CALL FOR TENDERS

Public Relations Services, Moldova

Date of issuing: 15 May 2019
Deadline for submission of tenders: 31 May 2019

1. Context/Background of the Assignment:

In April 2018, the implementation of EU/Austrian Development Cooperation (ADC) funded Project: “Increasing the competitiveness of the agri-food sector through integration to domestic and global value chains in particular in the soya sector” started. The three years (April 2018 - April 2021) project is implemented by Donau Soja - together with its consortium partner the Moldovan NGO Pro Didactica and aims to improve existing quality standards and to strengthen capacities in vocational education and training in agriculture. The project further complements the Moldova-component of the regionally organised Strategic Partnership between ADA and Donau Soja, which supports the building of sustainable and inclusive value-chains for GMO-free and organic soya in Bosnia and Herzegovina, Serbia, Moldova and the Ukraine.

The project is focused on the following four components:

- Component 1: Enhancing capacities for innovation and education in agriculture in Moldova
- Component 2: Increasing access to market and advancing the demand for certified and organic agri-food products on national and foreign markets.
- Component 3: Use of standards and certification to raise the performance of value chains
- Component 4: Promoting an enabling environment for ensuring quality standards in the agri-food sector (including organic agriculture and products) and alignment of Moldova’s legal framework and policy documents to EU quality standards

Successful implementation of the foreseen activities and quality assurance throughout the project implementation are one of the priorities for implementation. In this respect, social and environmental standards and safeguards as well as gender equality will be considered. The project will directly and indirectly contribute to the UN Sustainable Development Goals (SDGs), especially SDG 1, 2, 4, 8, 9, 12, 13 and 15.

The project target group includes:

- Agri-food sector (farmers, collectors, processors, feed and food producers, input suppliers, extension services and farmer associations, retailers);
- Public institutions (Government of the Republic of Moldova, certification bodies, laboratories and others);
- Moldovan consumers;
• Education and Research institutions (Centre of Excellence in Horticulture and Agricultural Technologies in Taul, vocational education and training institutions, teachers and students, research & development institutes);
• Civil society (NGOs - environmental, social, gender).

One of the main objectives of the project is to increase access to markets and expand the demand for certified and organic agri-food products on national and foreign markets and to cope with the market demands all involved value chain participants’ first need to be strengthened and then continuously supported. Regarding domestic utilization, opportunities exist in building integrated value chains for feed and livestock producers. As a prerequisite of domestic demand, consumers need to be aware and better informed about issues related to the importance and the current state and future of agriculture, up and down sides in food production including quality standards in the agri-food sector, food safety, and its relevance and impact on the environment, as well as on human and animal health.

Hence, this assignment is focused on the awareness raising through information sharing and intensification of the public debate regarding the issues stated above, and specifically regarding the use of GMOs in the food chain and organic agriculture. Also, the benefits of a labelling scheme for consumers will be pointed out, as non-GMO labelling schemes do not yet exist in Moldova.

Awareness raising strategies and activities in both consumer and production countries for issues related to food and feed safety and good agricultural practices: Much effort must be given in order to educate and inform all stakeholders. The approach in Moldova must – similar to the approaches in Serbia and Bosnia-Herzegovina – be much slower and done gradually from building up “non-GM quality standard” to promotion of local origin and sustainability. This is not only valid for awareness raising but also for education regarding certification processes as well as quality management.

2. **Key objective of the assignment**

To raise public awareness on issues related to GMOs in food, food quality and safety, fertilisers and pesticides use, agricultural systems, inclusive and sustainable rural development, environment and sustainable natural resource management, based on the Donau Soja Communication Strategy for Moldova.

The rendered services shall be aimed at raising awareness for the need to build competitive and sustainable value chains, in particular soya, and to produce certified or organic agri-food products. Attitudes of the target groups should be shaped towards a better understanding of and increased interest in quality standards in the agri-food sector.

3. **Expected Outputs and Tasks**

1. Develop an awareness raising plan and implement the awareness raising campaign (implementation of DS Communication Strategy with the aim to raise public awareness on Donau Soja brand values).

2. Develop and deliver at least **20 communication sets**. Each set shall be approved with Donau Soja office and include: defined topic, communicators, channels of communication and messages in all the channels. Prepared set must be submitted to DS for approval two weeks before the implementation.

3. Organisation of one **promotional event of informal type (working breakfast or lunch) for journalists and bloggers** defined in communication sets in period September - October 2019 aimed to promote Donau Soja brand values in line with the DS communication strategy.
and project goals according to specific requirements:

- Service Provider is responsible for planning, definition of topic, development of content and agenda, selection of place for promotional event maintenance and creation of supporting promotional material that will be all delivered to Donau Soja two months before scheduled date of the promotional event
- Service Provider will prepare Donau Soja representatives for promotional event by sending communication briefs, key messages, speeches, Q&As at least one week before press conference.

