



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 31 March 2015

Country: Republic of Moldova

Description of the assignment: Communication Consultant to assist Energy Efficiency Agency in organizing the Moldova Eco-Energetica competition and award ceremony.

Project name: Moldova Energy and Biomass Project – phase II

Period of initial assignment: May – December 2015 (55 days of consultancy)

Expected Period of assignment: May 2015 – November 2017 (165 consultancy days, 55 days each year) subject to extension upon positive accomplishment of the initial assignment

Proposals should be submitted online by pressing the "Apply Online" button, no later than **13 April 2015**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: mihail.maciuca@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

The Moldova Energy and Biomass Project aims to contribute to a more secure, competitive and sustainable energy production in the Republic of Moldova through targeted support to the most viable and readily available local source of renewable energy, namely biomass from agricultural wastes.

The first phase of the Project was implemented by UNDP during 2011-2014. However, in the context of a clearly identified need to further support the consolidation of the emerging biomass market in the country, the European Union allocated additional 9.46 million EUR funding to the project, in the framework of the Eastern Partnership Integration and Cooperation (EaPIC) programme. Therefore, as of December 2014 the project entered into its second phase with an extension timeframe until November 2017, with the main objective to leverage the successful activities and extend them to so far not covered or underrepresented regions, specifically Transnistria, Gagauzia and Taraclia, and to support further consolidation of the biomass market in the country based on the experience and lessons learned in the first phase.

In 2011, during the first phase, the project launched Moldova Eco Energetica – an Annual National Competition aimed at awarding successful initiatives in the sector of renewables and energy efficiency. From the first edition, Moldova Eco Energetica was implemented jointly with the Ministry of Economy and the Energy Efficiency Agency, which assumed the ownership and took over the organization of the

competition and award ceremony as of 2015.

In order to ensure a graduate and smooth transition of responsibilities to national partners, and to provide support in increasing the capacity of EEA communication staff in organizing the competition and award ceremony, during the phase II a short term communication consultant will be contracted each year, gradually phasing out towards the end of the project, to assist the Energy Efficiency Agency in organization of the Moldova Eco Energetica competition and award ceremony.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The main objective of the assignment is to provide support and strengthen the capacity of EEA staff in organizing the Moldova Eco-Energetica Competition and Award Ceremony. To accomplish the assignment, the communication consultant will assist Energy Efficiency Agency staff in:

- Development and implementation of the activities aimed at broader promotion of the Moldova Eco-Energetica competition among public at large and potential applicants;
- Development of an efficient mechanism of quick information delivery to the enquiries from the potential applicants;
- Organization of all communication events part of Moldova Eco Energetica competition;
- Organization of Moldova Eco Energetica award ceremony.

For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- University degree in communications, public relations, media or related field.

II. Years of experience:

- A minimum of 3 years of professional experience in public relations, communications or journalism;
- Work experience with governmental agencies and/or international organizations is an asset;

III. Competencies:

- Strong conceptual, creative, analytical and planning skills in high level events coordination;
- Ability to interact with governmental agencies/civil society organizations, good interpersonal skills and organizational proficiency;
- Outstanding drafting and communication skills. Proven communication tools writing skills;
- Strong coordination and facilitation skills;
- Results oriented, flexible and problem solving.

IV. Language requirements:

- Excellent command of English and Romanian. Knowledge of Russian would be an advantage.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:

- (i) Explaining why they are the most suitable for the work;
- (ii) Provide a brief methodology on how they will approach and conduct the work;

- (iii) Copies of at least three samples of the following documents developed in the past: press releases, success stories, media materials (TV, Radio, Newspapers), links to on-line materials relevant to previous assignments, scripts for press conferences, talking points.
- 2. Financial proposal;
- 3. Personal CV including past experience in similar projects and at least 3 references.

5. FINANCIAL PROPOSAL

The financial proposal will specify the daily fee, travel expenses and per diems quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- University degree in communications, public relations, media or related field;
- A minimum of 3 years of professional experience in public relations, communications or journalism;
- Excellent command of English and Romanian.

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts);

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Technical Evaluation Criteria	Scoring	Maximum Points Obtainable
University degree in communications, public relations, media or other related field. An advanced degree would constitute an advantage	University Degree – 20 Master's of higher – 30 pts	30
A minimum of 3 years of professional experience in public relations, communications or journalism.	3 years – 30 pts, each additional year – 2 pts; up to max. 40 pts	40
Experience in communication activities in Renewable Energy Sources and Energy Efficiency.	No – 0 pts; at some extent – 10 pts; yes – 20 pts	20

Previous experience in working with UNDP or Energy Efficiency Agency, other relevant to the field institutions on similar assignments	No – 0 pts, at some extent – 10 pts, yes – 20 pts	20
Availability of three Reference letters	10 pts.	10
Interview (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)		
Strong conceptual, creative, analytical and planning skills in high level events coordination	limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.	30
Ability to interact with governmental agencies/civil society organizations, good interpersonal skills and organizational proficiency	limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.	30
Outstanding drafting and communication skills. Proven communication tools writing skills	limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.	30
Strong coordination and facilitation skills	limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.	30
Results oriented, flexible and problem solving	limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.	30
Excellent command of English and Romanian. Knowledge of Russian would be an advantage.	English and Romanian – 20 pts Russian – add. 10 pts.	30
Maximum Total Technical Scoring		300
Financial Evaluation Scoring		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		200

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS