

MOLDOVA EDUCATION REFORM PROJECT (MERP)
TERMS OF REFERENCE
Consulting Firm for preparation of the promotion materials for Social Information
Campaigns that will explain the overall premise and long-term goals of the reform and
achieved project implementation results

Credit No. 5196-MD

Reference No. MERP/AF/CS/CQS-15

1. Background information on the project

Moldova Education Reform Project (MERP) is a World Bank-financed Project to be implemented between April 2013 and April 2022.

The total cost of original credit is SDR 26.1 million (USD 40 million equivalent) and the Additional Financing in the amount of SDR 7.1 million (US\$ 10 million equivalent) is provided to the Republic of Moldova in support of Moldova Education Reform.

The MERP supports the Government of Moldova (GoM) reform program by financing activities that will strengthen the quality of education and lead to a more efficient education sector. Through this Project, the World Bank supports the GoM in implementing the needed reforms, which include initiatives for:

- Improving learning conditions in targeted schools;
- Strengthening the education monitoring systems;
- Promoting efficiency reforms in the education sector.

The objective of the Project is to improve learning conditions in targeted schools and strengthen the Recipient's education monitoring systems, while promoting efficiency reforms in the education sector.

MERP's focus is to support interventions that would lead to improvements in the quality and efficiency of primary and general secondary education. Specifically, the AF would allow Ministry of Education, Culture and Research (MoECR) to expand the coverage and depth of selected activities already initiated under MERP, such as teacher and school managers' training, participation in PISA, and development of an additional module to Educational Management Information System (Technical and Vocational Education and Training module) and roll-out of the preschool module.

The MERP has three components:

- A. "Strengthening the Quality of Education"
- B. "Improving the Efficiency of the Education Sector"
- C. "Improving the Ministry of Education, Culture and Research's Capacity to Monitor the Reform".

Component C has the objective to finance Technical Assistance (TA) for the MoECR to support the implementation, monitoring and measurement of the MERP. Under Component C, the World Bank offers technical assistance to help the MoECR in the achievement of the Project activities. The implementation of the Moldovan education reform directly affects communities, mayors,

students, parents, teachers and school directors. Thus, the implementation of MERP requires strong attention to establishing clear rules and procedures on all aspects of the reform at the community level and communicating them to the public, in addition to a well-designed public communications campaign that explains the overall premise and long-term goals of the reform.

In this context, a local Consulting Firm will be hired that will develop promotion materials for Information Campaigns that will explain the overall premise and long-term goals of the reform and achieved project implementation results.

2. Objective of the assignment

The objective of the consultancy is to make the general public aware of the importance of education reform and to explain how it has taken place in recent years.

3. Scope of Work

In order to achieve the objective, the Firm shall perform the following tasks:

Task 1 – Develop a video spot to represent a retrospective of all Project achievements.

- ✓ Develop the key message for the video spot. The key message shall be approved by the MoECR.
- ✓ Develop the script for the video spot. The script shall be approved by the MoECR.
- ✓ Produce the necessary videos. Video images will be made and used with renovated schools, 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 spot. The video spot 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 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 will be produced in Romanian language with Russian subtitles. The length of the spot is up to 120 seconds.

Video spot shall be produced in HD, adjusted for broadcasting on TV using different formats and for online distribution.

Task 2 - Develop a radio spot with the same duration to represent a retrospective of all Project achievements.

- ✓ 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.

Both radio versions shall be produced in HD sound protocol.

Task 3 – Produce visibility materials

- a) Stickers associated with the Project to be pasted on the goods procured under the Project.
 - ✓ Develop the key message for the stickers;
 - ✓ Develop the model for stickers;
 - ✓ Determine the optimal sizes of the sticker;
 - ✓ Print 15 000 stickers;
- b) Glass information boards for the facade of the schools renovated under the Project
 - ✓ Develop the key message for the board
 - ✓ Develop the model for the board
 - ✓ Determine the optimal sizes of the board
 - ✓ Produce 23 information boards.

4. Expected Outcomes

This consultancy is expected to last 3 months starting in March 2021 and the deliverables shall be submitted as follow:

Deliverables	Submission Deadline	Approval by
1. the script for video spot	4 weeks from signing the contract	Ministry of Education, Culture and Research
2. Video spot that represents a retrospective of all the Project achievements	16 weeks from signing the contract	Ministry of Education, Culture and Research
3. Radio spot	16 weeks from signing the contract	Ministry of Education, Culture and Research
4. Visibility materials (stickers, information boards)	8 weeks from signing the contract	Ministry of Education, Culture and Research

5. Qualification requirements and basis for evaluation (evaluation criteria)

- (i) General experience (30 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;
- (ii) Specific experience (40 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;

(iii) Professional experience of key personnel (30 points):

- 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);
- Staff experience in at least two similar missions.

6. Institutional Arrangements

The Firm will report to the Information, Communication and Public Relations Service of the MoECR and MERP PR and Communication Consultant.

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

The MoECR and MERP team will provide the Consultant with necessary support to complete the assignment: project documents necessary for assignment accomplishment.

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