2. Prepare and publish press releases and follow-up articles to be published on DS website on all events organised in the framework of the project

- DS/ES and DS/Non-GM training for Moldovan CBs (25-26 June, 2019)
- Kick-off meeting (27 June, 2019)
- Study Visit of Moldovan Producers to Serbia (1-5 July 2019)
- B2B event in Serbia for Moldovan poultry farms (July 2019)
- Round tables with Soya value chain actors (2019 – 2020))
- National Action Plan presentation event (2021)
- B2B events organised in 2020 – 2021
- Non-GM certification 2020

3. Develop the following communication materials:

- DS/ES Value sheets
- DS/ES certification and inspection,
- NON-GMO certification and inspection
- Soya growing technology
- Sustainability-Benchmarking, Crop rotations

4. Through media appearances and press material, information is disseminated to wider public audience in pilot area (radio, TV, written press). In this context, at least 5 media appearances, interviews, statements or TV features will be realized with representatives of Donau Soja.

- Service Provider will prepare representatives from the Donau Soja for media appearances by sending communication briefs, key messages, speeches, Q&As at least one week before media appearance.

5. Delivery of list of minimum 10 press clipping reports to Donau Soja on during the project implementation.

6. Donau Soja is supported in networking and promotion through involvement of third parties in awareness raising such as pilot areas’ business associations, food and feed companies, local professional communities (scientific, research, academia), local authorities and policy makers, as well as influenced endorsers

- Service provider will schedule meetings and initiate of cooperation with targeted stakeholders
- The Service provider will deliver the proposal for cooperation with targeted stakeholders listed above for approval to Donau Soja, at least two weeks before planning of scheduling the meeting.

4. **Time schedule and organisation**
The intended start date is 10.06.2019 and the period of implementation of the activities will be until 28.02.2021. The Service Provider is expected to use his/her office and his/her supplies for the assignment.

5. **Key Qualifications Required:**

   - Preferably 10 years of experience in marketing, PR or other relevant field, but a minimum of 5 years is required.
   - Preferably 5 years of experience in communication planning and executing communication campaigns with transnational applicability, but a minimum of 3 years required.
   - Preferably 5 years of experience in media events organisation (press conferences, tours etc.) but a minimum of 3 years required.

6. **Reporting:**

   All services are to be provided in English and Romanian language. Regular communication, information exchange and updates with Donau Soja, Head of communication/PR, Nadine Ruedl-ruedl@donausoja.org as well as with Donau Soja Representative office in Chisinau, Viorel Gherciu - gherciu@donausoja.org is expected.

   The Expert shall submit monthly reports on the performed activities by the date 28th of each month, including in the attachment all developed materials, links to the TV and radio reportages and screenshots on all media appearances/articles. A final report of the overall performed activities shall be submitted upon the completion of the assignment, by 28th February 2021.

7. **Payment:**

   The payment for services will be agreed upon the signing of the contract.

8. **Intellectual property rights**

   Donau Soja will own the copyright on all the materials produced under this assignment and will determine how the materials will be distributed. The consultant(s)/company should clearly affirm in the bid that they would not claim rights to the material produced during this assignment or its use in future. The bid should therefore provide the consultant(s)/company’s own policy on intellectual property rights.

9. **Documents to be provided** (only documents provided in English language will be revised):

   **In applying for this assignment, the consultant(s)/company is expected to present:**
   
   1. A Technical proposal outlining the proposed approach and methodology for implementing tasks/activities of the ToR;
   2. Financial proposal in EUR, without VAT;
   3. Company profile indicating previous organisations worked with. At least three references concerning work of a similar nature done with other organisations indicating name of client plus the nature of assignment;
   4. Detailed CV(s) of individuals proposed to undertake the assignment;
   5. Signed statement showing availability of the proposed expert(s) during the period of the assignment;
6. Copy of company registration certificate / business license;
7. Other relevant documents for the assignment.

10. **The evaluation will be done based on following criteria:**

1. Financial offer
2. Motivation of service provider
3. Qualification and skills (from company profile CV)
4. References
5. Previous experience with service provider

The cost proposal and the detailed implementation proposal must be kept separate from each other. Interested consultants/companies are invited to submit an offer in English by **COB 31 May 2019** to Ms. Elena Anghel at the address provided below:

**Elena Anghel, Project Assistant**
[mail]

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein.