on national and regional channels, and development of strategic media partnerships. Public and educational events: organization of press tours, community events with informational and mobilizing purposes, educational and creative school events, student competitions, workshops for local authorities and education experts, and inauguration ceremonies for the new school buildings. Official project website: content development and ongoing updates for the platform https://umpmrsu.ro/sissp/</p>
<p>FMCG Client, Romania Over €500,000 2014–2025 Strategic communication consulting for projects focused on corporate image promotion and brand reputation management, addressing both external and internal audiences. Development of integrated communication strategies and complex components, including: visual communication and branding elements, message and informational material development, video content creation, media and blogger relations, media campaign development, corporate social responsibility (CSR) campaigns, internal communication initiatives, and employer branding. Media monitoring and analysis to prevent potential crisis situations. Development of strategic partnerships in the educational and community development sectors. CSR communication activities: planning and management of CSR actions, including continuous coordination with the client, on-site supervision of implementation, and conducting research to identify suitable locations for CSR activities aligned with target audience profiles and campaign objectives. Creative development of visual materials: diplomas, branded panels, dedicated video materials, and giveaways. Research, selection, and coordination of event moderators — including brief preparation, brainstorming sessions, and on-site support during events. Media relations: maintaining relationships with the press, coordinating advertorial placements in relevant publications, drafting and distributing advertorials, and ensuring message accuracy and consistency across channels.</p>
<p>Superior Council of Magistracy, Romania Project title: Development of a Coherent Communication Strategy for the Benefit of the Romanian Judicial System, part of the TAEJ Project – Transparency, Accessibility and Judicial Education (POCA 2014–2020) €372,000 2020–2022 Comprehensive internal communication audit and mapping of current practices across the entire judicial system: 207 in-depth interviews with professionals nationwide. Three workshops with judges, prosecutors, technical staff, NGO representatives, and media professionals from across the country — presenting the draft communication strategy, collecting feedback, and testing messages and approaches. Communication strategy including: key messages, best practices, tactics and tools for communication with all target groups (institutional, individual, and media representatives), branding, examples of commonly used materials, annual activity plan, and recommendations for consistency and continuity. Crisis communication manuals developed for the five beneficiary institutions, customized for specific crisis scenarios. Comprehensive branding strategy, including visual identities and Brand ID Books for the five beneficiaries. Web development: three websites built from scratch and two updated according to Brand Book recommendations. 36 workshops with 719 participants nationwide for dissemination of the communication strategy and “train the trainers” sessions. Three conferences organized to present progress updates and project outcomes. Project management and coordination with the five beneficiary institutions, aligning internal communication and objectives with the project’s common goals. Reporting on key milestones and deliverables, including a comprehensive final report.</p>
<p>Automotive Components Manufacturer, Romania Over €300,000 2023–present Development of corporate communication, public affairs, and employer branding (EB) strategies and action plans. Creative development of the EB concept and visual identity, including the slogan and key messages. Copywriting and content management for all corporate and EB communication materials: print and online press materials, paid social media campaign content, radio spots, and out-of-home (OOH) materials. Media relations: preparation and distribution of press releases, interviews, radio spots, media monitoring and reporting, identification of media opportunities, and news alerts. Media training for local management in Oradea. Implementation of the social media campaign: content development, Ads management, and community management for the local Facebook page, as well as influencer relations. Advertising campaign implementation: print and online media, radio, and OOH. Event management: coordination of <i>Groundbreaking</i> and <i>Grand Opening</i> events. Video production illustrating key project milestones in Oradea: groundbreaking and construction works, inauguration, production of the first tire, and first tire delivery from the Oradea factory. The materials produced by BDR Associates were distributed nationally and internationally via social media channels.</p>
<p>Cardboard Manufacturer Over €250,000 2019–present Initial documentation, research, and contextual evaluation. Stakeholder mapping to identify key partners and influencers. Development of the annual communication strategy and monthly action plan. Media relations and media partnerships: drafting and distribution of press releases, article placements in key local and national publications, organization of press tours, announcements, and identification of media opportunities. Social media: content development and management for LinkedIn. Stakeholder relations: engagement with key local and national authorities, organization of meetings, creation of stakeholder profiles, specific monitoring, and continuous updates. CSR: creative idea generation, implementation support, and vendor management. Event management: coordination of official visits, factory tours, and other special projects. Issues and crisis management as needed. “Eco Lessons” / “Lecții Eco” Initiative - Educational stakeholder engagement: establishment of partnerships with the Brașov County School Inspectorate and coordination with participating schools</p>

