



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

**Date: 11 September 2015**

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<b>Country:</b>	Republic of Moldova
<b>Description of the assignment:</b>	MEBP Communication Consultant, web content manager
<b>Project name:</b>	Moldova Energy and Biomass Project
<b>Period of initial assignment:</b>	October – December 2015 (61 days of consultancy)
<b>Expected Period of assignment:</b>	October 2015 – November 2017 (up to 300 consultancy days, subject to extension upon positive accomplishment of the initial assignment)

Proposals should be submitted online by pressing the "Apply Online" button, no later than **27 September 2015**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [mihail.maciuca@undp.org](mailto: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.

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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. The main objective of the project phase II is to scale up the successful activities and extend them to so far not covered or underrepresented regions, specifically Transnistria, Gagauzia and Taraclia, and to support the further consolidation of the Biomass market.

In order to promote the biomass based energy and to ensure the transparency and visibility of project programmes (new phase) the project is seeking to hire a communication consultant to support the project in its awareness raising activities, by collecting, systematizing all relevant information in the field and develop the content for a set of communication materials in order to stimulate the biomass market development through broad access to information.

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

The main objective of the assignment is to develop and continuously update the content of following communication materials and tools:

- [www.biomasa.md](http://www.biomasa.md): develop and maintain the content for the project web page according to the new project mandate and to the new web design
- **Business-to-Business and Business-to-Consumers (B2B & B2C) web platform**: to develop the content for the integrated web platform meant to deliver reliable, multidimensional information for both consumer and producer sides, and to facilitate sales of biomass fuel, biomass boilers and equipment by information exchange
- **Project newsletters**: to develop the content for the project newsletter (news, interviews, success stories)
- **Project Facebook page**: to develop the concept, create, promote and update the project FB page.

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

## 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

### I. Academic Qualifications:

- University degree in communications, journalism, philology or other closely related field

### II. Years of experience:

- Minimum 7 years of professional experience in public relations/communications/ journalism;
- Extensive experience in writing publications, magazines, human stories, developing communication materials, implementing media/communications strategies and plans
- Experience in similar assignments in a UNDP and/or other international projects are an advantage

### III. Competencies:

- Excellent written communication skills, ability present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout;
- Very good knowledge office software packages, ability of handling web-based and social media platforms;
- Proven understanding of Renewable Energy sector and Biomass field specifically, is in asset
- Excellent organizational, inter-personal skills.
- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status

### IV. Language requirements:

- Excellent command of Romanian. Good command of Russian and English.

## 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 including relevant past experience;
- (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:

The project will provide the transport as needed to collect necessary information from projects locations outside Chisinau.

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, journalism, philology, closely or other related field
- Minimum 7 years of professional experience in public relations/communications/ journalism
- Excellent command of Romanian. Good command of Russian and English.

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.

<b>Technical Evaluation Criteria</b>	<b>Scoring</b>	<b>Maximum Points Obtainable</b>
Degree in communications, journalism, philology, closely or other related field	University Degree – 20 Master's of higher– 30 pts	30
Professional experience in public relations / communications / journalism	7 years – 30 pts, each additional year – 2 pts; up to max. 40 pts	40
Experience in writing publications, magazines, human stories, developing communication materials, implementing media/communications strategies and plans	limited –<0 pts, satisfactory – <20 pts, extensive – <40 pts.	40
Experience in similar assignments with UN and/or other donor organizations is an advantage	Yes – 10 pts; No – 0 pts	10
<b>Interview</b> (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)		
Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment	Up to 40 pts.	40
Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout	Up to 40 pts.	40
Very good knowledge office software packages, ability of handling web-based and social media platforms	limited –<10 pts, satisfactory – <30 pts.	30
Proven understanding of Renewable Energy sector and Biomass field specifically	limited –<10 pts, satisfactory – <20pts	20
<b>Writing test</b> (demonstrated communication skills, ability present information logically, clearly and concisely)		
Outstanding writing skills (grammatical, lexical and semantic aspects)	Occasional mistakes – 25 pts. Frequent mistakes – 0 pts.	25
Ability to present information logically, clearly and concisely	limited –<15 pts, satisfactory – <20pts, extensive – <25 pts.	25
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b>Financial Evaluation Scoring</b>		
Evaluation of submitted financial offers will be done based on the following formula: <b>S = Fmin / F * 200</b> 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.		<b>200</b>

### 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**