Donau Soja Association  
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CALL FOR TENDERS
Public relations, international

Issue date: 08 October  
Closing date: 29 October

The Donau Soja Association hereby invites tenders for the provision of services from organisations/individuals with expertise in international public relations. This work is required as part of the EU-funded project “Increasing the competitiveness of the agri-food sector through integration to domestic and global value chains, in particular in the soya sector”.

The work and services will be focused on raising awareness through information sharing and intensification of the public debate. The theme is the sourcing and use of plant protein in the agri-food sector and the related implications for health, the environment, and rural development. Through the medium of public relations, the service provider will develop materials for press work, write press articles and support the public relations work of Donau Soya in both consumer and production countries relating to farming and food production, particular the sourcing and use of plant protein.

The public relations activities will focus on to promotion of local/international and sustainable agri-food chains. This raised awareness of links between consumption and production will lead to a demand for high-quality and sustainably produced food, especially food products that use soya produced in Moldovan to EU production standards. This will support the development of value chains that raise standards in the Moldovan agri-food sector in general.

Product and production certification is a key tool used to achieve these goals. The work will raise awareness of certification processes and quality management amongst consumers and in the education sector supporting quality management. The work will introduce labelling schemes to consumers and support awareness of non-GMO labelling.

The project objective supported by this work is to increase Moldovan farmers’ access to markets and expand the demand for certified agri-food products on national and foreign markets. To address the market demands, all relevant value chain participants’ first need to be strengthened and supported. Opportunities exist in building integrated value chains for feed and livestock producers from domestic markets.
1. Background

The EU-funded project “Increasing the competitiveness of the agri-food sector through integration to domestic and global value chains, in particular in the soya sector” aims to increase the competitiveness of the agri-food sector in Moldova through integration of Moldovan-grown soya into domestic and global value chains. The project is funded by the European Union through the Austrian Development Agency (ADA) under the European Union’s (EU) Action Document for the Development of Rural Areas in the Republic of Moldova. New trade potential with the EU offers opportunities for economic development in Moldova catalysed by the development of soya production and related value chains.

The Republic of Moldova is one of the soybean producing countries in the Danube area. The cooperation between the Donau Soja organisation and Moldova Government started in 2014 with the signing of the Donau Soja Declaration. A starting point for the development work in this project is that the targeting of development activity onto a particular crop species. Incomes in Moldova are exceptionally low by EU standards and Moldova has challenges common in post-Soviet countries. In that context, developing soya and related value chains means developing good farming practice and sustainable food systems that bring wider economic, environmental and social benefits.

The Austrian-based Donau Soja Association (DS) and the Moldovan-based Pro Didactica organisation are working together over a three year project period started on 1 April 2018. The work is arranged in four components:

1. **Enhanced capacities for innovation and education in agriculture.**
2. **Increased access to markets**, especially for certified and organic agri-food products.
3. **Use of standards and certification** to raise the performance of value chains.
4. **The enablement of quality standards in the agri-food sector** (including organic agriculture and products) and alignment of Moldova’s legal framework and EU quality standards.

These involves agricultural training and dissemination; developing cooperation between farmers and within value chains; developing R&D capacity; market and value chain development; developing standards and certification; supporting an enabling regulatory environment; supporting an enabling policy environment; project communication; and project management.

The target group includes:

- agri-food sector (farmers, collectors, processors, feed and food producers, input suppliers, extension services and farmer associations, certification bodies, retailers);
- public institutions (Government of the Republic of Moldova, etc.);
- 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); and
- civil society (NGO).

The aim is to increase the competitiveness of the Moldovan agri-food sector through modernisation, market development, and alignment of value chains with European agricultural and food standards and best practices. The project will build on the strategic partnership between ADA and DS in Serbia, Bosnia and Herzegovina, and Ukraine. This supports Donau Soja’s wider goal to make a significant contribution to development of European agricultural systems and relevant value chains by promoting the sustainable cultivation and use of soybean in Europe. This supports of sustainable
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food security both in Europe and world-wide and also supports healthy, sustainable diets. The project will directly and indirectly contribute to the UN Sustainable Development Goals (SDG), especially SDG 1, 2, 4, 8, 9, 12, 13 and 15.

The Donau Soja Organisation is an independent, international, non-profit, multi-stakeholder organisation. It supports its partners and members in progressing change to address social, environmental and economic challenges in soya production and consumption. This will increase efficiency, fairness and sustainability in European food and feed protein value chains. The organisation seat is in Vienna, Austria. For further development and implementation of the project, the Donau Soja Organisation has a registered Public Association Representative Office in the Republic of Moldova of VEREIN DONAU SOJA Association from Austria (DS representative office in Moldova).

2. **Expected outcomes and outputs**

1. Increased awareness internationally and bring together buyer and seller of soya

2. Promotion of soya as an environmentally sustainable crop and basis for animal origin food products

3. Raised visibility and recognition of the Donau Soja label among consumers in Europe

4. Raised awareness related to Donau Soja values to wider public in Europe

To reach the outcomes and outputs the following activities need to be done:

- Conception and writing of press releases (minimum of five articles)
- Support and advice on all PR-relevant topics (minimum eight hours during the contract)
- Interface to international press and media (in consultation with the marketing department in Vienna)

3. **Reporting**

The service provider will report directly to Donau Soja in Moldova and Vienna.

The service provider is expected to keep record of time spent on the project.

4. **The requirements**

- The service provider is expected to demonstrate competence in press work in the agri-food sector
- The service provider is expected to use his/her own office and technical equipment.
- Completed studies in PR or communication (university, FH)
- Several years of experience in public relations

5. **Remuneration/payment**

The service provider will work under a contract for services provided between 15 November 2019 to 28 February 2021.

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

1. Financial offer.
2. Motivation of service provider as set out in the tender covering letter.
3. Qualifications, skills and capacity.

The service provider will work under a contract for services provided between 15 November 2019 to 28 February 2021. The basic remuneration will be made on a per day basis for each day spent actively working on the project. The person will be based in the European Union or Moldova and will receive compensation for travel and subsistence to and within Moldova.

7. Payment

Payments will be done based on issued invoices covering fees, travel and subsistence costs, and other relevant costs set out in tenders. The fees will be paid based on services provided - against accepted time recording. Travel costs and other cost can be paid directly by the contractor or by the service provider - against proof of evidence- (incl. written confirmation of contractor, invoices for transportation, tickets/boarding passes, hotel invoices, entrance tickets- participation costs for events etc.)

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

8. Documents to be provided

Tenders are to be sent by email to moldova@donausoja.org by 29.10.2019, indicating “Public relations, international” in the subject, with the following documents (in English):

1. covering letter describing the motivation behind the tender and the overall approach to delivering the required services;
2. statement of the expected number of days needed to fulfil the requirements;
3. statement of the fee for the services to be provided;
4. list of references which are in the above mentioned area
5. description of the service provider as an entity; and
6. curriculum vitae for each of the staff expected to be engaged in the work.