

TERMS OF REFERENCE

contract a company to produce (technical support) didactic support for the training of school managers of the general education institutions to apply external evaluation methodologies

1. BACKGROUND

The „Moldova Education Reform” Project (MERP) is a World Bank-financed Project to be implemented between April 2013 and June 2020.

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 Project.

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 support the GoM in implementing the needed reforms, which include initiatives for:

- Improve learning conditions in targeted schools;
- Strengthen 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 Moldova’s Education Management Information System (EMIS) (TVET 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 A is divided into three sub-components: A.1, A.2 and A.3.

The objective of component A.1 is to contribute to the strengthening of the quality of education in the General Education subsector by improving systems in the following areas: school standards, teacher and school director training, student assessments, and data collection.

The objective of component A.2 is to contribute to the strengthening of the quality of education in the General Education subsector by rehabilitating and upgrading 17 receiving schools. The activities under component A.2 is carried out by the Moldova Social Investment Fund.

The objective of component A.3 is to contribute to the strengthening of the quality of education by supporting the following activities:

- a) providing selected schools with science and technology equipment;
- b) (i) developing in-depth special education modules and training teaching support staff and psycho-pedagogues working with students with disabilities or special educational needs; and (ii) providing special education teaching and learning materials, and selected equipment;
- c) (i) evaluating training programs for school managers and teachers and updating such programs; and (ii) training and evaluating a second cohort of school managers and teachers based on the updated training programs;
- d) supporting the National School Inspectorate and the National Agency for Curriculum and Evaluation to increase their respective capacities;
- e) supporting the design and implementation of the gender, inclusiveness, and citizen engagement modules in teachers and managers trainings;
- f) (i) developing and incorporating a vocational education and training module into EMIS; and (ii) training users on the use of EMIS.

Component B was designed to support the GoM's efforts to improve the efficiency of the sector by eliminating excess capacity and creating a leaner education system, which will be better equipped to provide education that meets the demands of a modern economy.

Component C has the objective to finance Technical Assistance (TA) for the MoECR to support the implementation, monitoring and measurement of the MERP.

2. RATIONALE

One of the activities mentioned in component A.3 is supporting the National School Inspectorate and the National Agency for Curriculum and Evaluation to increase their respective capacities.

The National School Inspectorate was reorganized by absorption with the National Agency for Quality Assurance in Education and Research (NAQAER), which is the successor of rights and obligations of the absorbed legal entity, according to the Law no. 190 dated September 21, 2017 on amending some legislative acts (published in the Official Gazette of the Republic of Moldova no. 364-370, article 624 and article 7, item b, 2017 year).

The MERP supports efforts to develop the capacity of the National Agency for Quality Assurance in Education and Research (NAQAER), the administrative authority responsible for the state policy implementation and contribution to the development of education focused on the best international standards in education and research.

In this context, a timely development of support materials for the training of school managers in application of the new methodology for the external evaluation of general education institutions in a format of an explanatory video will facilitate understanding of the procedure by the main target group, expected to become, at the same time, a trainer for the teachers while applying cascade training method in rapid dissemination of knowledge. Since a video format of a didactic support desired is expected to be placed on the official webpage of the National Agency for Quality Assurance in Education and Research, it will allow interested group to learn from anywhere, whenever necessary to get acknowledged with news in the field or refresh memory to prepare the educational institution for the external evaluation process.

3. OBJECTIVE OF THE CONSULTANCY

The Objective of the proposed assignment is to assist the NAQAER with the external evaluation of institutions through the production of animated videos for training activities and their related content.

4. SPECIFIC TASKS

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

- Produce a series of short animated explanatory videos with illustration, animation, voice over/narration/ soundtrack and subtitle (following the inclusiveness requirements i.e. being in yellow on a black background) in line with MoECR/NAQAER requirements; and review and approval of all relevant stakeholder's consultation prior to finalization.
- Each video aims to explain one module of the external evaluation methodology;
- Technical requirements for the approximatively ten 2D animated explanatory videos are as follow:
 - each video will have the duration which will not exceed 10 minutes;
 - the videos will be produced in Romanian with subtitles in Russian;
 - products will be supplied to the beneficiary as files with alpha channels compatible with all non-linear editing systems via download or external drive;
 - brief and timeline to be defined at later date with the beneficiary.

For this purpose, the company will:

- Cooperate with MoECR/NAQAER representatives assigned/the work group to assist methodologically in development of the concept of each video;
- Develop the scenarios based on extensive inputs and guidance from MoECRC/NAQAER working group;

- Develop the graphics/ animation for the video, consolidate/edit it in a sequence and in a shape of up to 10 minutes each video based on the working version for consultation process and the final version for approval;
- Provide narrative (in Romanian) soundtrack upon agreement to each explanatory video;
- Ensure translation of the final version of the scripts in Russian (to be used for the subtitles);
- Subtitles shall follow the inclusive principles for the visual impaired people (i.e. be in yellow on a black background);
- Ensure an unified approach and style for all the final versions;
- Finalize the videos according to the feedback provided by MoECR/NAQAER representatives/ assigned work group;
- Provide support upon request during the period established by a mutual agreement in post editing of videos for small details which should not exceed in volume 10% of the spot;
- Manage all necessary tools and equipment.

5. EXPECTED OUTPUTS AND REPORTING REQUIREMENTS

The Company will submit to MoECR/NAQAER the following outputs:

- The scenarios for 10 animated explanatory videos;
- 10 animated explanatory video products, as per requirements listed.

Copies of deliverables will be submitted, also, to MERP team in order to make payments.

| Reports | Deliverables | Submission Deadline |
|----------------|---|--|
| Initial report | Initial report with approved concept of the videos | One week from the contract signing date |
| Second report | The report with the proposed scripts of the videos | Four weeks after the initial report approval |
| Final report | Final Report on the analysis of the work performed with the approved videos | Upon acceptance of the outputs within the terms established by the contract. |

Reports will be developed in Romanian.

6. QUALIFICATION REQUIREMENTS AND BASIS FOR EVALUATION:

(i) General experience (30 points):

- At least four years of activity on the Moldovan market;
- Organization specialized in providing services related to the elaboration of video/animated video materials,
- At least 2 years of demonstrated relevant work experience. Experience working as a designer/motion designer with demonstrated experience in implementing and managing projects similar in nature and level of complexity;
- Creative thinker, able to develop best practice communications from concept to production;
- Experience with delivering high-quality products to tight budgets and deadlines;
- Experience in working with international development organizations and/or government agencies (i.e. government ministries, local governments, etc.);

(ii) Specific experience (40 points):

- Experience in developing creative motion graphics;
- Advanced design skills in motion graphics including character animation;
- experience in design and production of at least 3 animation videos (the videos or link to them must be submitted together with the expression of interest).

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

- Team manager with at least two years' professional experience in the area of animated video production;

- Experts qualified in development of high-quality products with experience in at least two similar missions in the past;
- Experts are able to efficiently communicate in Romanian language so as to understand comments of the beneficiary during the working process.

7. TIMEFRAME

This consultancy is expected to begin in **October 2019** and be completed by the end of **February 2020**.

8. INSTITUTIONAL ARRANGEMENTS

The Company will work under the direct supervision of the NAQAER President and all the works will be coordinated with the NAQAER and MoECR.

NAQAER assigned representative will provide the Consultant with all documents deemed necessary for assignment accomplishment.

Confidentiality statement: All data and information received from MoECR/NAQAER 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 MoECR. 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 MoECR.