**SECTION 5. TERMS OF REFERENCE – Amendment no. 1**

## 1. PROJECT BACKGROUND

The European Union-funded project "Enabling an Inclusive Green Transition in the Republic of Moldova", implemented by UNDP, supports the Government of the Republic of Moldova in advancing a gender-responsive and inclusive green transition through policy support, capacity development, awareness, evidence-based decision-making and pilot investments in green solutions.

Waste management remains a significant environmental and public-health challenge. Separate collection and recycling are still limited, while bulky waste, household construction and demolition waste, waste electrical and electronic equipment, batteries, garden waste, used tyres and other special streams are not suitable for regular mixed municipal collection. Law No. 209/2016 on Waste provides complementary collection services, including voluntary collection centres, in cooperation with local public authorities and relevant Extended Producer Responsibility systems.
Within this framework, the project is supporting the construction of Voluntary Waste Collection Centres (VWCCs) in Ungheni and Călărași. The facilities will provide residents with a practical channel for delivering selected waste streams for separate collection, reuse, recovery or safe treatment and will complement the developing integrated waste-management system in Waste Management Zone 5.

Construction alone will not ensure effective use. Communities need timely and verified information on why the centres are being built, construction progress, safety, future access and accepted waste streams. The assignment therefore combines transparent construction communication with behaviour-change outreach, environmental education, youth participation, media engagement and practical learning in close coordination with UNDP, municipalities, operators, construction and supervision teams, schools and civil society.

## 2. OBJECTIVE AND EXPECTED RESULTS

The overall objective is to increase public understanding, trust, participation and readiness to use the VWCCs responsibly, while maintaining transparent, inclusive and factually accurate communication with the communities of Ungheni and Călărași during construction and commissioning.

- Residents and local stakeholders receive timely and accessible information on construction progress, expected benefits, accepted waste streams, future access and safe use.
- Community concerns and information needs are identified early, documented and referred to the competent institution for verified response.
- Young people, women and other community multipliers participate in environmental education, debate, peer communication and local dialogue.
- Citizens improve their knowledge of waste prevention, separate collection, reuse, recycling, Extended Producer Responsibility and correct use of the VWCCs.
- UNDP and local partners receive approved communication products, evidence of reach and participation, lessons learned and a reusable outreach package for continued communication.

## 3. TARGET AUDIENCES

- Residents of Ungheni and Călărași, including households near the construction sites and users from surrounding communities expected to be served by the centres.
- Young people aged 14 and above, students, school councils, youth centres, teachers and educational institutions.
- Women's groups, community leaders, civil-society organisations, older persons, persons with disabilities and groups that may face barriers to information or services.
- Local public authorities, municipal councilors, waste-management operators, EPR collective systems, recyclers and local businesses.
- Local and regional media, digital creators and other community information multipliers.

## 4. GUIDING IMPLEMENTATION PRINCIPLES

- **Accuracy and approval:** no construction milestone, operating rule, accepted waste stream, opening date or access condition may be published before validation by UNDP and the competent municipality/operator.

- **Behaviour-change orientation:** messages shall focus on specific practical behaviours, barriers and motivators and shall be locally relevant.
- **Inclusion and accessibility:** activities shall use plain language, accessible venues and channels, reasonable accommodation and gender- and age-sensitive participation methods.
- **Do no harm and construction safety:** no public access to an active construction site is permitted without written clearance, a controlled route, a safety briefing and appropriate personal protective equipment.
- **Safeguarding and consent:** activities involving persons under 18 shall use age-appropriate methods and documented consent for identifiable photographs, video, interviews or publication. Personnel working directly with persons under 18 shall hold written parental or guardian consent is required for participants aged 14 to 17.
- **Environmental responsibility:** events and production shall minimise waste and single-use items, support separate collection and use sustainable procurement and logistics practices.
- **Visibility and data protection:** products shall follow applicable UNDP and European Union visibility requirements, and personal data shall be collected only where necessary and handled securely.

## 5. TASKS TO BE PERFORMED UNDER THE ASSIGNMENT – Amended

The Contractor shall design, organise, implement, document and evaluate the complete campaigns in both municipalities. All minimum quantities and foreseeable implementation costs shall be included in the fixed Financial Proposal.

**Task 1. Inception Report and Detailed Methodology**

- review available technical, construction, operational and communication documents and participate in a kick-off meeting;
- prepare stakeholder mapping and municipality-specific engagement plans (based on the list of localities under each LPA provided in Paragraph 11), including groups facing information or access barriers;
- conduct at least one inception consultation in each municipality;
- develop the detailed methodology, work plan and Gantt chart, risk register, approval workflow, construction-communication protocol, issue/referral log, safeguarding and data-protection arrangements; and
- submit the consolidated Inception Report and Detailed Methodology for UNDP approval.

**Task 2. Campaign Strategy, Toolkit and Construction Communication**

- develop the campaign narrative, visual direction, audience segmentation, key messages, calls to action, FAQs and channel matrix;
- prepare two municipality-specific FAQ sheets, facilitator and presentation materials, social-media templates, consent forms and monitoring tools;
- prepare and disseminate one approved construction-update package per calendar month from December 2026 to September 2027 (minimum ten packages) covering both locations, with photographs/visuals, plain-language progress, next steps, safety information and verified contact/referral information;
- maintain a community issue and question log and refer matters requiring institutional response without speculation.

**Task 3. Community Outreach and Environmental Education**

- deliver eight interactive outreach and environmental-education sessions in total (four per municipality), with at least 25 participants per session;
- cover waste prevention, separate collection, circular economy, Extended Producer Responsibility, accepted special waste streams and future VWCC use;
- provide facilitation, learning materials and short pre- and post-activity feedback questionnaires to assess changes in participants' knowledge and understanding.

**Task 4. Youth Engagement, Digital Communication and Media Outreach**

- organise two one-day municipality-level youth dialogue/debate events (one per municipality), recruit and provide preparatory support to at least three teams per municipality, provide rules, judging criteria, moderators and juries, and document the results;
- organise one cross-city youth media competition for persons aged 14 and above, targeting at least 20 valid original video/reel entries and recognising at least six entries through an approved transparent process. Recognition packages shall be provided in kind, as items useful for young people – at least one item per team member (e.g. smartwatches, headphones, external memory cards); cash prizes and vouchers are not permitted. The total value of the recognition packages **shall not exceed USD 3,000 (or the equivalent in MDL);**

- produce and disseminate at least 18 social-media posts/content products, of which at least six shall be short videos/reels/animations, comprising at least three reels (vertical format, up to 45 seconds each), two videos (up to 2 minutes each) and one animation (simple motion graphics: text, icons, infographics), as well as four press releases or media stories;
- provide professional photo/video capture, moderation, media pitching, paid promotion and platform analytics, targeting at least 75,000 impressions and 25,000 unique reach.

**Task 5. Public Events, Monitoring, Reporting and Handover**

- design, produce and distribute required participant/facilitator materials;
- organise two local conferences or community open days (one per municipality) with at least 50 participants each, using municipal venues, integrating practical VWCC information, dialogue, expert inputs and the youth competition results;
- maintain monthly progress notes, participation and consent records, analytics, media and issue logs, an organised evidence archive and editable source files;
- prepare two interim reports, a final report, lessons and recommendations and conduct a handover session with UNDP and the municipalities.

## 6. CONTENT AND QUALITY REQUIREMENTS – Amended

- All strategies, messages, designs, agendas, scripts, questionnaires, competition rules, jury composition, prize packages, press products and public materials require prior written approval by UNDP.
- (a) All reports shall be submitted in Romanian, except for the Final Report (D6), which shall be submitted in both Romanian and English.
  (b) All public-facing materials shall be prepared in Romanian.
  (c) The following materials and services shall also be provided in Russian, as applicable:
  - Russian versions of the two municipality-specific FAQ sheets;
  - A Russian version of the core VWCC information material, covering accepted and non-accepted waste streams, access conditions, and verified contact channels;
  - Russian subtitles for the short videos/reels produced under Task 4; and
  - Romanian–Russian interpretation during sessions, debates, and open days where required by registered participants.

  (d) The Inception Report shall identify and confirm, for each municipality, the Russian-language materials and interpretation needs based on the stakeholder mapping.
- Public materials shall clearly explain the purpose of the VWCCs, confirmed accepted and non-accepted waste streams, material preparation, future access and verified information channels. Pending operational decisions shall be identified as such.
- Digital products shall include platform-ready files, captions, subtitles, accessibility information and editable source files and shall not contain unlicensed third-party content.
- The Contractor shall provide all approved logistics, equipment, transport, facilitation, moderation, interpretation/translation, refreshments, permissions, media placement and post-event documentation. Transport shall include both the transport of the Contractor's own team and the transport of participants from the localities served by the VWCCs to the outreach and environmental-education sessions and to the local conferences/community open days. Proposers shall describe in their Technical Proposal the assumptions used (estimated number of participants transported and number of events), without indicating any prices. Venue arrangements shall follow paragraph 9 (Institutional Arrangements) of these Terms of Reference.
- Technical content shall be fact-checked by the proposed Waste Management / Circular Economy Expert and approved by UNDP before publication. Errors shall be corrected promptly at the Contractor's cost.
- Photographs and videos shall be high-resolution, accurately captioned and supported by the required consent and credit information. Raw and edited files shall be handed over in an organised archive.

## 7. DELIVERABLES AND TIMEFRAME

Deadlines are based on an anticipated commencement date of December 2026 and may be refined in the approved inception plan without reducing the minimum scope. UNDP will normally review deliverables within ten working days; the Contractor shall address consolidated comments within five working days unless otherwise agreed.

| No. | Deliverable | Description | Indicative Deadline |
|---|---|---|---|
| D1 | Inception Report and Detailed Methodology | Kick-off minutes; stakeholder map; at least two local inception consultations (one per municipality); methodology/work plan/Gantt; results and monitoring framework; construction-communication and issue-referral protocol; risk, inclusion, safeguarding, consent and data-protection plan; construction-update package no. 1 (December 2026). | 15 Jan 2027 |
| D2 | Campaign strategy, toolkit and launch | Approved campaign strategy and visual direction; key messages and audience/channel matrix; one campaign toolkit; two FAQ sheets (Romanian, Russian and large-print/easy-read versions); facilitator/event toolkit; social templates; monitoring tools; two roll-ups produced and print-ready designs of all materials (no mass printing); construction-update package no. 2 (January 2027); approved launch of the youth dialogue/debate programme and media competition (rules, judging criteria, jury composition and recognition packages approved). | 15 Feb 2027 |
| D3 | Implementation report 1 | At least four outreach sessions (minimum 25 participants each; at least 100 participations); recruitment and preparation of at least three youth teams in both municipalities construction-update packages nos. 3–4 (February–March 2027); monthly updates through March; at least eight social-media posts/content products, including at least four videos/reels, plus one press product, supported by participation, consent, analytics and feedback evidence. | 15 Apr 2027 |
| D4 | Implementation report 2 | Remaining four outreach sessions (cumulative: eight sessions, at least 200 participations); two one-day youth dialogue/debate events completed; media competition submissions (target: at least 20 valid entries) and jury process substantially completed; construction-update packages no. 5–7 (April–June 2027); cumulative at least 13 social-media posts/content products, including at least five videos/reels, and two press products. | 30 Jun 2027 |
| D5 | Local events and campaign report | Two conferences/community open days (minimum 50 participants each; at least 100 participations); media competition recognition (at least six entries recognised); cumulative at least 18 social-media posts/content products, including at least six videos/reels, and four press products; analytics against the targets of 75,000 impressions and 25,000 unique reach; completed print and communication-content package; approved photo/video/media archive construction-update packages no. 8-9 (July–August 2027). | 31 Aug 2027 |
| D6 | Final Report and Lessons Learnt | Final results report (Romanian and English), including consolidated participation data disaggregated by sex, age group and disability where available, pre- and post-activity feedback results, digital and media analytics, stakeholder feedback, lessons learned and recommendations; construction-update package no. 10 (September 2027); reusable outreach package for continued use by the municipalities; complete editable asset, consent and evidence archive; handover session. | 15 Sep 2027 |

## 8. INSTITUTIONAL ARRANGEMENTS

The Contractor will work under the overall supervision of the Green Transition Project Manager and the direct coordination of the Project's Institutional Development and Capacity Building Manager. UNDP will facilitate initial partner contact, provide available technical and visibility guidance, review deliverables and support access to verified project information. Municipalities, relevant operators and construction/supervision teams are key partners but will not assume the Contractor's obligations. UNDP and the municipalities will facilitate access to suitable municipal venues, subject to availability. If such venues are unavailable, alternative arrangements shall be agreed with UNDP in advance. The Contractor shall remain responsible for event coordination and for providing all personnel, transport, equipment, production, permissions, facilitation, translation/interpretation, media placement, recognition packages, refreshments and other logistical inputs necessary for the approved activity package, unless expressly stated otherwise. Insurance and PPE shall be provided only where specifically required by an approved activity.

The Contractor shall designate one focal point, participate in monthly coordination meetings and submit a monthly progress note by the fifth working day of each month, covering: activities delivered in the previous month against the approved work plan. Anticipated delays, safety concerns, public controversy, misinformation risks or personal-data/safeguarding incidents shall be communicated to UNDP immediately.

All deliverables shall be submitted in electronic format. Language requirements are set out in paragraph 6 only. If translation and/or interpretation services are required for the effective implementation of the assignment, these shall be arranged and covered by the Contractor.

All deliverables and activities carried out under this assignment shall comply with UNDP an European Union corporate visibility requirements and visibility guidelines, as applicable. Relevant visibility requirements, templates, and guidance materials will be provided by UNDP to the Contractor.

## 9. DURATION OF THE ASSIGNMENT

The assignment shall be implemented from December 2026 through September 2027.
The implementation schedule shall remain aligned with construction progress. UNDP may approve adjustments to activity dates when site or commissioning conditions require, provided the overall duration, minimum quantities, quality standards and approved contract value are respected.

## 10. COMPANY QUALIFICATIONS AND RESOURCING REQUIREMENTS

The evaluation criteria towards the Bidder and its personnel are included in Section 4: Evaluation Criteria.

The bidder shall provide sound argumentation of the proposal by demonstrating compliance with the ToR and the environment in which it will provide the services. The bidder shall include information on the volume of allocated resources to carry out the assignment.

A breakdown per working days allocated for each deliverable shall be submitted in the Technical Proposal, without any daily rates or prices, clearly explaining the role of the team members involved in producing the deliverable. In this context, the Proposers shall ensure a clear presentation of distribution of tasks and allocation of working days deemed necessary for engagement of Key and other staff.

The proposed team should consist of but not be limited to the following members:

- Team Leader / Environmental Education Expert;
- Community Engagement / Communication Expert;
- Waste Management / Circular Economy Expert.

Bidders should enclose a CV for each person anticipated to be assigned to the project and should include specific information on the experience and roles.

Bidders agree that the Key staff included into the bid will participate in the project at the level and duration specified unless agreement is provided in writing by the UNDP Project Team to allow substitutions. Descriptions of subcontractor Key staff members, if applicable, should follow the format utilized for the Bidder organization.

The CVs submitted for the Key project personnel should be detailed and comprehensive. Specifically, CVs should include:

- Designated role for the assignment;
- Previous experience relevant to the assigned role in the project;
- Education, training and certification details;
- Contact information (name, title, organization, mailing address, phone, and email) of a minimum of three business references;
- Linguistic skills.

Bidders should describe, in detail, their previous corporate experience in similar assignments, if any. This section should include the corporate experience as well as the role of any subcontracted organization(s) indicated in the Bidder's proposal. Descriptions of subcontractor's staff members, if applicable, should follow the format utilized for the Bidder organization.

During the assignment, the selected Contractor's team of experts should prove commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

Bidders agree that experts will provide high quality outputs and expertise and participate in the project at the level and duration specified. Should any changes be necessary in this regard, a formal request for the agreement of the UNDP Project team to allow substitutions shall be submitted.

UNDP may at any time request the withdrawal or replacement of any of the Contractor's personnel should non-performance happen. All the changes in the experts' team on behalf of the Contractor will occur only prior to UNDP's approval rendered in writing. Shall that be the case, UNDP's Project will ensure that the alternate experts proposed are of equivalent qualifications and experience as the ones from the original proposal.

UNDP anticipates intermittent, output-based involvement of a specified number of key personnel and corresponding allocation of working days to achieve the deliverables outlined in this solicitation. These estimates are provided as a reference to guide bidders in understanding the expected level of effort. However, Proposers are encouraged to review these estimates and propose adjustments to the number of working days and personnel allocation, provided such changes are aligned with their technical approach and methodology. The bidders are encouraged to propose their variation to ensure timely delivery and maintain the quality of above outputs.

| Key personnel | Estimated Number of personnel | Indicative working days |
|---|---|---|
| Team Leader / Environmental Education Expert | 1 | 50 |
| Community Engagement/Communication Expert | 1 | 40 |
| Waste Management / Circular Economy Expert | 1 | 20 |

The Proposer may propose additional local coordinators, moderators, designers, camera operators, logistics staff, drivers, interpreters or other non-key personnel. One individual may perform no more than two key roles where full compliance, availability and absence of conflicting duties are demonstrated; such a person will be assessed against the requirements of both roles. Replacement of accepted key personnel requires UNDP's prior written approval and equivalent or higher qualifications.

**The Proposer shall also disclose any ongoing or active contractual engagements that the proposed key experts have with UNDP.**

**In addition, the Proposer shall submit a written statement confirming that the proposed key personnel have no actual or potential personal, professional, or financial conflicts of interest in relation to the envisaged contract. Any actual or potential conflicts of interest shall be disclosed for UNDP's assessment.**

## 11. SCHEDULE OF PAYMENTS

The contract will be fixed-price and output-based. The Financial Proposal shall include every professional and operational cost necessary for the minimum scope, including personnel, taxes other than VAT, travel, local transport, event

coordination and logistics, equipment, permits, printing, media production and placement, online promotion, translation, accessibility, refreshments, recognition packages, communications and reporting. No additional payment will be made for a reasonably foreseeable cost. UNDP will give the Contractor access to the ad account for paid promotion; the technical arrangements will be agreed at the inception stage. The cost of paid promotion shall be included in the Financial Proposal.

The payments to the Company shall be made upon approval and acceptance of the deliverables by the UNDP Project Manager, in accordance with the following schedule:

| No. | Deliverable | Indicative Deadline | Payment (% of contract value) |
|---|---|---|---|
| D1 | Inception Report and Detailed Methodology | 15 Jan 2027 | 10% |
| D2 | Campaign strategy, toolkit and launch | 15 Feb 2027 | 15% |
| D3 | Implementation report 1 | 15 Apr 2027 | 20% |
| D4 | Implementation report 2 | 30 Jun 2027 | 20% |
| D5 | Local events and campaign report | 31 Aug 2027 | 20% |
| D6 | Final Report and Lessons Learnt | 15 Sep 2027 | 15% |
| **TOTAL** | | | **100%** |

**List of Localities under the Local Public Authorities of Ungheni and Călărași:**

Călărași City Hall — 18 administrative units

1. Călărași Town
2. Hîrjauca Commune
3. Onișcani Commune
4. Nișcani Village
5. Rădeni Village
6. Răciula Commune
7. Hirova Village
8. Dereneu Commune
9. Frumoasa Village
10. Peticeni Village
11. Sadova Village
12. Țibirica Commune
13. Meleșeni Village
14. Hoginești Village
15. Păulești Village
16. Căbăiești Village
17. Tuzara Commune
18. Vărzăreștii Noi

**Ungheni City Hall — 10 administrative units**

1. Ungheni Municipality
2. Zagarancea Commune
3. Mănoilești Commune
4. Valea Mare Commune
5. Morenii Noi Commune

6. Florițoaia Veche Commune
7. Cetireni Village
8. Unțești Village
9. Costuleni Village
10. Brătuleni Commune, Nisporeni District