Ministry of Education and Research (MoER)

**Moldova Higher Education Project (MHEP)**

**Procurement Reference: MD-MOED-206331-CS-CQS**

**TERMS OF REFERENCE**

**Consulting company for preparation of the promotion materials for Social Information Campaigns on higher education and achieved project implementation results**

* + - 1. **Background information on the project**

Moldova Higher Education Project (MHEP) is a World Bank-financed Project to be implemented between May 2020 and December 2025. The total cost of credit is EUR 35.7 million (US$39.4 million equivalent) financed by the International Development Association (IDA) and is provided to the Republic of Moldova in support of Moldova Higher Education.

The Project Objective is to improve the labor market orientation of selected higher education institutions and the quality assurance mechanisms. The Project is organized around three components and includes systemic interventions in the areas of higher education quality, financing and management, as well as a targeted program to be implemented by selected higher education institutions and pedagogical colleges to address some of their most pressing needs in labor market orientation.

The MHEP components are described below:

1. Improving the Quality Assurance Mechanisms
2. Improving the Labor Market Orientation through Targeted Interventions
3. Project Management

*Component 1* ***–*** Improving the Quality Assurance Mechanisms. This component aims to improve Moldova higher education system’s quality assurance mechanisms, which would also contribute to improve its labor market orientation. It comprises three sub-components that support activities in: (i) National Qualifications Framework (NQF) and Quality Assurance (QA); (ii) System Management and Monitoring; (iii) Higher Education Financing.

*Component 2* – Improving the Labor Market Orientation through Targeted Interventions. This component would finance the design and implementation of a targeted and needs-based program (Higher Education Improvement Program - HEIP) aimed at improving the labor market orientation of Moldova’s higher education institutions, as well as their research capacity.

*Component 3* – Project Management. This component would support the day-to-day management of the Project by the MoER with assistance of a dedicated team of individual consultants who would provide managerial, fiduciary, and technical support to the implementation of the proposed Project for its full duration.

The Project includes a targeted package that will benefit public higher education institutions that offer academic programs in four priority areas identified by the GoM, as well as pedagogical colleges. The priority areas identified by GoM are engineering, information technologies, health (medicine) and pedagogy. In total, 15 institutions (9 public higher education institutions and 6 pedagogical colleges) will be eligible for benefitting from the targeted interventions.

In this context, the MoER intends to hire for 2024-2025 years a PR& Communication Company that will develop promotion materials for information campaigns that will explain the overall premise and long-term goals of the improved labor market orientation of selected higher education institutions, the quality assurance mechanisms of the priority areas and the achieved project implementation results.

* + - 1. **Objective(s) of the assignment**

The objective of the consultancy is to make the general public aware of the importance of labor market orientation of higher education and the quality assurance mechanisms of the priority areas and to explain how it has taken place in recent years.

* + - 1. **Scope of Work**

In order to achieve the objective, the PR& Communication Company shall perform the following tasks:

**Task 1. –** **Develop a brand of the MHEP project**

* To revise with the MoER the current visual elements of the project (e.g., logos) and to develop a new set of tools and templates, toolkits, and a manual to apply the new brand in all future communications and promotional production of the project.
* At the beginning of the consultancy, the selected company will define jointly with the MoER a detailed and final list of products to be developed and their technical specifications. An indicative list of products is as follows:
* Visual Elements (Group A)
  + Logo concepts and design, 3 versions and amendments (colours specifications, monochrome, Romanian and English languages, graphics, electronic editable formats). The logo is expected to remain the same but improved.
  + Fonts, characters, standard colours for the visual identity.
* Printed Templates (Group B)
  + Flyers, 2 and 3-fold, booklets (colours specifications, monochrome, Romanian and English languages, graphics, covers, structure, formats).
  + Roll-up (colours specifications, messages, formats).
  + Letters of invitation, congratulations, greetings.
  + Notebook A4 and B5 formats.
  + Maps A4.
* Online Templates (Group C)
  + PowerPoints (colours specifications, monochrome, Romanian and English languages, graphics, master and internal slides, structure and formats, background slides).
  + Newsletter (colours specifications, monochrome, Romanian and English languages, graphics, structure, and formats).
  + Social media – Facebook, Twitter, Instagram, TikTok (cover photos (basic and alternative), profile pictures, formats, disclaimer).
  + Standards for emails (fonts, structure, format), signature disclaimer.
  + Other online communications.
* Promotional Items (Group D)
  + Banner (colours specifications, Romanian and English languages, graphics, structure, formats).
  + Billboard (colours specifications, Romanian and English languages, graphics, structure and formats).
  + Wall calendar (3 months) and table calendar.
  + Pen, pencil, cup, bag, t-shirt, sticker for laptop/tablet etc.

