

**APPLICANT'S GUIDELINES FOR GRANTS PROGRAM****(GP-2015: PRE-LOCAL ELECTIONS CIVIC EDUCATION CAMPAIGN FOR SPECIFIC GROUPS OF VOTERS) within «Improving the Quality of Moldovan Democracy through Electoral and Parliamentary Support» and «Enhancing Women's Political Participation through improved capacity and enhanced support in Moldova» PROGRAMMES**

*These guidelines describe the rules and procedures that will guide the submission, selection and implementation of projects within the grants programme under the «Improving the Quality of Moldovan Democracy through Electoral and Parliamentary Support» and «Enhancing Women's Political Participation through improved capacity and enhanced support in Moldova» Programmes.*

**A. BACKGROUND**

In 2012, United Nations Development Programme (UNDP) in Moldova started Programme "Improving the Quality of Moldovan Democracy through Electoral and Parliamentary Support" (Democracy Programme). The Programme aims at strengthening the institutional capacity of the Parliament and Central Electoral Commission (CEC), improving their main functions and entrenching gender and human rights considerations in formal political process. At the Central Electoral Commission, the Programme supports the further development of an enabling environment for the delivery of modern and inclusive electoral services.

As a distinct initiative, in July 2014, United Nations Development Programme (UNDP) jointly with United Nations Entity for Gender Equality and the Empowerment (UN Women) and in partnership with the East Europe Foundation (EEF) and the Centre for Participatory Development (CPD) started a new Programme in Moldova named "Enhancing Women's Political Representation through improved capacity and enhanced support in Moldova" (Women in Politics). Women in Politics Programme aims at ensuring an increased participation of women in politics and in the decision-making process by creating an environment conducive to their meaningful participation and providing support to capacity development of women before, during and after the elections at the central and local levels.

Both Moldova Democracy Programme and Women in Politics in Moldova Programme are being implemented in line with strategic priorities of United Nations in Moldova and contribute to UN Partnership Framework areas of "Institutional Strengthening: Increased transparency, accountability and efficiency of central and local public authorities" and "Human Rights, Empowerment of Women and Anti-discrimination: State bodies and other actors effectively promote and protect human rights, gender equality and non-discrimination, with particular attention to the marginalized and the vulnerable".

For more information about the two Programmes, please visit UNDP webpage [http://www.md.undp.org/content/moldova/en/home/operations/projects/democratic\\_governance.html](http://www.md.undp.org/content/moldova/en/home/operations/projects/democratic_governance.html).

According to the Moldovan Electoral Code, in the context of the upcoming 2015 Local General Elections scheduled for June 14, 2015, CEC is tasked with the development of civic education initiatives and campaigns targeting all Moldovan citizens who are eligible to vote.

In order to support CEC efforts for ensuring an inclusive democratic process, and with a view to enhance the inclusive participation of various categories of voters in the electoral realm, the two Programmes are announcing **an Expression of Interest for Grants Program "Pre-local Elections Civic Education Campaign for Specific Groups of Voters"**.

## **B. DESCRIPTION OF THE TASK**

The **overall objective** of the Grants program is to promote an inclusive democratic society by raising the awareness of the specific groups of voters (see description under B 1) about the importance to participate in local elections, and provide relevant information in support of casting the vote in a meaningful manner.

**Gender equality principles and human rights based approach will be an overarching principle of all activities envisaged under the current Grants program.**

### **B.1. SPECIFIC GROUPS OF VOTERS**

The specific groups of voters to be targeted by the activities of the Grants program shall include:

- Voters with disabilities;
- Roma, specifically Roma women;
- Other national and ethnic minorities;
- Women
- Other specific groups of voters proposed by grant applicants (specifying the groups and justifying why it needs to be supported in the context of local elections).

**A given Project proposal can target one or more categories of voters, within one or several of the geographic areas listed under point B 3.**

### **B.2. SPECIFIC OBJECTIVES OF THE GRANTS PROGRAM**

The Grants program has the following sub-objectives:

- (1) Target and raise awareness of the specific groups of voters about the benefits of participation in elections;
- (2) Encourage specific groups of voters to demand that their issues and concerns are part of the electoral platforms of electoral contestants;
- (3) Inform specific groups of voters targeted herein about the procedure of voter lists' compilation and verification;
- (4) Produce and/or disseminate/adapt inform about the voting procedure *per se*, including documents needed and competent authorities issuing these documents;
- (5) Highlight and advocate for the importance of women's participation in elections as candidates and voters.

### **B.3. GEOGRAPHIC AREAS OF INTERVENTION**

To maximize the impact of the civic education activities envisaged herein, the Grants Program will target **specific localities** (Geographic areas) as described in the table below. The respective locations targeted by the present grant application have been/are recipients of UNDP support in the area of inclusive governance and human rights based interventions under various Programmes.

The specific localities listed below shall be considered as **priority areas recommended** for implementation of activities under the current Grants Program. However, applications demonstrating the presence of the specific groups of voters targeted by the Grants program in other localities than those listed below may also be considered upon provision of documented justification by the applicant NGO.

The localities are divided into four geographic areas of intervention: North, Center, South (including Roma inhabited communities) and Gagauzia region. **Project Proposals can target any number of localities from one or more geographic areas listed below:**

**Table1: Geographic areas of intervention**

	Geographic area	District	Locality	Total population
1	<b>NORTH</b>	Edineț	Cupcini	8,887
2		Edineț	Brătușeni	5,342
3		Sîngerei	Pepeni	6,033
4		Sîngerei	Sîngereii Noi	4,929
5		Sîngerei	Chișcăreni	5,611
6		Dondușeni	Tîrnova (Roma)	4,506
7		Drochia	Pelinia	7,366
8		Drochia	Chetrosu (Roma)	5,133
9		Briceni	Larga	4,850
10		Briceni	Lipcani	5,410
11		Rîșcani	Corlateni	5,501
12	<b>CENTER</b>	Orhei	Ivancea	5,801
13		Orhei	Peresečina	7,405
14		Ungheni	Sculeni	5,444
15		Ungheni	Pîrlița	5,037
16		Ungheni	Măcărești	4,664
17		Ialoveni	Ruseștii Noi	5,442
18		Ialoveni	Răzeni	7,576
19		Hîncești	Mingir (Roma)	5,011
20		Hîncești	Sărata-Galbenă	5,601
21		Hîncești	Cărpineni (Roma)	10,437
22		Hîncești	Ciuciuleni	5,004
23	Nisporeni	Ciorești (Roma)	4,551	
24	<b>SOUTH</b>	Căușeni	Fîrlădeni	4,830
25		Căușeni	Zaim	4,558
26		Leova	Iargara	4,502
27		Cantemir	Gotești	4,503
28		Ștefan Vodă	Ermoclia	4,232
29		Cimișlia	Gura Galbenei	5,435
30	<b>GAGAUZIA</b>	Districts/Towns – to	Localities to be	
31		be proposed by the	proposed by the	
		applicant	applicant	

**B.4. METHODOLOGICAL SUPPORT/GUIDANCE IN DESIGNING THE ACTIVITIES**

Voter education activities shall address voters' motivation to participate in elections with the objective of encouraging them to cast their vote on elections day in an informed and meaningful way. The applicant NGOs will propose activities aimed at informing the electorate about voting and the electoral process, about the role, responsibilities and rights of voters; the relationship between elections and democracy and the conditions necessary to ensure a democratic electoral process. Special emphasis shall be made on explaining why each vote is important and how an inclusive electoral process (i.e. when all groups of citizens, including the marginalized groups take part in elections) contributes to balanced representation of all citizens in decision-making. Messages should clearly target specific group(s) of voters envisaged under the present grants application call. At the same time, these voters shall be familiarized with the concepts of informed / rational voting and engaged in activities promoting this principle (for e.g. debates, discussion clubs, etc.). Voters from specific groups shall be encouraged to scrutinize the candidates' electoral platforms, to

identify if actions addressing their rights and interests are reflected on these platforms, with special focus on issues related to the respective groups of citizens.

Under voter information activities, the voters shall be assisted in finding and understanding basic facts and information about the upcoming elections. The key objective is to provide support and information to these groups enabling them to participate in the upcoming electoral events by making sure they are on the voters list, their data is accurate, they have the required documentation and they know the voting procedures. Specific groups of voters will become knowledgeable of their voting rights and how to claim these rights, what are the steps to be undertaken and authorities to be addressed if these rights are not ensured. They will be informed about voter registration process, including but not limited to voter list compilation process, process of verification of preliminary voter lists, procedures for requesting changes to voters lists data in case of incorrect or outdated information. The voters will be informed which authorities they can address in order to get the documentation needed in order to be able to participate in the elections (if lacking).

Successful project proposals need to address gender equality as a cross-cutting issue throughout their Project proposals. Gender will be mainstreamed in the trainings and seminars conducted. The beneficiaries across all groups will be informed about the importance of inclusive participation of women in elections as voters, but also as candidates. The voters will be familiarised with the basic concepts of gender equality and gender stereotypes and the way these affect elections. The beneficiaries will learn about the advantages and benefits of gender-balanced representation in decision-making bodies at local and central level. Gender sensitive messages will be rendered in balanced and positive manner.

All information, awareness materials and activities need to be developed and delivered in simple language and made available in languages specific to national minorities (Gagauz, Bulgarian, Romani, etc.) and comprehensible to voters with different disabilities. Whenever needed, all voter information products and activities will be provided in local language, and will take into account the specifics of the targeted group of voters.

Applicant NGOs are strongly encouraged to visit [www.cec.md](http://www.cec.md) website for more information about voting procedures and voter registration system in Moldova. The Project proposals shall clearly describe facts and messages they intend to communicate to selected group (s) of voters.

It is imperative that in implementation of Project activities, NGOs maintain an **impartial and politically neutral position**. The messages promoted shall have an educative manner and shall not advantage any political party or candidate.

### C. IMPLEMENTATION TIMEFRAME, PROJECTS SIZE AND COORDINATION

The implementation timeframe for every proposed Project should fit the following timelines: 11 May – 13 June 2015 (5 weeks). In the event that the localities will have second round of elections on 28 June 2015, separate arrangements may be made to accommodate implementation of activities in between the rounds. All Project activities and interventions shall be carried-out within the respective timeframe. Post-electoral analysis and reporting activities can take place after 13 June 2015, but be finalised no later than 30 June 2015.

**Within this Expression of Interest an NGO can target one specific group (in one or more geographic areas) or target one geographic areas (e.g. Centre, South) and work with several specific groups of voters.** An NGO can submit several applications.

Application ceiling shall be as follows:

**15,000 USD** for applications targeting one group in one area, or

**30,000 USD** for applications targeting several groups in one area or one group across several geographic areas.

UNDP reserves the rights to select Projects in such a way, as to cover as many localities and specific voter groups as possible. In the event that more than one NGO is considered for implementing Projects in the same geographic area of intervention (addressing different specific groups of voters),

UNDP shall request these NGOs to agree and submit a coordinated activity plan, in order to create synergies and avoid overlapping.

#### D. ELIGIBLE ORGANIZATIONS

**Expression of Interest for Grants** is opened to NGOs registered in the Republic of Moldova. Depending on their individual profile and approach, non-governmental organizations are the most appropriate institutions capable of reaching these groups of voters in their specific communities and conduct grass-roots awareness and information activities.

**Organizations eligible to submit project proposal should meet all of the following criteria:**

- Be registered in Moldova as a Non-Governmental Organization;
- Be able, according to their statute, to carry out activities in the area stipulated by the project proposal;
- Be directly responsible for development and management of the project and not to act through intermediaries;
- Have at least 3 years of relevant experience in areas like democratic governance, community mobilization, civic education and outreach, gender equality, etc.

**Organizations are not eligible to apply and to receive financing if they:**

- Do not correspond to the above mentioned criteria;
- Were found liable for serious professional or financial mismanagement, proven by such evidence as can be recognized by UNDP Moldova;
- Are a for profit and/or state-owned legal entity, trade union, religious or political organization;
- Have a history of failing to comply with contractual obligations in relation to other donors/financing partners.

***Together with the Application Form, the applicant should submit a statement under their own responsibility that none of the above applies to them (see. Application Form – «Applicant Statement»).***

#### E. APPLICATION PROCEDURES

The organizations that are interested in applying for the Call for Proposals should submit a package of documents, which include the Application Form and the documents demonstrating the legal status of the applicant, the qualifications of the persons who will be involved in organizing and administering events, as well as any other information to demonstrate the experience and the ability of the applicant to implement the project.

