

TERMS OF REFERENCE

Communication Consultant to assist Energy Efficiency Agency in organizing the Moldova Eco Energetica competition and award ceremony

Job title:	Communication Consultant to assist Energy Efficiency Agency in organization of the Moldova Eco Energetica competition and award ceremony
Reference to the project:	"Moldova Energy and Biomass Project" (phase II)
Contract type:	Individual Contract (IC)
Timeframe:	May – December 2015
Expected Workload:	55 days of consultancy

A. BACKGROUND and CONTEXT OF THE ASSIGNMENT:

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 to assist the Energy Efficiency Agency in organizing the Moldova Eco Energetica competition and award ceremony, thus gradually phasing out towards the end of the project.

B. OBJECTIVE OF THE CONSULTANCY:

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.

C. KEY RESPONSABILITIES:

In order to achieve the stated objectives, the consultant is expected to perform the following tasks:

Moldova Eco Energetica competition:

- Support Energy Efficiency Agency staff in the development of the Communication Work Plan to promote the competition;
- Support the application of innovative communication tools and instruments in preparing individual communication activities, including in relations with media, organization of events and use of social media in order to promote widely the competition and to encourage the enrolment in the competition;
- Contribute to the elaboration of communication materials & tools (including but not limited to press releases, leaflets, scripts for press conferences, briefings, workshops to be organised during the competition);
- Plan and assist EEA in organisation of the communication events (minimum 3 events) part of Moldova Eco Energetica Competition (press conferences, information campaigns, media field trips etc.), including but not limited to: preparation of event scenarios, development of messages & talking points, identification of the location, media invitation, media monitoring;
- Assist EEA in planning and organisation of 2 major events which precede the Award Ceremony:
 - o Fair of Eco Responsible Ideas: presentation of the selected eco-responsible project proposals to the potential donors and investors, expected number of participants: 150
 - o Bioforum: a communication platform bringing together the Moldovan producers of briquettes and pellets, users of biomass energy, and the bio-energy development policymakers. The event aims at setting a sustainable platform for discussions, identifying solutions for the sector-related issues, ensuring high quality of locally produced biofuels and promoting the use of bio-energy by the national economy sectors. Expected number of participants: 200
- Assist in improving and regularly updating the www.mee.md web page dedicated to Moldova Eco-Energetica Competition

Moldova Eco Energetica Award Ceremony:

- Assist the Energy Efficiency Agency in preparation and management of the Award Ceremony to be held yearly in the first week of December;
- Based on the post award ceremony evaluation surveys (editions 2011-2014) and recommendations from partners institutions, identify and propose improvements on event format, concept, scenario, etc.;
- Support with drafting of all informational materials planned to be distributed before and during the events, such as: press releases, media invitations, media fact-sheets etc;
- Follow-up and ensure timely communication and visibility materials production;
- Overview the development of all video & audio communication materials and distribution/broadcasting before and during the event: winners' video success stories, video spots etc.;
- Provide logistical support for the successful organization of the event. Ensure overall timeliness and quality of the services provided by the selected contractor including, but not limited to, the following: identification of the location suitable for a high level event, selection of moderators, development of event scenario, proposal of thematic decorations and interlude options;
- Support with the invitation process of the participants: develop the list of invitees (gather names, titles, emails, phone numbers, addresses), ensure the timely invitation, manage the RSVPs, check the attendance;
- Ensure the event media coverage and develop the media monitoring report;

- Support in carrying out the post event evaluation survey.

The consultant will attend all relevant meetings with service providers involved in the organization of the Moldova Eco Energetica events to ensure coordination of all events elements.

The consultant will perform other tasks as assigned by MEBP and EEA in coordination with the MEBP Communication Officer.

D. DELIVERABLES and TIMEFRAME

For the successful accomplishment of tasks, the consultant shall carry the activities indicatively following the timeframe shown below:

Deliverable/milestone	Indicative timeframe
Communication Work Plan promoting the Moldova Eco-Energetica competition	April – in the initial assignment February-March starting with second year of contract
Contribution to the development of communication materials & tools (including but not limited to press releases, leaflets, scripts for press conferences, briefings, workshops to be organised during the competition);	Throughout the assignment period
Contribution to the organisation of communications events promoting MEE competition	During competition period
“Fair of Eco-Responsible Ideas” organised	November
“Bioforum” carried out	November – December
Improvements and regularly updates of the www.mee.md	Continuous
Contribution to the development of all video & audio communication materials to be produced for MEE competition and award ceremony	Throughout the assignment period
Moldova Eco-Energetica Award Ceremony organised	December
Post-event evaluation survey conducted and report developed	December
Media monitoring report developed	December
Yearly progress report	Yearly after the finalization of the award ceremony and submission of media monitoring report.

E. MANAGEMENT ARRANGEMENTS:

Organizational Setting: The consultant will work under the guidance and direct supervision of the Project Communication Officer and Energy Efficiency Agency management team. The initial contract will be signed for a period of 8 months but it may be subject to extension upon positive accomplishment of the initial assignment.

F. QUALIFICATIONS AND SKILLS

Education:

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

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;

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.

Language requirements:

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