

## REQUEST FOR EXPRESSIONS OF INTEREST

### (CONSULTING SERVICES - FIRMS SELECTION FOR COMMUNICATION STRATEGY AND IMPLEMENTATION PLAN SERVICES)

**COUNTRY:** Romania

**NAME OF PROJECT:** Safer, Inclusive and Sustainable Schools Project

**Loan No./Credit No./ Grant No.**9236-RO

**Assignment Title:** Consulting Services for Communication Strategy and Implementation Plan

The Government of Romania has received financing from the World Bank toward the cost of the Safer, Inclusive and Sustainable Schools Project (SISS Project) and intends to apply part of the proceeds for consulting services for Communication Strategy and Implementation Plan.

The SISS Project objectives are to improve the resilience, energy efficiency and learning environment of selected Project schools, and to increase institutional capacity for integrated investments in schools in Romania.

The consulting services (“the Services”) include design, develop, and execute a Communication Strategy and corresponding Implementation Plan, aligned with the implementation of Project Components 1,2 and 3. The strategy aims to facilitate project implementation, engagement, and awareness among various stakeholders. The strategy development and implementation will be guided by the needs of the Project management Unit (PMU) at the Ministry of the Education in the Romanian Government.

The Consultant will provide the services and the documents and reports described in Terms of Reference, available at <https://umpmsu.ro/sissp/achizitii/>

The services are estimated to be performed in 42 months, but no longer than May 2027.

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.

The Ministry of Education, through the School and University Network Modernization Project Management Unit (SUNMPMU) 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:

- ❖ Minimum 5 years of experience in implementing 360° communication campaigns at the national level, including online, media, social media, outdoor, and influencer campaigns (this shall be proven by: reports showing the impact of campaigns carried out and a list of references (links) to relevant products

developed in the last 2-3 years; 5 references from clients, which shall also contain information/confirmation of the terms of execution and delivery of the requested products).

- ❖ Significant experience developing and disseminating communication campaigns in Eastern Europe with some experience in Romania required.
- ❖ Minimum 5 years of experience in coordinating the production of multimedia assets (e.g., animated video spots, tutorials, gifs, infographics, etc. - this shall be proven by: a list of references (links) to relevant products developed in the last 2 years) as well as of a broad range of branded products, while ensuring high-quality print, and high-quality and sustainable materials. It is expected that the firm provide links to multiple campaigns and assets in their proposal so as to demonstrate their expertise in this area.
- ❖ Experience in implementing communication campaigns in public sector is required.
- ❖ Experience in implementing media campaigns in the fields of education and/or training, disaster risk management, socio-economic development would be an advantage.
- ❖ Experience in implementing campaigns that target vulnerable groups is an advantage.
- ❖ Experience in implementing campaigns that target children is an advantage.
- ❖ Experience targeting social behavior and mindset change would be an advantage.
- ❖ Experience in assessing the baseline and effectiveness of the communication campaigns by qualitative and quantitative means (e.g. design and application of surveys, focus groups, etc.)
- ❖ Experience in implementing communication campaigns under projects financed by international organizations (World Bank, UN agencies, multilateral development banks) would be an asset.
- ❖ Availability of Core Personnel to execute the project.

Key Experts will not be evaluated at the shortlisting stage.

Interested consulting firms must provide and certify the following information, indicating the extent to which they are qualified to provide these services:

- ❖ copy of the tax registration certificate, tax code, and copy of the registration certificate at the Trade Register Office;
- ❖ ascertaining certificate issued by the Trade Register Office/operation authorization/other equivalents proving the form of registration and the fact that the consultant has the main or secondary field of activity registered in the ONRC certificate (authorized CAEN codes) that corresponds to this procedure;
- ❖ portfolio of similar projects, including references, ascertaining document regarding the fulfillment of contractual obligations, acceptance report, other relevant documents in support of the requirement;
- ❖ audited financial statements or, if not required by the law of the Bidder's country, other financial statements acceptable to the Purchaser, for the last 3 years (i.e. 2020, 2021, 2022) prior to bid submission deadline, demonstrating the current soundness of the Bidder's financial position;
- ❖ list of key specialized personnel

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 edition ("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 Quality And Cost-Based method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours Monday - Thursday from 8:30 to 16:30 hours and Friday from 08:30 - 14:00 hours.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by 27<sup>th</sup> of October 2023, 14:00 local time.

Ministry of Education - School and University Network Modernization Project Management Unit

Attn: Mirela - Otilia DÎRSTARU, Project Director, Oana Cozma - procurement specialist

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## **TERMS OF REFERENCE**

### ***Consulting Services for Communication Strategy and Implementation Plan***

#### **I. SUMMARY**

##### **1.1 Background**

The Ministry of Education, through the School and University Network Modernization Project Management Unit (SUNMPMU), is implementing the Safer, Inclusive and Sustainable Schools Project, financed by the International Bank for Reconstruction and Development (IBRD), Project no. 9236-RO, ratified by Romanian Law no. 299 of December 14th, 2021. The Loan Agreement Number 9236-RO was signed between the WB and the GoR, represented by MoF, on 6th of May 2021. The SISS Project is to be implemented over a period of six years, between 2021 and 2027.

The SISS Project Development Objectives (PDO) are to improve the resilience, energy efficiency and learning environment of selected Project schools, and to increase institutional capacity for integrated investments in schools in Romania.

##### **1.2 Project description**

The project has 5 components as follows:

###### **Component 1: Integrated Investment in School Infrastructure**

This component will finance all aspects associated with retrofitting and rehabilitation, or demolition and reconstruction, of about 55 of the highest-risk primary and lower secondary school buildings prioritized to be intervened under the Project, as well as the temporary relocation of students during works and outreach to Project schools and communities.

