

Modernization of Government Services
in the Republic of Moldova
Project ID No. P148537

TERMS OF REFERENCE

Communication and PR Consulting Services
to conduct public awareness events – part of a large, comprehensive
Citizen Outreach and Awareness Campaign 2024 - 2025

I. Background

The Government of Moldova is determined to fundamentally change the way how public services are provided in Moldova through a variety of interventions for modernization of service delivery, which combat corruption, foster a customer care culture, enhance access, as well as increases efficiency in the Moldovan public administration.

From 2006 to 2013, Moldova modernized its civil service legislation and administrative processes under the Central Public Administration Reform (CPAR), supported by the World Bank's administered CPAR Multi-Donor Trust Fund.

In July 2016, the Government of Moldova approved the Public Administration Reform Strategy for 2016-2020¹, that kept the modernization of public services delivery process among its main objectives.

To achieve the stated objectives, the Government requested the World Bank's assistance for a PAR operation, that became effective in June 2018, called Modernization of Government Services Project (hereafter *MGSP* or *the Project*).

The design of the project takes into account the objectives of the Government of Moldova for inter-sectorial digitalization and makes extensive use of institutional and technological achievements of Governance e-Transformation Project (GeT) implemented by the Government of Moldova and World Bank in the period between November 2011- December 2016.

This year, the new Executive issued its governing National Development Plan 2023 – 2025² that sets modernization of administrative services and access of population to electronic public services as one of its major objectives. The recently approved Public Administration Reform Strategy 2023 – 2030³ reconfirms the determination of the Government to modernize the administrative service delivery system by improving access to public services through various channels, their efficiency, reduction of unnecessary administrative burdens and cost of services for both beneficiaries and

¹ <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=366209>

² [HG89/2023 \(legis.md\)](#)

³ [HG126/2023 \(legis.md\)](#)

service providers, ensuring a stable level of quality of administrative services. The last, but definitely not the least, the Government Action Plan for 2024⁴ through its envisaged actions counts on MGSP support to continue expanding the development of electronic services and digital transformation at various inter-sectorial level.

Therefore, MGSP continues to play a very important role in achieving the high level objectives set up by the Government. The project aims to improve access, efficiency and quality of delivery of selected administrative services through the following components:

1. Administrative Service Modernization

The key activities under this component focus on re-engineering a group of government to citizen and government to business administrative services; piloting of one-stop-shops for public service delivery in selected locations and rolling out at national level; increasing public awareness on and advocacy for administrative services, with a particular highlight on e-services.

2. Digital Platform and Services

The main objective of this component is to digitalize selected re-engineered government services; complete and strengthen a common infrastructure and mechanisms for rapid deployment of ICT-enabled public services; introduce government wide IT Management and Cyber Security standards and procedures. The component finances the procurement of additional shared computing infrastructure elements, digitization of services needed to deliver Government services electronically, as well as the development of a learning management system to mainstream the new digital infrastructure and the modernized services within the government.

3. Service Delivery Model Implementation

The objective of this component is to ensure that the institutional capabilities of key government agencies are aligned with and support the new model of public services delivery.

4. Project Management

This component supports the Project Implementation Unit (PIU), based in the e-Governance Agency (eGA) and ensures the activity of the core e-Governance Agency team.

2. OBJECTIVE/ SCOPE

The objective of this assignment is to ensure a comprehensive, socially inclusive, and gender-sensitive citizen outreach through a series of public awareness events (part of a large multi-layered campaign), using the distribution channels which will enable reaching socially vulnerable groups (women, youth, elderly, linguistic/ethnic minorities, people with disabilities, people living in remote areas, people with low literacy levels, people with low IT skills or limited access to digital tools, etc.).

The campaign will cover the key issues related to the modernization of public services through digitalization, digital education and promotion of the use of electronic services.

The campaign will aim to achieve the following objectives:

⁴ https://gov.md/sites/default/files/document/attachments/pag_2024-27.12.2023.pdf

- Increase public awareness and foster a positive public perception of the digitization of public services and e-government;
- Enhance trust in government digital services and platforms by demonstrating their benefits in terms of transparency and access to information;
- Promote digital education and raise awareness of the benefits of e-government, particularly targeting women, youth and other vulnerable groups. (*This objective will be integrated in all the communication activities of the campaign*).
- Enhance the public perception of EGA as a valuable team of professional experts.

The communication campaign will be conducted at local, regional and national levels.

To achieve its goal, the campaign will have several specific objectives:

- Developing the concept, key messages tailored to target groups, and visual identity of the campaign;
- Developing outreach and awareness materials;
- Developing a social media promotion concept and disseminating information via social media channels;
- Developing a media plan including TV and radio programmes/shows, online media sources necessary for the visibility of the EGA activities, including MGSP, and implementing the dissemination campaign nationwide and regionally;
- Designing concepts for events with a creative approach tailored to various target groups of the campaign.

The campaign is planned to run until **April 2025**.

3. TASKS AND RESULTS

The communication campaign will include but will not be limited to the following activities to be carried out and implemented by the Consultant.

3.1 Campaign concept and events

The Consultant will handle all logistics for the campaign events. The logistics outlined in the Terms of Reference below are provided for reference only and may not include all actions required for the successful organization of events. Therefore, the Consultant is required to provide a methodology for the effective implementation of activities and all logistics for the organization of events.

3.1.1 Suggest and develop the **overarching campaign concept**, visual identity, including a general slogan and sub-slogans for popularizing the digital services developed under MGSP, the key messages tailored to each target group, based on the [Communication and Partnership Strategy of the “Electronic Governance Agency” for the years 2021-2024](#). The [“Digital Nation” campaign, initiated by EGA in April 2023](#), could serve as a reference, emphasizing the benefits of digitization for individuals, businesses, the public sector, etc.

3.1.2 Plan and conduct **two focus group discussions** to test the campaign messages.

The focus group discussions will involve representatives from key target groups. The primary aim is to ensure that the campaign slogans and key messages resonate effectively with the target groups and have maximum impact. Each focus group should include a minimum of 10 participants, including women and vulnerable groups. The Consultant will provide a methodology for the implementation of this activity.

3.1.3 Plan and conduct the **campaign launch event** to raise public awareness and garner support through a coherent narrative on the benefits and usefulness of e-services. Logistics for this event will include, but will not be limited to producing the script, branding and event visibility. The Consultant will provide a methodology for the implementation of this activity and a detailed event concept.

3.1.4 Plan and organize **EGA’s participation in the Moldova Digital Summit 2024**, a high-level event with over 2,000 participants, scheduled between June 6 and 8, 2024 (June 6-7, 2024 at Arena Chisinau). EGA will have its own exhibition area (stand) “Digitalization in GOV”, one of the four exhibition areas of Moldova Digital Summit 2024 - [Moldova Digital Summit 2024 - Powering a 100% Digital Tomorrow](#). Currently, the event concept is under development. Logistics will include but will not be limited to conceptualizing the **Digitalization in GOV** exhibition area at Chisinau Arena (the large Arena - 1,800 sqm - with architectural design to be developed by a separate Event Logistics Company). Annex 1 contains the picture of the space, which will be divided into 4 sections, with the Digitalization in GOV stand occupying one section. The Consultant will solely set up the Digitalization in GOV stand/exhibition area, coordinate with partners responsible for other stands in the exhibition area (a separate Event Logistics Company) and liaise with the MDS organizers, provide logistical support during the event, arrange transportation, and handle stand installation (**according to the concept developed by the Consultant*).

Design, branding and production for the exhibition area, LED screen to play video products – space for presentation of e-governance in Moldova and benefits of e-government services, spaces for bilateral consultation/discussion and issuance of electronic signatures, business registration, other practical activities for visitors of the exhibition (**according to the concept developed by the Consultant*), video and photo services ([detailed in multimedia production section](#)), visibility of the Digitalization in Gov Stand before, during and after the event, monitoring and reporting. The Consultant will provide a detailed event concept and implementation methodology for this activity, including the list of products to be rented or produced.

3.1.5 Plan and organize **2 media brunches** for up to 25 participants each. The media brunches should host national and regional media representatives from the regions/districts with Unified Service Delivery Centers (CUPS). The agenda will focus on the advancement of digitization of government services, emphasizing its benefits for different target groups. Media interaction will prioritize transparency and access to information, addressing questions from media representatives. Logistics will include but will not be limited to arranging brunch for all the attendees of the 2 events, event branding, screen and projector, audio equipment, media relations, photo and video services - a final video story/report of up to 3 minutes after the event, visibility before, during and after the event. The Consultant will provide the implementation methodology for this activity and a detailed event concept.

3.1.6 Plan and organize up to **2 press conferences** on the launch of new projects implemented by EGA (e.g. EVO or e-APL). Logistics will include, but will not be limited to branding, screen, audio equipment and other relevant necessities for a successful press conference, including copywriting, press release, event photographer, media relations, event media coverage - live broadcast and at least 3 organic TV reports, visibility before, during and after the event, monitoring and reporting. The Consultant will provide the implementation methodology for this activity and a detailed event concept.

3.1.7 Plan and organize a **creative Open Day event** at EGA (August or September 2024) to showcase the achievements of EGA team and promote digital government platforms and services. To engage young people, the event will feature competitions with symbolic prizes with EGA branding (*provided by EGA*) and an Instagrammable corner. Logistics will include, but will not be limited to event branding, photo area, script, video products to be played on screen, audio equipment, translation services (RO-ENG-RO), including translation equipment and 1 interpreter for consecutive interpretation, photo services, video services - a final video story/report of up to 3 minutes after the event, media relations, zoom broadcast for regional partners unable to attend the event, photographer at the event, quiz prizes (*provided by EGA*), visibility before, during and after the event, monitoring and reporting. The Consultant will provide the implementation methodology for this activity and a detailed event concept.

3.1.8 Plan and organize **2 events to promote the digitization of public administration (including at the local level)** and highlight the benefits of e-services. Each event will not exceed 4 hours and will accommodate up to 50 participants. Logistics will include, but will not be limited to venue (either Chisinau or another location - TBC), 1 coffee break indicatively offering tea, coffee, 3-4 varieties of sandwiches and 2-3 dessert options, event branding, script, equipment for video broadcasting (TBC), audio equipment, photo services, video services - a final video story/report of up to 3 minutes after the event, media relations, visibility before, during, and after the event, monitoring and reporting. The Consultant will provide a detailed event concept and implementation methodology.

3.1.9 Plan and organize up to **5 digital messenger (ambassador) training events** (duration - 1 day; 30 participants per event). The events will be hosted at EGA headquarters, Chisinau mun., involving volunteers (librarians, teachers, postmen, social workers, studious young people, etc.), and will aim to explain the role and mission of digital messengers, equip them with necessary knowledge and support materials, and answer questions from young people. Logistics will include, but will not be limited to 2 coffee breaks - 1 morning coffee break and 1 Swedish buffet lunch, photo services, video services - a post-event video report of up to 3 minutes, visibility before, during and after the event, monitoring and reporting. The Consultant will provide a detailed event concept and implementation methodology.

3.1.10 Plan and ensure **EGA's participation in a maximum of 3 events such as exhibitions, hackathons or career fairs** in Chisinau or other localities, aimed at promoting digitization in various sectors and encouraging the use of e-services, as well as attracting young talent to the EGA team. These events will feature competitions with symbolic prizes (*provided by EGA*) with campaign/EGA branding and an Instagrammable corner (that can be transported and used during other communication campaign events).

Logistics will include, but will not be limited to identification of events (exhibitions, hackathon, career fairs) and participation requirements, registration, stand branding, setup of an Instagrammable corner (transportation to all 3 locations), event photographer, other activities as agreed with organizers (e.g. developing an assignment for an innovative solution for hackathons or a speech/interview on behalf of EGA), visibility before, during and after the event, monitoring and reporting. The Consultant will provide the implementation methodology for this activity and a detailed event concept.

3.1.11 Plan and organize up to **4 awareness-raising events targeting the largest diaspora communities** (Italy, France, Germany, UK, Spain, Ireland etc.) to promote the importance of diaspora engagement in Moldova's digitization efforts. To this end, the consultancy company may collaborate with diaspora associations or the Diaspora Relations Bureau to facilitate informal gatherings of the largest communities of Moldovan citizens abroad and acquaint them with the e-government infrastructure and the benefits of digital government services available to Moldovan citizens anywhere in the world. The events will target the general public in the diaspora and potential investors. There will be 4 representatives from EGA taking part in each meeting. Logistics will include, but will not be limited to visibility before, during and after the events, monitoring and reporting. The Consultant will provide the implementation methodology for this activity and a detailed event concept.

3.1.12 Plan and organize a half-day **event** in Chisinau **to spotlight the activities and accomplishments of the Unified Service Delivery Centers (CUPS)**, with a maximum attendance of 300 people (indicatively in July 2024)

The event will bring together CUPS specialists, representatives from LPAs (mayors), EGA partners, mass-media, and others.

Logistics will include, but will not be limited to venue in Chisinau, invitation of participants, 2 coffee breaks - 1 morning coffee break and 1 mid-event coffee break, event branding, photo area, script, big screen to play video products showcasing CUPS success stories, a video about CUPS results (detailed in the multimedia production section), audio equipment, photo services, video services - a final post-event video report of up to 3 minutes, media relations, live media broadcasting and zoom broadcasting for LPAs in regions unable to attend the event, visibility before, during and after the event, monitoring and reporting. The Consultant will provide a detailed event concept and the implementation methodology for this activity.

3.1.13 Plan and organize a half-day **MGSP final event** in Chisinau with the participation of up to 150 people to present the major achievements of the project (estimated between March and April 2025).

The event will bring together representatives from EGA partners, MGSP project beneficiaries, mass-media, etc. to present the project's main outcomes, benefits and further use of the achieved results.

Logistics will include, but will not be limited to venue in Chisinau, inviting participants, 1 coffee break indicatively offering tea, coffee, 5-6 cold snacks and 3-4 options of sweets, event branding, photo area, script, big screen to play the video products highlighting success stories, the benefits of digitization, a video about the project results (detailed in the multimedia production section), audio equipment, translation services, photo services, video services - a final post-event video report of up to 3 minutes, media relations, live media broadcast and zoom broadcast for LPAs from

regions that cannot attend the event, visibility before, during and after the event, monitoring and reporting. The Consultant will provide a detailed event concept and implementation methodology for this activity.

3.2 Multimedia production

EGA will retain copyright for all multimedia products.

The Consultant will be responsible for the production of the following materials:

3.2.1 Production of 1 animated video introducing the campaign, highlighting the expected outcomes and illustrating the benefits of digitization for Moldova. The video will run for up to 1:00 minute, with subtitles in Russian and English. The Consultant will provide a detailed concept, script, storyboard and implementation methodology for this activity and ensure professional translation and proofreading of the text.

3.2.2 Production of 1 animated video encouraging citizens to use e-services, explaining the benefits available to them - 2 versions of the video with voiceover in Romanian and Russian. The video will run for up to 1:00 minute. The Consultant will adapt the video for Ro/Ru radio broadcast. The Consultant will provide a detailed concept, script, storyboard and implementation methodology for this activity and will ensure the translation and proofreading of the text.

3.2.3 Production of 1 video presenting EGA team in a motivating and engaging manner to attract young talent to the institution. The video will be in Romanian with English subtitles and will last up to 1:00 minute. The Consultant will adapt the video for Romanian radio broadcast. The Consultant will provide a detailed concept, script and implementation methodology for this activity and will ensure good quality translation and proofreading of the text.

3.2.4 Production of videos (including script, background music, interviews, subtitles), as well as photo services for the Moldova Digital Summit event (exhibition area - 4Gov):

- 1 video of up to 5 minutes highlighting EGA's achievements and partnerships with organizations like the World Bank, in building e-government infrastructure in Moldova. 2 versions of the video with voice-over in Romanian and English, with subtitles provided in Ro/Eng (for persons with hearing impairments). The Consultant will provide a detailed concept, script and implementation methodology for this activity and will ensure the translation and proofreading of the text.

Additional video and photo products include:

- 3 videos (1 pre-event video, 2 video testimonials, each lasting 2 min.)
- 5 interviews with the exhibition organizers and visitors (totaling 15 min.)
- Photographer services (3 days; with photo delivery during and within 3 hours after the event)
- Area: Photo booths
- 1 video - 360 (VR) - up to 2 min.

3.2.5 Production of 1 video for the final event of up to 5 minutes showcasing the achievements, featuring interviews with beneficiaries, international consultants etc., with English subtitles. Video

interviews will be taken in several regions across Moldova. The video will also incorporate footage captured by drones for wide-angle shots and will be of good quality. The Consultant will provide a detailed concept, script and implementation methodology for this activity and will ensure the translation and proofreading of the text.

3.2.6 Creation of 6 explanatory videos about the e-platforms and services developed under MGSP project (up to 2 minutes).

Potential topics include, but are not limited to:

1. Modernization of public services through digitization, MGSP components;
2. How the e-government infrastructure works (interoperability, data exchange, digitization, progress ...);
3. How inclusiveness and access to digitized services is ensured (CUPS, digital messengers, communication campaigns, etc.);
4. What is your role in building the digital nation?
5. The benefits of digitization;
6. Why digital education is important;
7. Accessing e-services from abroad;
8. Basic requirements for digital security when using e-services;
9. Rules to follow with electronic identity;
10. How to access the virtual cabinet (MCabinet);
12. Where and how to lodge complaints if there are issues related to accessing e-services;
13. Opportunities provided by digital identity;
14. How to use EVO app.

Other issues which will be identified along the way.

The Consultant will provide the overall concept and script for each of the videos to be agreed with EGA. The video will be subtitled in English. The Consultant will be responsible for the translation and proofreading of the text.

3.2.7 Production of 6 video stories, each up to 2 minutes, by experienced journalists showcasing positive experiences with e-services and enhanced efficiency of service providers due to digitization. Potential topics include, but are not limited to stories of mayors talking about the CUPS benefits for their communities; stories featuring active citizens contributing to promotion of e-services - women and men; stories with active citizens who identified errors in EGA-managed information systems and submitted complaints further leading to corrections; CUPS specialist; digital messenger(s), entrepreneurs who have enhanced their businesses through digitization, innovative teachers etc. The videos will be adapted to text format. EGA will retain copyright for the produced videos for further distribution to local media.

The concept and texts will be agreed with the EGA. The videos will be subtitled in English. The Consultant will provide a detailed concept and plan for this activity to assist EGA in identifying speakers for the videos, the script and the implementation methodology for this activity.

3.2.8 Creation of a portfolio of quality generic photos showcasing the digital platforms and services developed and managed by EGA for further use in social media/mass media.

The Consultant will deliver a digital album with up to 100 relevant photos using various photo techniques, including drone photography, and 50 framed A3 printed photos.

The Consultant will provide a detailed concept for the album content, along with the implementation methodology for this activity and will also coordinate the shooting process. The Consultant should take into account that the shooting sessions will take place in different Moldovan locations with CUPS. Transportation will be arranged by EGA.

3.2.9 Making a video tutorial for LPAs in Romanian, consisting of approximately 5 lessons on how to communicate on social media and face-to-face with the local community, including vulnerable individuals, how to use e-services, each lasting up to 10 minutes. The Consultant will be responsible for the content and production of this tutorial.

3.3 Social networks / Online media

3.3.1 Develop relevant hashtags based on key messages (at least 6 #).

3.3.2 Identify at least one relevant and largest community group on Facebook for each of the localities with CUPS and disseminate all outreach materials produced by the project within these groups.

3.3.3 Identify the largest diaspora community groups on Facebook in the top 10 countries by the number of Moldovan citizens (at least 3 per country) and disseminate all awareness raising materials produced by the project within these groups.

3.3.4 Increase the number of followers of EGA's Facebook page by 10,000 by running up to 3 advertising campaigns using multimedia materials and images with campaign messages tailored for each target group. These campaigns will promote content at the national level and within the diaspora. The Consultant will deliver the concept and methodology for this activity to ensure impactful engagement and interaction.

3.3.5 Develop 5 Google banners directing users to EGA's YouTube videos and implement 5 nationwide Google Ads campaigns, aiming to achieve a minimum of 1 million views per campaign. These campaigns will highlight the benefits of digitization, encourage citizens to use e-services and young people to visit job fairs, and advocate for citizens to educate themselves on the proper use of digital services and online safety.

3.4 Media Placement

3.4.1. Placement of the produced videos (2 min. duration) on TV channels with national coverage - National Television Moldova 1, Jurnal TV, at least twice a day during prime-time and 4 times a day in off-peak hours for a duration of one month. *If deemed appropriate, the Consultant may suggest to EGA alternative channels and distribution durations. The Consultant will provide a detailed media plan.

3.4.2. Media placement of the 6 impact stories on TV channels with national coverage - Jurnal TV and National Television Moldova 1 at least once during prime time, either before or after the news. *If deemed appropriate, the Consultant may suggest to EGA alternative channels. The Consultant will provide a detailed media plan.

3.4.3. Media placement of the 6 impact stories on 3 most popular TV stations with regional coverage targeting the north, south and center of Moldova, airing them at least twice during prime time. The Consultant will provide a detailed media plan that will not go beyond April 2025.

3.4.4. The Consultant will ensure that the 2 radio spots will be aired at least 4 times a day during prime time and 4 times a day during non-peak hours on 3 most popular radio stations with national coverage during 30 days between September and October 2024 and another 30 days between February and March 2025. The Consultant will provide a detailed media plan.

3.4.5. The Consultant will ensure media placement of the 6 impact stories, both in written and video formats, along with explanatory videos on 5 leading online news portals and 2 national print newspapers. The Consultant will provide a detailed media plan for this activity.

3.4.6. The Consultant will ensure the placement of the 6 impact stories in online media, both in written and video formats, along with video explainers, on 3 of the largest regional online news portals covering the north, south and center of the country. The Consultant will provide a detailed media plan extending no further than April 2025.

3.4.7. Production of a 10-minute TV show (possibly a talk-show or a TV show section), to be aired monthly, for a duration of 10 minutes over 6 months, on a TV station with national coverage, with the participation of EGA representatives and its partners. Its purpose will be to address people's questions and concerns regarding digitalization, the use of e-services, and other related topics. The Consultant will provide the concept and methodology for this activity.

3.5 Project/campaign branding materials

The Consultant will be responsible for designing and printing outreach and branded materials tailored for target groups. The materials to be produced include, but are not limited to:

3.5.1 Designing and printing an A4 format catalogue with 24 pages, glossy, full color 4+4, with a cover of at least 200 gr/m² and inside pages of 150-170 gr/m², with thermo adhesive bonding. The catalogue will showcase the 6 impact stories (referenced in section 3.2.7) with high quality photos. Quantity - 500 pieces - 100 in English and 400 in Romanian. The Consultant will ensure quality translation of the stories into English and proofreading. The catalogue will be delivered in both digital and printed formats.

3.5.2 Designing and printing a booklet in B5 format with custom design, with 16 pages, cover 250 gr/m², glossy inside 110-135 gr/m², full color, stapled. The booklet will provide information about the Electronic Governance Agency, highlighting the implemented MGSP project and its achievements. 2,000 pieces in Romanian and 200 pieces in English. The Consultant will ensure

quality English translation and proofreading. The brochure will be delivered in both digital and printed formats.

3.5.3 Designing and printing of an infographic illustrating the benefits of digital services in A3 format. The infographic will be displayed in the multifunctional centers of the Public Services Agency, CUPS and town halls. 2,000 pcs. Additionally, the Consultant will provide the digital format of the infographic for further use on social media platforms.

3.5.4 Designing and printing eco-friendly bags sized 420X380 mm, with a fabric density of 240 gr/m², full color on one side 4+0, with direct print on fabric and an inside pocket. 300 pieces.

3.5.5 Printing bamboo pens with clips. Blue ink. ø11 x 142 mm. 300 pieces.

3.5.6 Designing and printing B6 spiral-bound diaries (140X180mm), with 120 lined recycled pages, cardboard cover with pen holder (pens included - pressed cardboard pens with a clip. Blue ink. ø11 x 142) mm. 300 pieces.

3.5.7 Designing and printing leaflets providing information on the EVO app (basic information how to freely access digital identity, QR code). A4 size, folded in 3, with 4+4 color printing on both sides. Glossy paper with a density of 140-150 g. 20,000 pcs.

4. Expected Deliverables and Reporting Obligations

Following deliverables shall be provided by the Consultant⁵:

1. Overarching campaign concept (as described in chapter 3. Taks & Results, line 3.1.1)
2. Two focus group discussions (as described in chapter 3. Taks & Results, line 3.1.2)
3. Campaign launch event (as described in chapter 3. Taks & Results, line 3.1.3)
4. EGA's participation in the Moldova Digital Summit 2024 (as described in chapter 3. Taks & Results, line 3.1.4)
5. **2 media brunches** organized as described in chapter 3. Taks & Results, line 3.1.5
6. **2 press conferences** organized as described in chapter 3. Taks & Results, line 3.1.6
7. **Open Day event at EGA** organized as described in chapter 3. Taks & Results, line 3.1.7
8. **2 events to promote the digitization of public administration (including at the local level)** organized as described in chapter 3. Taks & Results, line 3.1.8
9. **5 digital messenger (ambassador) training events** organized as described in chapter 3. Taks & Results, line 3.1.9
10. **EGA's participation in a maximum of 3 events such as exhibitions, hackathons or career fairs** organized as described in chapter 3. Taks & Results, line 3.1.10
11. **4 awareness-raising events targeting the largest diaspora communities** organized as described in chapter 3. Taks & Results, line 3.1.11

⁵ The Consultant may suggest to EGA alternative of deliverables arrangements based on the detailed assignment implementation plan.

12. One half-day **event** in Chisinau **to spotlight the activities and accomplishments of the Unified Service Delivery Centers (CUPS)** organized as described in chapter 3. Taks & Results, line 3.1.12
13. One half-day **MGSP final event** organized including production of **1 (one)** video for the final event as described in chapter 3. Taks & Results, line 3.1.13 and 3.2.5
14. **2 (two)** animated video and **1 (one)** video produced as described in chapter 3. Taks & Results, lines 3.2.1; 3.2.2 and 3.2.3
15. **Videos production** for the Moldova Digital Summit event as described in chapter 3. Taks & Results, line 3.2.4 and 3.2.5
16. **6 (six)** explanatory videos about the e-platforms and services developed within MGSP project produced as described in chapter 3. Taks & Results, line 3.2.6
17. **6 (six)** video stories produced as described in chapter 3. Taks & Results, line 3.2.7
18. **One (1)** digital album with up to 100 relevant photos produced as described in chapter 3. Taks & Results, line 3.2.8
19. **One (1)** video tutorial for LPAs in Romanian, consisting of approximately 5 lessons on how to communicate
20. **Social Media Campaign** (Facebook, Youtube etc.), Google Ads and through content creators' channels (influencers) organized as described in chapter 3. Taks & Results, line 3.3.
21. **One month** of video spots broadcasting on TV channels with national coverage as described in chapter 3. Taks & Results, line 3.4.1
22. **Six (6)** impact stories placed on (i) TV channels with national coverage, (ii) 3 most popular TV stations, (iii) 5 leading online news portals and 2 national print newspapers and (iv) 3 of the largest regional online news portals with regional coverage targeting the north, south and center of country as described in chapter 3. Taks & Results, line 3.4.2, 3.4.3, 3.4.5 and 3.4.6.
23. **Two (2)** radio spots broadcasted as described in chapter 3. Taks & Results, line 3.4.4.
24. **10-minute TV** show broadcasted on a TV station with national coverage over 6 months as described in chapter 3. Scope of Services, line 3.4.7
25. Promotion materials (A4 format catalogue, B5 format booklet, A3 infographic, bags, etc.) produced and delivered to EGA as described in chapter 3. Taks & Results, line 3.5).

Reports:

- Inception Report, including Implementation Plan for activities specified in Section 3. Tasks and Results, submitted in one week from the start of the services.
- Monthly Progress Reports submitted in fifteen (15) days after the end of each month.
- Final Report, submitted 2 weeks before the end of the services.
- All deliverables will be provided/submitted as described under Section 3. Tasks and results. The communication actions will be evenly distributed to maintain an active image of the institution.

5. Timing

The assignment is foreseen to be implemented during **May 2024 - April 2025**.

6. Institutional arrangements

The Consulting Firm shall carry out the activities from its own premises in close cooperation with the eGA communication team under the direct supervision of the eGA Head of the PR and Partnerships Unit, who will approve the reports.