**Task 2. – Develop standard sets of promotional materials on the activities during the project implementation**

* To develop a plan on disseminating the promotional materials.
* Weekly to develop a standard set of promotional materials (videos (90 -100 seconds), photos, cards):
* Develop the key message for the videos. The key message shall be approved by the MoER.
* Develop the script for the videos. The script shall be approved by the MoER.
* Produce the necessary videos. Video images will be made and used with selected higher institutions, with the equipment procured under the Project, with the beneficiaries (teachers, students) and other generic images representative for the Project and for the messages sent.
* Audio recording and editing the videos. The videos should be produced in an accessible, convincing form, without admitting the ambiguous interpretation of the information presented and without requiring additional knowledge from potential viewers to understand the basic information (key message).
* To propose at least 3 variants of cards for social media. The cards design and texts shall be approved by the MoER.
* To propose a set of at least 10 photos made in a professional way. The photos will be made and used with selected higher institutions, with the equipment procured under the Project, with the beneficiaries (teachers, students) and other generic images representative for the Project.

**Task 3. Development and implementation of communication campaign on e-Admission system*.***

* To conduct a communication campaign across the country, including in remote villages, to promote the utilization of e-Admission system. The campaign and plan of implementation of the campaign shall be approved by the MoER.
* The selected company will define jointly with the MoER a detailed and final list of products to be developed and their technical specifications. An indicative list of products and activities is as follows:
* Graphic video spot. Will be produced in Romanian language with Russian subtitles. The length of the spot is up to 60 seconds. A short version of the spot will be 30 seconds. The video spot must be also accessible for the hearing and visually impaired people. Therefore, the video must contain subtitles. For subtitles, the company must use the grey background with yellow text font. This would be the clearest way of presenting the subtitles for those with sight issues. The Company should use the suitable format for screen readers. Video spot shall be produced in HD, adjusted for broadcasting on TV using different formats and for online distribution. The company shall propose and implement a media plan on at least tree TV channels.
* Audio spot with the same duration. To adapt the key message of the video spot to the specifics of the radio. Create the audio text and its audio recording. Edit the spot. Audio spot will be produced in Romanian and Russian language. Radio version shall be produced in HD sound protocol.
* Daily social media posts for 2 months. The company will create cards, posts etc. to promote e-Admission system, using QR-code.
* Organization of dedicated broadcasts on TV and radio (at least 5 broadcasts).
* To develop and print A2 posters in high schools.

**Task 4. Develop and implement a communication campaign to represent a retrospective of all Project achievements**

At the beginning of the consultancy, the selected company will define jointly with the MoER a detailed and final list of products to be developed and their technical specifications. An indicative list of products is as follows:

* + - Videos with the achieved project implementation results on each beneficiary institutions.Video images will be made and used with selected higher institutions, with the equipment procured under the Project, with the beneficiaries (teachers, students) and other generic images representative for the Project and for the messages sent. Audio recording and editing the videos. The videos should be produced in an accessible, convincing form, without admitting the ambiguous interpretation of the information presented and without requiring additional knowledge from potential viewers to understand the basic information (key message). The videos must be also accessible for the hearing and visually impaired people. Therefore, the videos must contain subtitles. For subtitles, the company must use the grey background with yellow text font. This would be the clearest way of presenting the subtitles for those with sight issues. The Company should use the suitable format for screen readers. Videos will be produced in Romanian language with Russian subtitles. The length of the videos is up to 120 seconds.
    - Video spot. Will be produced in Romanian language with Russian subtitles. The length of the spot is up to 90 seconds. A short version of the spot will be 30 seconds. The video spot must be also accessible for the hearing and visually impaired people. Therefore, the video must contain subtitles. For subtitles, the company must use the grey background with yellow text font. This would be the clearest way of presenting the subtitles for those with sight issues. The Company should use the suitable format for screen readers. Video spot shall be produced in HD, adjusted for broadcasting on TV using different formats and for online distribution. The company shall propose and implement a media plan on at least tree TV channels.
    - Audio spot with the same duration. To adapt the key message of the video spot to the specifics of the radio. Create the audio text and its audio recording. Edit the spot. Audio spot will be produced in Romanian and Russian language. Radio version shall be produced in HD sound protocol.
    - Press tours in the beneficiary institutions of the project (at least 6 press tours in 6 localities).
    - Organization of dedicated broadcasts on TV and radio (at least 5 broadcasts).
    - Writing success stories about institutions that have succeeded in improving their infrastructure and ensuring the quality of the teaching process in line with labour market requirements (at least 6 success stories).
    - Technical and logistical organization of the final event with the presentation of the final results of the project in each beneficiary institution. The scenario of the event and all the technical details and products for the event will be approved with the MoER.
    - Exhibition for the final event presenting the results of the project in each beneficiary educational institution (in total 20 cards).
    - Develop and print the leaflets with the project’s achievements.

**Task 5. Produce visibility materials**

1. Posters in high schools with e-Admission system

* Develop the model and key messages for the posters;
* Print 1000 posters (A2).

1. Leaflets with the project’s achievements

* Develop the model and key messages for the leaflets;
* Print 5000 leaflets (A5).

1. Stickers associated with the Project to be pasted on the goods procured under the Project

* Develop the model and the key message for the stickers;
* Determine the optimal sizes of the sticker;
* Print 1000 stickers.

1. Glass information boards for the doors of the renovated spaces under the Project

* Develop the model and key message for the board;
* Determine the optimal sizes of the board;
* Produce 190 information boards.
  + - 1. **Duration of the assignment, estimated time input and expected outcomes**

This consultancy is expected to last 2 years starting in January 2024 and the deliverables shall be submitted as follow:

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| Deliverables | Submission Deadline | Approval by |
| Brand of the MHEP project and the brandbook with the main templates for the products, according to task 1 | 2 weeks from signing the contract | Ministry of Education and Research |
| Standard sets of promotional materials (videos, photos, cards), according to task 2 | Every week from signing the contract | Ministry of Education and Research |
| Communication campaign on e-Admission system, according to task 3  • 1 Graphic video spot   * 1 Audio spot * Daily social media posts for 2 months * At least 5 dedicated broadcasts on TV and radio | 10 weeks from the approval of the e-Admission system | Ministry of Education and Research |
| Communication strategy on the New Financing Mechanism and the plan of implementation, according to task 4  • 1 Graphic video spot  • 1 Audio spot  • 3 times a week social media post for one month  • At least 5 dedicated broadcasts on TV and radio | 5 weeks from the approval of the New Financing Mechanism | Ministry of Education and Research |
| Communication campaign to represent a retrospective of all Project achievements, according to task 5  • 15 videos with the beneficiary institutions  • 1 video TV spot  • 1 audio spot  • 6 press tours in the beneficiary institutions  • At least 5 dedicated broadcasts on TV and radio  • At least 6 success stories  • 1 final event  • 1 exhibition (20 cards) with the results of the project in each beneficiary educational institution | Beginning the final results of the beneficiary institutions till the end of the project | Ministry of Education and Research |
| Visibility materials, according to task 6  • 1000 posters (A2)  • 5000 leaflets (A5)  • 1000 stickers  • 190 information boards | 6 weeks from signing the contract | Ministry of Education and Research |

* + - 1. **Qualification requirements and basis for evaluation (evaluation criteria)**

1. General experience (40 points):

* Minimum 3 years of experience in production of high-quality video/audio products, including social advertising, social public announcements;
* Public awareness experience;
* Experience in production of visibility materials;

1. Specific experience (60 points):

* Experience in providing services related to the development of video and audio information materials, starting from the concept, script, video/audio editing in the area of education would be an advantage;
* Experience in image development and graphic design;
* Previous experience with the World Bank financed projects and other international organizations and projects would be an asset;
* Qualified staff with at least 3 years of experience in the development/production of video and audio materials (producing videos and audio recording, creative editing, writing advertising texts);

* + - 1. **Institutional Arrangements**

The Company will report to the Information and communication with mass media service of the MoER and MHEP communication consultant.

The MHEP team will oversee the process of consulting services, manage the implementation of the contract, and will support the MoER in the process of analysing the deliverables provided by the Company.

The MoER and MHEP team will provide the Company with necessary support to complete the assignment: project documents necessary for assignment accomplishment.

**Confidentiality statement:** All data and information received from MoER for the purpose of this assignment is to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to MoER. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the MoER.