



TERMS OF REFERENCE

Job title:	National Consultant on Content Development for Solid Biomass Market Website
Duty station:	Chisinau
Reference to the	Moldova Energy and Biomass Project (MEBP)
Contract type:	Individual Contract (IC)
Contract Duration:	15 November 2015 – 31 May 2016

I. Background:

The first phase (2011-2014) of the Moldova Energy and Biomass Project (MEBP) with a budget of 14.56 million EUR project, funded by the European Union and UNDP and implemented by UNDP, contributed 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, which is biomass from agricultural wastes.

In 2015 the Project entered its second phase in the framework of the Eastern Partnership Integration and Cooperation (EaPIC) programme, based on its continued high relevance and the clearly identified need to further support the consolidation of the emerging biomass market in the country. The extension timeframe spans until the end of 2017 with additional EU-funding of 9.41million EUR.

As outlined under the Situation Analysis the local biomass fuel market developed rapidly over the last 4 years. Some positive signals can be easily spotted on the market, incl. the increasing number of entrepreneurs, the steadily growing number of consumers ready to switch to biomass for household heating, the growing number of institutions ready to adopt other sources of energy for heating, etc. Nevertheless, a major bottleneck remains the access to reliable information on both consumer and producer side. If not addressed, the risk of slowing down the positive dynamics of sector development is high.

As part of the EaPIC top-up the project therefore intends to focus on increasing access to information by developing an integrated (Business-to-Business B2B and Business-to-Consumers B2C) electronic platform ready to deliver reliable, multidimensional information about biomass being used as fuel. Being the first dedicated resource of this type, it is expected that the platform will have a central role in facilitating the set-up of a local market for alternative sources of energy respectively in the sales of biomass fuel, biomass boilers and equipment. It will provide support for the undecided segment of the population in taking an informed decision of switching from fossil fuels to a valid and locally available alternative. The platform will provide information for:

- 1) Matching demand and supply, connecting biofuel consumers and producers. This phase will include a biomass producer registry providing detailed information about products and prices to facilitate matchmaking between suppliers of biomass fuel and potential buyers.
- 2) Households/businesses interested in installing boilers, providing information on available technologies, their characteristics and performance, and producers and retailers available on the market. This is complemented by information on available incentive schemes (e.g. subsidy and grant schemes or preferential loan products from commercial banks, etc.).
- 3) Information for fuel producers, boiler assemblers/producers and equipment producers, including information on latest technologies and inventions, international market development and trends, including through connections with international and regional knowledge and trading platforms in the sector.
- 4) Policy and decision makers and market stakeholders in form of market analysis. This will include data on biofuel prices, quality, and quantity and their development, based on a systematic and regular market monitoring. Market trends for boilers and fuel production equipment will be another important part.

Basically, a web portal deployed to respond to the needs of different stakeholders will be created with the project's technical and financial support. More specifically:

- A modular approach will be followed, ensuring that each of the modules described above responds to the needs of the target group and that post-project ownership and maintenance is ensured. The platform and its modules will be developed with project support and will be gradually transferred to a national partner. A number of local institutions having a market development mandate have already expressed interest in continuing this effort. The selection of the partner(s) hosting the platform or selected modules will be done in close consultation with all market stakeholders.
- Based on needs and feasibility assessments, interactive tools for producers to sell and for consumers to buy biomass fuel, boilers, auxiliary equipment, etc. may be introduced as part of the portal.

II. Scope of work and expected outputs

The main objective of the assignment is to develop and continuously update/maintain the technical content of Business to Business and Business to Consumers (B2B and B2C) web platform in Romanian, which is meant to provide permanent access to reliable, multidimensional and practical information for both consumer and producer sides, and play a central role in facilitating sales of biomass fuel, biomass boilers and biomass processing equipment.

The consultant will have full access to MEBP project's resources and will use all available means to deliver high quality of website content. Consultant's work will consist of desk research, analysis, technical analysis of engineering, farming, economic and marketing data, phone and personal interviews of various market players to collect information, identify and represent best practices in the field of solid biomass. All information will have to be up-to-date and represent on-going market developments in terms of players, tendencies, technical requirement, financial instruments, etc.

Appendix 1 represents the tentative content structure of the future website. Content might change once the final design is confirmed.

More specifically the Consultant on **Content Development for Solid Biomass Market Website** will be required to perform the following tasks:

- Review existing solid biomass market and legislation
- Update the lists for different market players (farmers, biomass fuel producers, boilers, LPAs, etc.)
- Review all financial instruments available on the local market including donor and commercial lending
- Provide the technical content for chapters included in Appendix 1 that touch upon engineering, farming, economic, marketing and business data for solid biomass market
- Develop narrative, economic calculations, contact database, other relevant data included but not limited to Appendix 1
- Put together all the requested information in a proper language and electronic format for further editing
- Coordinate of all outputs with project staff
- Take a proactive approach in the project and do not limit to the above statements but come up with innovative ideas or proposals to develop a client-oriented, dynamic website if such needs are identified
- Maintain and adjust content 6 months after the B2B&B2C platform launch

Expected outputs:

- Submit regular reports on the deliverables according to planned activities in Chapter III Timeframes, Schedule and Deliverables
- Submit regular lots of information in MS Word, Excel and other acceptable format for further review and editing

III. Timeframes, Schedules and Deliverables

The following timeframes and deliverables are expected from the Consultant's service provision:

Item no.	Activity	Estimated workload	Period	Location
1.	"Consumator, Producator de bricheti si peleti, Furnizor de cazane, Producatori de biomasa/fermieri" sections content developed and approved	15 days	November-December 2015	Chisinau, in-country travel possible

2.	"Biomass background, Noutati, Centru de consultant, Testimonials, FAQ" sections content developed and approved	25 days	November-December 2015	Chisinau, in-country travel possible
3.	Post-launch monitoring and maintenance of technical website content	35 days	January – May 2016	Chisinau, in-country travel possible
4.	Activity Reports on the above implementing stages submitted 5-days after final approval	5 days	May 2016	Chisinau

The volume of work has been estimated at **80 working days for whole assignment** during which all the activities and outputs/results envisaged under the present assignment are expected to be performed. The mentioned number of working days has been estimated as being sufficient/ feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of assignment, and it cannot be used as criteria for completion of work/assignment.

Note: Final dates and schedules will be determined and agreed upon the selection of the candidate.

IV. Organizational setting

The Consultant will work under the direct supervision of the Business Officer – Business and Capacity Development and overall supervision of MEBP Project Manager. MEBP project will put at the contractor's disposal all available materials and necessary information for the achievement of tasks and will facilitate the meetings, as needed. The consultant will be responsible for elaboration and structuring of technical part of information according to web-content structure. However he/she will have to work in close liaison with website communication specialist employed to act as chief-editor of the website.

The payment for services provided by the Consultant under the MEBP will be made on a lump-sum basis upon the service delivery and acceptance by MEBP project manager according to the timeframes stated above.

All in-country transportation related to this assignment will be coordinated with and covered by MEBP.

V. Qualifications and Skills required:

Education

- University degree in the field of Economics, Agricultural and/or Energy Engineering, Business Administration or other related-fields is required

Experience:

- Experience in economic, agricultural or engineering sector analysis/researches and reporting
- Previous experience in website development would be an advantage
- At least 5 years of hands-on experience at the national level in developing and/or consulting projects on solid biomass, engineering, renewable energy, agriculture or related fields is required

Other Competencies and Skills:

- Good knowledge of Moldovan eco-agriculture, biomass renewable technologies and local biomass market
- Knowledge of international best practice in biomass market would be an asset
- Good analytical skills
- Excellent computer skills (MS Word, Excel, etc),
- 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
- Excellent command of written and spoken Romanian, Russian and English.

Appendix 1 to TOR for National Consultant on Content Development for Solid Biomass Market Website

Web-Content Structure

The structure of the website will be divided in two main parts: informational section and catalogue section. Information section will present a lot of information regarding the biomass and bioenergy. This section is also planned to have a newsroom, which will concentrate all the events, novelties, innovations and exhibitions of the sector.

The catalogue section is intended to be as a fully comprehensive database of all the suppliers providing equipment and public/private consumers of biofuel. Main purpose of the catalogue will be to establish a connection between those two actors and possibly lead to future long-term collaborations.

As stated above, the website structure will be dynamic making possible adding new pages at a later stage, but for the start the following structure is required:

1. Consumator

- a. Consumator casnic
 - Informatie tehnica despre cum sa calculezi consumul energetic
 - Lista auditorilor energetici autorizati
 - Lista producatorilor de biomasa
 - Lista furnizorilor de cazane
 - Instrumente financiare (AEE, 2KR, MOREFF, MOSEFF,etc)
- b. Agent Economic
 - Cum sa te determini daca este profitabil?
 - Lista auditorilor energetici autorizati si managerilor energetici
 - Lista furnizorilor de cazane
 - Lista producatorilor de biomasa
 - Instrumente financiare (AEE, 2KR, MOREFF, MOSEFF,etc)
 - Lanseaza un tender pentru procurarea biocombustibililor sau cazanelor
- c. Autoritate Publica
 - Cum sa te determini daca este profitabil?
 - Lista furnizorilor de cazane
 - Lista producatorilor de biomasa
 - Instrumente financiare (AEE, 2KR, MOREFF, MOSEFF,etc)
 - Plaseaza anuntul despre tenderul pentru procurarea biocombustibililor sau cazanelor

2. Producator de bricheti si peleti

- Informatie generala despre potentialul regional al biomasei
- Reteta potrivita pentru un produs de calitate
- Ghidul calitatii
- Lista potentialilor furnizori de biomasa (materie prima)
- Furnizori de echipamente de balotare, brichetare
- Lista centrelor/agentilor de distributie a biomasei
- Intrumente financiare

3. Furnizor de cazane

- Lista furnizorilor autorizati de catre AEE
- Procedura de autorizare AEE
- Instrumente financiare

4. Producatori de biomasa/fermieri

- Organizeaza o afacere de biomasa (balotare, brichetare, peletezare, etc.)
- Plante energetice
- Lista producatorilor de peleti, bricheti
- Furnizori de echipamente de balotare, brichetare
- Ghidul calitatii
- Instrumente financiare

5. Biomass background

6. Noutati

7. Centru de consultanta

- Consumator
 - Pas cu pas despre cum sa devii consumator de biomasa
 - Lista auditorilor energetici
- Producator peleti/bricheti
 - Alege reteta de materie prima potrivita pentru biocombustilul tau
 - Lista consultantilor de productie
- Producator/fermier
 - Plante energetice
 - Lista consultantilor de productie
 - Calcul economic
- Consultanta economico-financiara ale afacerii
 - Cum sa lansezi o afacere
 - Exemple de business planuri
 - Lista companii de consultanta economico-financiara
- Legislatie – legi si acte normative
- Standarde
- Presentari si rapoarte

8. Testimonials

9. FAQ