***The application*** form must include enough detailed information: a range of clearly defined and connected activities that will lead to specific outcomes during a defined timeframe. The projects should describe a consistent set of activities with clearly defined operational tasks, **quantified number of direct beneficiaries** per each activity, description of the concrete objectives envisioned for each activity and the link between these objectives and the issues they address.

The Application Form must also show whether or to what extent this project is based upon or complements other projects and initiatives implemented by the applicant or other partners in the same area, as well as ways for preventing the duplication of activities.

If applicants have secured part of the requested funding from other sources, they should include this information in the application form, within the budget section.

#### F. PROJECT BUDGET

- The budget of the project, as part of the application form, should be in United States Dollars (USD);
- The budget should contain clear information about the ways the funds will be spent and a detailed breakdown of eligible expenses;
- The budget should be realistic and cost-efficient;
- The budget must correspond to the activity plan as it is described in the Project proposal.

**Eligible expenses include:**

- Expenses for experts and personnel who will be involved in project implementation;
- Expenses for consultants / experts;
- Transportation expenses (rent of transportation, gasoline, transportation for participants etc.);
- Expenses for the purchase or rent of equipment (new or used) which is necessary for the project, as well as expenses for services.
- Expenses for the purchase of expendables and other materials required for the project;
- Expenses for events (meals, accommodation, copying, printing, translation, etc);
- Administrative expenses (communications, office costs, banking services);
- Production of radio spots and talk shows, as well as broadcast time on local radio stations in minority languages will be allowed;
- Other expenses which are necessary for efficient implementation of the project.

**NOTE:** In kind contributions are not actual costs and cannot be considered as co-financing from the partner for project implementation. In kind contributions (premises, equipment, vehicles, etc.) of the organization or partner of the project implementation are to be indicated in the Application Form «Project Description». However, in the budget of the project proposal applicant should indicate contribution of the partners and co-financing persons, if any.

**Ineligible expenses are:**

- Production and / or paid broadcast of video spots;
- Rent of billboards or public display for placing information produced under the grant;
- Procurement of video, audio, IT or other equipment as well as infrastructure procurement;
- Expenses incurred before the contract has been signed (including expenses related to project submission);
- Fines and penalties;
- Activities already financially covered by another grant programme/ other persons providing financial support or expenses that have already received funding from other sources;
- Individual sponsorship for participation at workshops, seminars and conferences;
- Individual educational scholarships;
- Covering the current costs of an organization, unless it is clearly related to the project goals;
- Exchange rate losses.

**G. THE APPLICATION PACKAGE SHOULD CONTAIN THE FOLLOWING DOCUMENTS:**

- Application Form\* (which will include the requested budget and activities timeline), filled in Romanian, Russian or English. Handwritten Application Forms will not be accepted;
- Copy of the registration certificate to prove that the organization is a registered legal entity;
- Copy of the Statute of the organization;
- Declaration of partnership, where applicable, signed by parties;
- CVs of Project Manager, accountant and key staff, involved in project's implementation (compiled in the same format for the whole team);
- CVs of experts and their written consent to be involved in the activities of the project;
- To the extent possible, a brief overview of the activities of the organization (including, if applicable, recommendation letters from other donors, developed materials: researches, strategies, training aids, newsletters, brochures; any other relevant materials/information: newspaper articles, audio-/video clips, photo reports from events, etc.);
- Other relevant materials to increase credibility of the Applicant and to complement the Project justification.

**Application Form and Applicant's Guidelines** are posted on the UNDP Moldova website (<http://tenders.undp.md/tenders/982/>).

**Deadline for submission of proposals: 27 April 2015, 4.30 PM (GMT +2). Applications received after the deadline will not be considered.**

The documents can be sent either by electronic mail at: [tenders-Moldova@undp.org](mailto:tenders-Moldova@undp.org) titled as "GP-2014: Women in Politics", or by post, or delivered physically in a sealed envelope (marked «GP-2014:

Women in Politics») to the following address: **UNDP Moldova, 131, 31 August 1989 Str., MD-2012, Chisinau, Republic of Moldova. Attention: Registry Office/Procurement.**

Applications sent by fax will be rejected. Incomplete applications shall not be examined. Applications sent by e-mail should not exceed 5 MB in size. Applications larger than 5 MB should be split into several messages and each message subject should indicate “part x of y” besides the marking mentioned in the announcement and the solicitation documents. All electronic submissions are confirmed by an automatic reply from [tenders-Moldova@undp.org](mailto:tenders-Moldova@undp.org). If you do not receive a confirmation by email, please, contact UNDP Moldova Registry Office by phone +373 (0) 22 220-045.

For additional information on the application process, please contact Ms. Elena Verdes by e-mail at: [elena.verdes@undp.org](mailto:elena.verdes@undp.org)

#### H. SELECTION AND EVALUATION PROCEDURES:

Upon expiration of the deadline, a two-stage evaluation process of project proposals will take place:

**Stage I: verification of administrative compliance and eligibility of applicants** – exclusion stage. We will verify whether the Application Form is duly filled in, the package is complete and the stated criteria are met. **This stage is carried out by UNDP.**

**Stage II: evaluation of project proposals.** The compliance of project proposals with the stated objectives and priorities of the grants program “GP-2015: Voter Education for Specific Groups of Voters”. **This stage is carried out by an Evaluation Committee**, which consists of the representatives of UN agencies and Programme partners. The project proposals receiving the minimum threshold of 90 points will be considered for financing. At the same time, UNDP shall aim at covering as many of the geographic areas and special groups of voters listed above, therefore preference may be given to Projects accumulating less cumulative score but targeting localities and groups which are not addressed by other proposals.

#### I. EVALUATION CRITERIA OF THE PROJECT PROPOSALS

Criteria	Maximum obtainable points
<b>I. Quality of the project</b>	
The projects’ contribution to achieving of the overall goals and objectives of the Democracy Programme and Women in Politics Programme	<b>5</b>
Identification of the problem and quality of justification	<b>10</b>
Significance of the project for the community and selected beneficiaries	<b>5</b>
Originality, innovation	<b>5</b>
Project’s viability and perspectives of development of the applicant organization ( <i>benefits resulting from project implementation are able to exist independently over a long period of time after the end of project’s financing</i> )	<b>5</b>
Gender mainstreaming ensured	<b>5</b>
Number of direct Project beneficiaries	<b>10</b>
<b>II. Methodology of project implementation:</b>	
Correspondence of the proposed activities to the aims, objectives and expected results	<b>10</b>
Feasibility of the action plan ( <i>proposed activities are realistic and feasible</i> )	<b>5</b>
Monitoring and evaluation methods	<b>5</b>

Partnership establishment and degree of partners' involvement in the activities (partnerships with local institutions, networks, organizations, as well as local media will be an advantage)	<b>5</b>
<b>III. Capacity of the applicant:</b>	
Competence and experience of the organization in the areas stipulated by the project	<b>10</b>
Applicant's experience in the project management	<b>10</b>
Demonstrated capacity to work effectively within tight deadlines	<b>5</b>
Demonstrated experience in working with specific groups of voters as beneficiaries	<b>5</b>
Degree of expertise of the team that will implement the project (experts, coordinators, etc.)	<b>5</b>
Readiness/availability of the physical resources for the implementation of the planned activities (premises, equipment, transport etc.)	<b>5</b>
Staff gender equality	<b>5</b>
Experience in implementing similar projects	<b>10</b>
<b>IV. Project Budget:</b>	
Justification of project expenses	<b>10</b>
Cost / beneficiary ratio	<b>10</b>
Co-financing, partners' contribution and organization's contribution	<b>5</b>
<b>GRAND TOTAL</b>	<b>150</b>

*Points to be allotted per one position are from 1 to 5 or 10 maximum obtainable points (different across the criteria).*

*Maximum allowable amount of points per one project is 150.*

*Only the project proposals, having taken at least 90 points out of the 150 maximum will be recommended for funding.*

**Annexes:** Application Form (in Word Format) and Grants Program "GP-2015: Pre-local Elections Civic Education Campaign for Specific Groups of Voters"