

**Support to the Government of Moldova  
in preparation of the Compact Programme,  
Millennium Challenge Corporation**

**Terms of Reference  
Public Outreach Specialist**

**Background**

The Millennium Challenge Account (MCA) is an initiative of the United States of America (USA) to support policies and programs that advance a country's progress in achieving sustainable economic growth and poverty reduction. The Millennium Challenge Corporation (MCC) is a Federal Corporation tasked with managing and implementing development assistance provided by the USA globally. The key tenets of this assistance are the promotion of economic growth and elimination of extreme poverty.

In November 2006 Moldova became eligible for full development assistance and was invited to develop and submit to MCC an investment proposal that can form the basis for negotiating a Compact agreement.

In spring 2007, the Government has set up the Millennium Challenge Account Moldova (MCA Moldova) Team. The Team has conducted a comprehensive analysis of constraints to economic growth in Moldova and has discussed it within a large consultative process with civil society, businesses, public administration etc. The study concluded that deficient infrastructure and unfavourable investment climate are the immediate binding constraints to growth and development in Moldova, and therefore infrastructural investments could be proposed for Compact assistance and will have maximum impact on growth and incomes of population.

A Compact investment proposal – consisting of four projects – was developed by the MCA Team and submitted to MCC in February 2008. After screening the proposal, MCC accepted to focus on and further develop two projects: the Transition to High Value Agriculture (THVA) and the Rehabilitation of the Road Infrastructure.

The THVA project is designed to alleviate rural poverty by stimulating agricultural sector growth. The THVA proposal aims to support agricultural production of higher value-added crops requiring on-farm irrigation and to facilitate investment in post-harvest infrastructure and equipment.

The underlying logic is that Moldova's climate and fertile soils provide the country with a potential comparative advantage in HVA, and that rehabilitation of the central irrigation systems in combination with access to on-farm irrigation equipment (for both farmers within the central irrigation systems and those outside the central systems with lakes and ponds as water source), value chain investments in packing houses and refrigeration units, and technical assistance will enable producers to shift to HVA production. MCC and the GoM have decided to take a sequenced, strategic approach in the irrigation investment and include the design and implementation of an irrigation management transfer (IMT) program as a key component of the THVA Project. The IMT process (and MCC investment in irrigation rehabilitation) will have as its basic objective the transfer of O&M responsibility and clear, full control of the central irrigation systems (primary, secondary and tertiary) to the users.

The other project proposes the rehabilitation of five national road sectors: Balti – Criva; Chisinau – Dubasari – border with Ukraine; Comrat – Giurgiulesti; Chisinau - Gura Bicului – Tiraspol – border with Ukraine and Sarateni – Soroca – Unguri. The project is supposed to foster growth through enhancing the road infrastructure to allow better economic and trade connections within the country, for Moldova with other countries, and for other countries, using Moldova as a transiting point.

MCC has preliminarily accepted that investments in these projects could have important economic benefits. However, a number of potential risks associated with the projects have been identified, among which risks related to the environmental and social impact. MCA and MCC envisage actions to study, publicly discuss and plan mitigation of potential environmental and social risks associated with the project.

### **Inputs and Responsibilities**

Throughout the preparation period of the Compact programme, the Public Outreach Specialist will take necessary steps and perform activities to ensure meaningful public participation that engages project stakeholders and informs project design in accordance with GoM requirements, MCC guidelines<sup>1</sup>, and relevant international agreements. The Specialist will be the central resource person for designing and executing participatory scoping meetings to support environmental and social impact assessments (EIA) for the THVA and roads rehabilitation projects (with a focus on the THVA Project in the near term). The Specialist will also work closely with the public relations specialist to execute an overall public awareness and communications campaign to build awareness and support for the MCC Compact.

The involvement of the incumbent will include, but will not be limited to, the following activities:

- Organize and facilitate a series of initial public scoping meetings for the THVA project to verify the range of issues and impacts to be considered in the EIAs and to promote on-going public involvement and input to the EIA and project design process. (*initial scoping meetings have already been conducted for the roads project*)
- Following the initial scoping meetings, develop and execute a plan for on-going stakeholder engagement and public consultation regarding the THVA and roads projects to promote a participatory project planning process and ensure that stakeholder concerns and ideas are considered in project design.
- Support the Irrigation Task Force in developing an outreach strategy and program to inform farmers in the 16 schemes selected for feasibility study and EIA of the basics of the THVA Project design, including details on how the Irrigation Management Transfer (IMT) Program will work after final selection of systems and compact signing.
- Work with external consultants involved in the environmental and social impact studies to organize public review of draft EIA documents.
- Prepare summary reports documenting the methodology and outcomes of all public scoping and consultation meetings.
- Work with the MCA-Moldova public relations expert to develop a communications strategy for MCA-Moldova that builds awareness and support for the Compact by

---

<sup>1</sup> MCC Environmental Guidelines <http://www.mcc.gov/programs/environment/index.php> and Gender Policy <http://www.mcc.gov/countrystools/compact/fy07guidance/english/14-genderpolicy.pdf>

disseminating information through multiple media channels and providing a medium for two-way dialogue between MCA-M and relevant project stakeholders and beneficiaries.

- As necessary, organize and conduct focus groups and individual gender-sensitive interviews with men and women to identify challenges among beneficiaries to gender integration in the project in accordance with MCC Gender Policy.
- Advise on and facilitate potential dispute resolutions on socially-related issues.

In all outreach and consultation activities, the incumbent shall ensure meaningful participation of project stakeholders and beneficiaries in a gender and culturally sensitive way, taking special consideration to ensure participation of socially disadvantaged or vulnerable groups. As necessary, the incumbent shall work with local NGOs, government officials, and other civil society organizations to help organize outreach events and promote maximum participation. International stakeholders must also be considered given the importance of potential transboundary issues associated with watershed management and transportation.

### **Timeframe and institutional arrangements**

The timeframe for the endeavours of the Public Outreach Specialist is estimated to be 6 months; a contract will be offered from the beginning of January to the end of June, 2009 with the possibility of extension upon satisfactory performance of the incumbent.

The MCA core team is working under the leadership of the Prime-Minister of the Republic of Moldova and the MCA Moldova Team Leader. The incumbent will work as part of the MCA Moldova in close cooperation with the environmental and social experts and the public relations specialist, and under the guidance and direct supervision of the MCA Team Leader, to whom he/she will periodically report. The MCA Moldova Team Leader will periodically review the performance of the incumbent and inform the Contracting Authority accordingly.

### **Qualification requirements for the applicant**

- Advanced degree in social sciences (sociology, anthropology, public policy, participatory planning, international development, women's studies, or other related field);
- Experience in organizing and executing participatory public consultation and outreach plans for projects in an international development context;
- Ability and experience in delivering stakeholders analysis at the national and local level.
- Experience in moderating public consultation events;
- Demonstrated ability to analyze social, cultural, political, and legal constraints to achieving gender integration in sector projects;
- Experience working with local public authorities, local NGO's, community based groups in strategic planning, service impact assessment etc;
- Experience working with foreign experts in the frames of development projects/ public investment projects/ private-public partnerships/ consultancy;
- Excellent Romanian, fluent English and Russian;
- Computer literacy.