

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

Republic of Moldova

Moldova Water Security and Sanitation Project

Credit No.: 7027-MD

Assignment Title: Consulting Company to produce a video spot promoting Water Security and Sanitation program (WSSP) at the Technical University of Moldova (TUM)

Reference No.: MD-PIU-NORLND-346176-CS-INDV

Date: June 23, 2023

The Government of the Republic of Moldova has received financing from the World Bank toward the cost of the Moldova Water Security and Sanitation Project (MWSSP), and intends to apply part of the proceeds for consulting services. **The objective of the assignment** is to create a captivating video spot up to 60 seconds to promote the Water Security Sanitation (WSS) program offered by the Technical University of Moldova (TUM) and raise awareness about its academic offerings and facilities. The video spot aims to make the general public aware of the importance of the WSS program and attract young people to enroll in the named program.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <https://www.ondrl.gov.md> or can be obtained at the address given below.

The Moldova Water Security and Sanitation Project now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: core business and years in business, relevant experience, technical and managerial capability of the firm. Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” November 2020 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the **Consultant’s Qualification-based Selection** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 09.00 to 17.00 hours (Moldova Time).

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **June 30, 2023, 16:00 o’clock, Moldova time, indicating the assignment title in subject line (when sent by e-mail).**

P.I. National Office for Regional and Local Development,
Moldova Water Security and Sanitation Project
Address: Str. Alexandru cel Bun 51 A, Floor 2, MWSSP Office,
Mun. Chişinău, Republic of Moldova.
Tel/fax: 022 27-91-21, 069265292
E-mail: tender@ondrl.gov.md

See bellow Annex 1: Terms of Reference

MWSSP

TERMS OF REFERENCE (ToR)

Implementation of the Moldova Water Security and Sanitation Project (P173076)

Consulting Company to produce a video spot
promoting Water Security and Sanitation program (WSSP)
at the Technical University of Moldova (TUM)

I. BACKGROUND

Moldova Water Security and Sanitation Project (herein after MWSSP) is a World Bank - financed Project implemented by the Ministry of Infrastructure and Regional Development (MIRD). The Project was signed on April 21, 2022. The Project itself will have duration of five years and aims to increase access to improved water supply and sanitation services in selected rural areas and towns, and to strengthen institutional capacities for water supply and sanitation service delivery.

The design of the project takes into account the Government of Moldova's vision for the water supply and sanitation (WSS) sector. Moldova's recently revised National WSS Strategy 2014–2030¹ endorses SDG target 6.1 and 6.2, sets national interim targets for 2024, and articulates strategic reform directions. The strategy's targets are to achieve coverage with WSS² infrastructure of 80 percent in urban areas and 75 percent in rural areas by 2024. The strategy stipulates improvement of the management and professionalization of services through regional WSS companies, leaving space for public-private models in geographies where regionalization is not delivering immediate advantages. It articulates the need to improve the regulatory environment, with a focus on inclusion, quality, and sustainability of services. At the same time, the WSS sector is a key priority area in the regional development policy, as reflected in the draft National Strategy for Regional Development 2022-2028.³

The Project consists of four components:

Component 1: Increasing access to safely managed WSS services in selected rural areas and towns This component will develop new and rehabilitate existing WSS infrastructure and WASH facilities in rural areas and towns, thus expanding access and quality of services for households, businesses, and public institutions and supporting resilience.⁴ It consists of two subcomponents:

Subcomponent 1.1: Expanding access and quality of WSS services. This subcomponent will finance climate-resilient investments in towns and rural areas.

Water supply investments: Expansion and rehabilitation of the regional water systems for water supply production and distribution, and service connections for LPAs in selected districts, including the preparation of relevant technical studies and management documents; technical supervision; and citizen engagement activities. This refers to water supply infrastructure in two identified subprojects, that is, regional water system expansion for LPAs in Cahul District and the ATU of Gagauzia⁵ and a regional water supply system with a surface water treatment plant in Riscani District. Many LPAs, particularly in the south (Cahul) as well as in the northern part along the Prut (Riscani), face shortages of water in the summer, with shallow

¹ Updated and approved by Government Decision 440 of July 1, 2020.

² Sanitation refers to both access to wastewater networks and treatment systems and on-site facilities such as septic tanks.

³ The National Regional Development Strategy is approved by the Government Decision no. 40/2022.

⁴ See the WASH Climate Resilience Strategic Framework (UNICEF, Global Water Partnership, 2014) for links between WASH and climate resilience.

⁵ Its autonomy is ethnically motivated by the predominance of the Gagauz people. On December 23, 1994, the Parliament of the Republic of Moldova accepted the 'Law on the Special Legal Status of Gagauzia'.

wells/springs posing a challenge such as in villages in Riscani District, in the Vulcanesti town, and other villages in Cahul District.

Wastewater investments: Expansion and rehabilitation of wastewater systems in selected towns, including the construction and rehabilitation of sewer networks and service connections, and the construction of new wastewater treatment plants, including the preparation of relevant technical studies and management documents; technical supervision; and citizen engagement activities. This refers to two identified subprojects in Soroca and Comrat towns.

Pilot for on-site household sanitation: Selected rural or peri-urban villages, will benefit from the improvement of on-site household sanitation following a demand-led approach through the provision of technical assistance, the implementation of information campaigns, and the carrying out of civil works.

Subcomponent 1.2: Improving resilient WASH facilities in public social institutions. This subcomponent will finance works, goods, consulting services, non-consulting services and training/workshops to realize climate-resilient WASH facilities in HCFs and education institutions and implement hygiene education and behavior change communication program. The subcomponent will finance capacity development for school and health center management and LPAs to ensure adequate operation and maintenance (O&M) of the facilities.

Component 2: Strengthening institutional capacity at national and local levels for WSS service delivery. This component focusses on institutional capacities of national and subnational entities and WSS operators for management, planning, regulation and reform implementation, and performance improvement of service providers for green, resilience, and inclusive service delivery.

Component 3: Project management and coordination. This component will finance operational costs, consulting services, non-consulting services, goods, and training to finance the overall project management cost, including the project team at the Project Implementation Unit (PIU), implementation support consultants at the regional level within MIRD's RDAs for environmental and social standards implementation, and, at the national level, MIRD as the project implementing entity (PIE). It will finance training costs, including for capacity building in procurement, environmental, and social standards, specialized short-term implementation support consultants, financial audits, project communication and citizen consultations, and monitoring and evaluation (M&E).

Component 4: Contingent emergency response component (CERC). A provisional zero-amount component is included, which will allow for rapid reallocation of credit/loan proceeds from other components during an emergency under streamlined procurement and disbursement procedures. This component allows the Government to request the World Bank to re-categorize and reallocate financing from other project components to cover emergency response and recovery costs.

II. Objective of the assignment

The objective of the assignment is to create a captivating video spot up to 60 seconds to promote the Water Security Sanitation (WSS) program offered by the Technical University of Moldova (TUM) and raise awareness about its academic offerings and facilities. The video spot aims to make the general public aware of the importance of the WSS program and attract young people to enroll in the named program.

III. Scope of Work:

To achieve the objective, the video production company will be responsible for the following tasks:

- Develop the key message: The Company will develop the key message for the video spot, which should effectively communicate the importance and benefits of the WSS program. The key message needs to be approved by the TUM.
- Develop the script: The company will create a script for the video spot, outlining the storyline, dialogues, and overall structure. The script must align with the approved key message and also requires approval from the TUM.

- Produce necessary video: The company will produce the required video, utilizing footage of the campuses, students, young professionals who have graduated from the WSS program, and other relevant generic images. These visuals should effectively convey the essence of the program.
- Audio recording and editing: The company will handle audio recording and editing for the video spot. The final product should be accessible and ensuring that the information presented is clear and easily understandable for potential viewers without requiring additional knowledge.
- Language and subtitles: The video spot will be produced in the Romanian language with Russian subtitles. This ensures wider reach and engagement with the target audience.
- Video quality and formats: The video spot shall be produced in HD (high definition) quality, not less than 1080, suitable for broadcasting on television and various online platforms. The company should adjust the video spot for different formats to ensure optimal distribution and visibility.
- Length: The length of the spot is up to 60 seconds.

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

- Minimum 3 years of experience in production of high-quality video/audio products, including social advertising, social public announcements; public awareness experience;
- 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;
- Qualified staff with at least 3 years of experience in the development/production of video and audio materials (producing videos and audio recording);
- Staff experience in at least two similar missions;

V. Institutional Arrangements

The Company will report to the Information, Communication and Public Relations Service of the TUM and MWSSP Communication specialist. The MWSSP team will oversee the process of consulting services, manage the implementation of the contract, and will support the TUM in the process of analyzing the deliverables provided by the Company.

The TUM and MWSSP team will provide the [company](#) with necessary support to complete the assignment: project documents necessary for assignment accomplishment and arranging the meetings.

VI. Confidentiality statement:

All data and information received from TUM 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 TUM . 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 TUM.

VII. Timing:

No.	Deliverable	Timing
1	Initial Version of video spot	End of week 1 after contract signature
2	Final Version of video spot approved	End of week 2 after contract signature