Relevant Documents that might be useful to the Consultant:

- [Communication and Partnership Strategy of the “Electronic Governance Agency” for the years 2021-2024.](#)
- The Action Plan regarding the implementation of the Communication and Partnership Strategy of the e-Governance Agency for the period 2021-2024.

The documents are available on the EGA website, as Annex 2 to the Decision of the EGA Board of Directors No.10, July 28, 2021 - [https://egov.md/ro/consiliul-institutiei.](https://egov.md/ro/consiliul-institutiei)

7. Qualification requirements

Minimum requirements for the Consultant (Firm):

- Experience in implementing national online media campaigns, including social media campaigns (*this shall be proven by: reports showing the impact of campaigns carried out and a list of references (links) to relevant products developed in the last 2-3 years; 5 references from clients, which shall also contain information/confirmation of the terms of execution and delivery of the requested products*)
- Experience in developing animated video spots, tutorials, gifs, infographics, etc. (*this shall be proven by: a list of references (links) to relevant products developed in the last 2 years*)
- Experience in organizing and coordinating different types of online and offline events (*Product launch / campaign; Conference / round table; Public debate / Workshop; Forum / summit; Ideas contest / hackathon; Exhibition (including virtual ones); Press club / briefing, other*)
- Experience in implementing media campaigns in the field of ICT *will be an advantage*
- Experience in participation to the organization of large events at national level with at least 300 participants per event *will be an advantage*
- Experience in implementing communication campaigns in public sector, targeting social behavior and mindset change *will be an advantage*
- Experience in working with international organizations (World Bank, UN agencies, others) *would be an asset.*

Key Staff

The core Consultant team will ideally comprise 3 (three) key staff members:

- Team Leader - an expert in communication, public relations, social change and image building
- Content and social media expert
- A visual communication expert

The minimum qualification requirements for the key staff members of the core Consultant team are described below:

1. Team Leader – Communication Expert – shall be responsible for overall coordination of activities carried out under the assignment, preparation of reports for submission, and shall meet the following qualification criteria:

- Advanced university degree in PR and communication or other related fields
- At least 5 years of professional experience in public and media relations
- Experience in coordinating visibility/PR activities (during the last 3 years)
- Experience in coordinating editing and printing activities (during at least 3 years)
- Experience in advising and management of communication campaigns targeting public sector and democratic reforms
- Experience in writing and editing texts, in content development
- Experience in organizing and coordinating different types of online and offline events
- Experience related to development of visibility materials (press-releases, fact-sheets, brochures, newsletters, etc.)
- Excellent knowledge of Romanian, English and Russian.

2. Consultant - Content and social media expert – shall meet the following qualification criteria:

- University degree in communication, marketing, business, Public Relations or other related fields
- At least 3 years of experience in copywriting and content development (during the last 3 years)
- Experience in managing web pages and social media sites
- Hands-on experience with MS Office and WordPress
- Experience in generating, editing, publishing and sharing daily content (original text, images, video or HTML) Basic technical knowledge of HTML, and web publishing
- Knowledge of web design, web development, CRO (conversion rate optimization), SEO (Search Engine Optimization), and web traffic metrics
- Social Media Management (SMM) experience
- Excellent writing skills in Romanian, and Russian
- Good knowledge of English will be an asset.

3. Consultant - Visual communication expert – shall meet the following qualification criteria:

- University degree in PR, Marketing, Advertising, or relevant field
- Minimum 3 years of experience in brand design with an excellent understanding of layout, typography, color, photography usage, and other design principles
- Strong understanding of the principles, software, and practices in design and production for print, digital and multimedia products
- Experience in a photo and video editing, digital marketing design
- Proficiency in the Adobe Creative Suite, Photoshop, Illustrator & InDesign, Prezi, Slate, Canva, Slack, Adobe Animate CC, Microsoft Word, PowerPoint
- Excellent writing skills in Romanian and Russian
- Good knowledge of English will be an asset.

The Consultant shall, as and when required, involve other experts / support staff to perform the specialist interventions such as photo and video shooting, web communication, copywriting, translating, editing, design, printing, training etc.

Annex 1: Expo area at Moldova Digital Summit 2024 (draft concept)