<p>and teachers. Creative development of educational resources and materials — including brochures, diplomas, and other learning assets. Media relations: preparation and dissemination of press releases and placement of articles in local media. Video production (including employee testimonials) illustrating various investments and synergies among the company's three active divisions in Romania. The videos were produced at Romanian facilities to support internal communication projects. Video production (including employee testimonials) for the Serbian division, developed as part of an internal communication project. BDR Associates coordinated multidisciplinary regional teams for the initiative. Ongoing reporting and coordination with the client.</p>
<p>Automotive Accessories Manufacturer Over €250,000 2017–2024 Annual communication strategy and monthly action plan. Media relations and media partnerships: press releases, article placements in key local and national publications, announcements, radio and TV spots, and identification of media opportunities. Social media: content development, Facebook Ads campaigns, and job announcements. Internal communication: creative ideas for activations and contests, content development, and vendor management. Creative development and production for anniversary logos, advertising, social media, and promotional materials. Special projects: video productions, anniversary events, and participation in caravans or trade fairs. CSR initiatives: idea generation and implementation support as needed. Issues and crisis management when required. Development of the communication action plan for the enrollment campaign. Media relations: press releases and article placements, local TV reports (including scripting), and radio spots. Social media communication: content creation and adaptation for online channels. Creative development for various online and offline materials: layouts, videos, online banners, and advertisements. Anniversary video production – 15 Years: included employee testimonials, based on a creative concept developed by BDR Associates. Two video materials were produced, featuring a large number of participants, highlighting perspectives from both long-time and new employees. Creative video production “Dragobete”, developed with the participation of actor Mihai Răzuș, as part of an internal activation dedicated to February 24th. The video was shared both internally and on social media. Periodic reporting and alignment with the client.</p>
<p>Superbrands Romania 2024 Edition Over €200,000 2024 Integrated communication and promotional activities to enhance the visibility and recognition of Romanian brands included in the Superbrands program. Ensuring exposure to both the general public and the business environment (B2C and B2B), while strengthening relationships with embassies, institutions, and national and international stakeholders—reinforcing Romania's position on the global map of branding excellence. Coordination of market analysis and research forming the basis for the selection and validation of brands included in the program. Management of media relations and collaboration with relevant national and international publications. Drafting and distribution of press releases, media monitoring, and coverage reporting. Creation and management of social media content and coordination of digital campaigns. Organization and promotion of the prestigious Superbrands Gala, celebrating excellence in branding.</p>
<p>European Union, DG REGIO (in collaboration with WPP, Scholz & Friends, Ogilvy Social Lab) Campaign: Europe in My Region (EUIMR) Over €200,000 2021–2025 Development of the campaign scenario, overarching communication concept, and action plan. Creative development for the campaign slogan and key visual elements, including advertisements and posters. On-site photography of EU-funded projects. Media relations: organization of press events and press tours, distribution of press releases, advertorials, interviews, TV reports, radio spots, as well as media monitoring and reporting. Copywriting and content management for all communication materials: print and online press materials, paid social media campaign content, TV reports, and radio spots. Copywriting and content management for educational materials (e.g., questionnaires) provided to children during classroom activities and campaign activations. Implementation of the OOH campaign. Strategy, organization, and execution of the campaign's press launch event. Concept, planning, and execution of influencer collaboration campaigns. Concept, planning, and implementation of events and activations involving children and local community representatives as part of the “EU in My School” component. Coordination with EU and regional stakeholders (Managing Authorities). Periodic reporting and alignment with all parties involved, including Managing Authorities and DG REGIO. Comprehensive final reporting on campaign progress and communication outcomes.</p>
<p>University of Bucharest Over €150,000 2021–2023 Research and analysis to develop the communication strategy and annual action plan, understanding target audience behaviors and insights, crafting key messages, and implementing year-round communication activities. Creative concept and design development for various online materials (layouts, motion graphics, posters). Social media campaign, including organic content and paid advertising across major platforms (Facebook, Instagram, LinkedIn, TikTok, YouTube), as well as Google Search & Display campaigns. Media relations: media partnerships, press releases, interview arrangements, and article placements. Influencer collaborations to boost visibility among the main target audience (youth). Continuous monitoring, identification of opportunities and alerts, and periodic reporting in coordination with the University. Production of a motion graphic video promoting the University's educational offer on social media.</p>
<p>Superbrands Romania 2022 Edition Over €120,000 2022 Integrated communication and promotional activities to enhance the visibility and recognition of Romanian brands included in the Superbrands program. Strengthening exposure to both general and business audiences (B2C and B2B) while consolidating relationships with embassies, institutions, and national/international stakeholders, reinforcing Romania's position on the global branding</p>

excellence map. Coordination of market analysis and research forming the basis for brand selection and validation within the program. Media relations management and collaboration with relevant national and international publications. Development and distribution of press releases, media monitoring, and coverage reporting. Creation and management of social media content, and coordination of digital campaigns. Organization and promotion of the prestigious Superbrands Gala, celebrating excellence in branding.
Technology Company Over €100,000 2022–present Media & PR Services: Strategic media consulting to strengthen the company’s positioning as a leader in digital infrastructure and critical energy solutions. Creation and regular updating of tailored media lists focused on business, technology, and industry publications relevant to the company’s profile. Development and distribution of press releases adapted to market context and communication objectives. Organization of interviews and facilitation of access to journalists and industry influencers. Development of media arrangements and partnerships to ensure consistent and relevant exposure. Management of a dedicated press office coordinating all media interactions. Ongoing media monitoring and reporting to assess campaign impact and identify new visibility opportunities. Organization of press events (launches, conferences, product demonstrations) to showcase innovation and expertise to key audiences.
Logistics Park Developer Over €90,000 2022–present Media & PR Services: Strategic media consulting to strengthen the company’s reputation as a leading developer of industrial and logistics parks in local and European markets. Creation and maintenance of media lists targeting business, real estate, construction, logistics, and investment outlets. Development and dissemination of press releases on projects, partnerships, and initiatives, with a focus on innovation and sustainability. Organization of interviews with company representatives for specialized and business media. Development of media partnerships and editorial collaborations to ensure consistent and high-quality exposure. Management of a dedicated press office responsible for coordinating information flow and journalist relations. Media monitoring and reporting to evaluate communication impact and identify new visibility opportunities. Organization of press events (project launches, site visits, thematic conferences) to highlight expertise and commitment to sustainable development.
Industrial Employers’ Association Awareness Campaign Over €90,000 2024–2025 Coordination of a national survey on public perceptions and behaviors related to sustainability, conducted in partnership with the research institute IPSOS. Development of a communication strategy and action plan based on research findings. Creative development of the campaign slogan, key messages, and core visual elements. Production of an animated video and a radio spot. Media relations, including press releases and advertorials. Social media communication, including online and sponsored content (texts and visuals) for Facebook and LinkedIn. Online communication and web development through a dedicated landing page.
Renewable Energy Investor Over €65,000 2023–present Media & PR Services: Development and distribution of press releases focused on solar park projects, green energy investments, and innovations within the company’s portfolio. Organization of strategic interviews with company leaders (CEO, technical experts) for business media, energy publications, and outlets specialized in sustainability and the environment. Creation of impactful cover stories highlighting not only the projects themselves but also their economic, environmental, and community impact. Dedicated press office managing journalist relations, providing media materials, and monitoring visibility. Strategic assistance in media relations: identifying suitable publications and journalists, tailoring messages to media specifics, and advising on positioning and timing to ensure the company is perceived as a benchmark leader in the renewable energy sector.
Automotive Components Manufacturer Over €65,000 2023–present Maintaining relations with media channels and distributing press releases to relevant outlets. Monitoring media coverage and preparing media reports for the client. Identifying and signaling new media opportunities to enhance visibility.
Construction Company Over €50,000 2022 Media planning for advertising and banner campaigns. Content creation and management. Graphic design for social media layouts. Collaboration with influencers and coordination of social media asset production. Final reporting on media and social media campaign performance.
University Politehnica of Bucharest (UPB), Romania Project title: “Future Engineers” – Public Communication and Information Campaign to Promote Educational Opportunities and Access to Higher Education Over €50,000 2022–2023 Graphic design and layout for the OOH (out-of-home) campaign, including preparation of OOH formats. Media planning and purchase of OOH spaces, supervision, and final reporting. Creation and management of visibility content for the media campaign – advertorials. Media planning and purchase of space for advertorial campaigns. Copywriting and graphic design for social media layouts. Concept development, filming, and video production of a series of five promotional videos.
Consulting Firm Over €50,000 2022–present Media relations services for the Romanian market, including maintaining relationships with media outlets, distributing press releases to relevant publications, and monitoring media coverage. Preparation of media coverage reports and identification of editorial opportunities, contributing to the promotion of studies and analyses in Romania and strengthening their visibility among key audiences.
Department of Culture and Tourism – Abu Dhabi (DCT) €6,500 2024–present Development of the communication plan and strategy for the Romanian market (three-year strategy, annual tactical plan, and communication plan).

<p>Conducted market analysis for Romania and a SWOT analysis for DCT Abu Dhabi. Defined key messages and implications for the Romanian market. Media relations services for the DCT Abu Dhabi B2B campaign in Romania. Distribution of press releases, follow-up, and preparation of media coverage reports. PR services for organizing and coordinating press trips to Abu Dhabi for Romanian journalists, including: identifying and selecting journalists, checking availability and interest, creating journalist profiles and media channel descriptions, coordinating full logistics together with the DCT team, providing pre-trip briefings, post-event follow-up, and ensuring press coverage and reporting.</p>		
<p>National Commission for Financial Markets, Republic of Moldova €2,750 2023 Produced a public awareness video aimed at increasing understanding of financial responsibility and contributing to consumer protection regarding financial services and products. The video was designed as an educational and informational tool to help strengthen public trust in the financial sector.</p>		
<p>4C.14 If Yes to any of 4C.11 – 4C.13, can the operator provide proof of completion/delivery/performance?</p>		
<p>X Yes <input type="checkbox"/> No</p>		
<p>D. Quality assurance standards</p>		
<p>4D.1 Can the operator provide certificates from independent bodies confirming compliance with quality assurance standards?</p>		
<p>N/A</p>		
<p>4D.2 Is this information available free of charge in a national database?</p>		
<p>Internet address: text </p>		
<p>Issuing authority or body: text </p>		
<p>Exact document reference: text </p>		
<p>E. Environmental protection standards</p>		
<p>4E.1 Can the operator provide certificates from independent bodies confirming compliance with environmental standards?</p>		
<p>N/A</p>		
<p>4E.2 Is this information available free of charge in a national database?</p>		
<p>Internet address: text </p>		
<p>Issuing authority or body: text </p>		
<p>Exact document reference: text </p>		
<p>F. Permission for verification</p>		
<p>4F.1 Does the operator allow the contracting authority/entity to carry out checks regarding the economic, financial, production, or technical capacity for executing the public contract?</p>		
<p>X Yes <input type="checkbox"/> No</p>		
<p>Chapter V. General Indications Regarding the Qualification and Selection Criteria</p>		
<p>This section is to be completed by the contracting authority/entity (column 2) and the economic operators (column 3).</p>		
Position Code	Requirement Content	Response
5A.1	Is the economic operator able to provide, through	X Yes <input type="checkbox"/> No

	<p>the Automated Information System "State Register of Public Procurement" or by electronic means, or if necessary, in hard copy to the contracting authority, the forms, certificates, opinions, and other documents indicated by the contracting authority/entity in the contract notice and the procurement documentation? Deadline: 3 days from request.</p> <p>Note: The number of days is indicated by the contracting authority based on the amount and nature of the requested documents.</p>	
5A.2	<p>Are the documents indicated in the contract notice and procurement documentation available free of charge and directly accessible via a national database in any state? If yes, specify the information that would allow verification. Internet address: [text] Issuing authority or body: [text] Exact reference of the documentation: [text]</p>	

Chapter VI. Pre-selection of Candidates for the Public Procurement Contract Award Procedure

This section is requested by the contracting authority only in the following procurement procedures: restricted tender, negotiation, competitive dialogue, and innovation partnership.

Position Code	Requirement Content	Response
6A.1	The economic operator/candidate meets the selection criteria established by the contracting authority in the contract notice and procurement documentation.	X Yes <input type="checkbox"/> No
6A.2	The economic	X Yes <input type="checkbox"/> No

	operator/candidate possesses and is able to provide, through the Automated Information System "State Register of Public Procurement" or by electronic means, or if necessary, in hard copy to the contracting authority, certificates or other forms of supporting documents as required in the contract notice and procurement documentation.		
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Chapter VII. Final Declarations

The economic operator declares that the information provided in Chapters II – V (or II–VI as applicable) is accurate and correctly provided, fully aware of the consequences of serious misrepresentation.

The economic operator officially declares that, upon request of the contracting authority/entity, it can promptly provide the requested certificates and supporting documents, unless the contracting authority/entity is able to obtain the respective supporting documents directly by accessing a relevant database that is freely available, provided that the economic operator has supplied the necessary information (internet address, issuing authority or body, exact reference of the documentation) enabling the contracting authority/entity to do so and has consented to access to the mentioned information if required. The economic operator hereby formally declares its consent for the I.P. Investment Agency, as outlined in Chapter I, Section A, to access the supporting documents related to the information provided in this ESPD, for the purpose of conducting the low-value procurement procedure ***Promotion services for Moldovan brands – Germany and Switzerland***

(To be completed and signed by the economic operator)

Name: TUDOR STAN

Position: GENERAL DIRECTOR

Date: 22.10.2025

Address: Romania, Bucharest, Str. Dr Mihai Ciuca, nr 13, Sector 5

Signature: _____