###### **Component 2: Investing in Clever Classrooms**

This component aims to finance investments in modern classroom furniture and equipment for the Project schools prioritized for retrofit-rehabilitation or demolition-rebuild under Component 1, with the objective of facilitating a better learning environment through investments in digitalization better-quality, and safer classrooms, and flexible and inclusive spaces.

###### **Component 3: Foundations for Future Investments in Resilient and Sustainable and Modern Schools Infrastructure**

This component will finance activities that create the enabling environment for a long-term investment program for resilient, modern, energy efficient and inclusive schools across Romania beyond the estimated 55 Project schools.

###### **Component 4: Project Management**

The component will focus on expanding and supporting the staff capacity needed to ensure successful implementation of the activities carried out under the proposed Project within the MoE Project Management Unit (SUNMPMU) and in associated stakeholder groups.

#### Component 5: Contingent Emergency Response Component

This component allows for rapid reallocation of uncommitted Project funds toward urgent needs in the event of a natural or man-made disaster (e.g., serious storms, floods, earthquakes, droughts), crisis, or public health emergency (disease outbreaks).

### 1.3 Project Beneficiaries

The estimated Project beneficiaries are as follows: Under Component 1, it is estimated that some 17,500 users of approximately 95 buildings across about 55 schools will benefit directly from the structurally and functionally upgraded education infrastructure. This includes teachers, students, and other users of the buildings. Under Component 2, the Project will support improvement of approximately 1,000 classrooms to provide modern and digital learning environments and, thus, to meet the differentiated needs of approximately 16,000 students. Moreover, 1,500 teachers will directly benefit from training provided under the Project, with additional teachers benefiting from training materials, such as e-modules, developed under the Project. Under Component 3, local authorities in areas of high seismic risk will receive model school designs, training packages, and streamlined Project preparation documents. As such, Component 3 is anticipated to enable and support the efficient and high-quality investment of funds available under the next EU programming period and is likely to provide benefit to more than 20,000 school building occupants. Communities will also benefit from the training on disaster and climate resilience under Component 3.

## ***II. OBJECTIVE OF THE ASSIGNMENT***

The objective of this assignment is to design, develop, and execute a Communication Strategy and corresponding Implementation Plan, aligned with the implementation of Project Components 1,2 and 3. The strategy aims to facilitate project implementation, engagement, and awareness among various stakeholders. The strategy development and implementation will be guided by the needs of the Project management Unit (PMU) at the Ministry of the Education in the Romanian Government.

**Key phases for Communication of the SISSP.** The Project includes key activities that require significant communication support such as:

- ❖ Organizing consultations on the design and equipment for the schools.
- ❖ Organizing consultations on the environment and social risks of the Project.
- ❖ Relocation of children and communication of relocation plans
  - Students will be relocated to temporary schools for almost two years while the school building works are underway.
- ❖ Reopening of school buildings
  - Opportunity to communicate about the results of the Project.
- ❖ Training of teachers on new classroom and school equipment
- ❖ Introduction of the curriculum on disaster preparedness
- ❖ Development of model designs that could be used by other city halls.
- ❖ Disaster awareness and preparedness campaigns

### **III. SCOPE OF SERVICES, TASKS (COMPONENTS) AND EXPECTED DELIVERABLES**

To achieve the objective of this assignment, the company hired under this Terms of Reference should carry out the activities mentioned below:

#### **1. Develop the Communication Strategy and Implementation Plan aligned with the objectives of the Project.**

- (i) *Design, develop, and execute a Communication Strategy and corresponding Implementation Plan*** aligned with Project components 1, 2, and 3 to support and enhance Project as per key requirements detailed in Annex 1. This task will be carried out in close consultation with the PMU at the Ministry of Education, as well as with other relevant public institutions, stakeholders, and beneficiaries, as needed.
- (ii) *Ensure alignment with relevant project documents, national and international good practices, trends in relevant areas*** (e.g., communication, social media, education behavioral), while optimizing costs and efforts. Both the Strategy and the Plan must demonstrate clearly how they will support implementation under each Project component, with an emphasis on those components that are more relevant to communication purposes such as Component 1: Subcomponent 1.3, Component 2: Subcomponent 2.2, or Component 3: Subcomponent 3.3. Project components 4 and 5 are not expected to be covered under this ToR. The Strategy and Implementation Plan must take into account the different communication and engagement considerations necessary for the implementation of the Project.
- (iii) *Align the Communication Strategy with stakeholder engagement practices carried out by the PMU*** (see Stakeholder Engagement Plan (SEP) on PMU's website <https://umpmrsu.ro/sissp/documente-cadru/> ). The primary target audiences are as follows: parents, teachers, students (School grades 0-VIII), and the local municipality/mayor. However, it is required to incorporate tailored activities for vulnerable groups, e.g. Roma students, and students with disabilities, into the Communications Strategy and Implementation Plan. Each of the different target audiences (including subsegments of each target audience) will have different information and communication needs to a) receive the information, b) understand the information, and c) when relevant, act on the information. The communication strategy will include green commitments to the environment and sustainability. Educational elements will be included in the communication to help the public better understand the project.
- (iv) *Adjust the Communication Strategy and corresponding Implementation Plan*** as needed throughout project implementation, following a periodical evaluation of the implementation of the Strategy and Plan in view of adjustments that need to be made in order to maximize outcomes, as well as in line with, inter alia, requests by the PMU based on project updates/changes, strategic windows of opportunities that should be leveraged in the interest of the project and its envisioned results, changes in the operating environment or the performance of social and environmental risk management.

#### ***Specific requirements***

While the Consultant has creative freedom, it must include the following objective and tasks in the Strategy and Implementation Plan:

- a. **Increase brand recognition and ensure public trust in the Project** for enhancing implementation, including through the **promotion of results and benefits** for targeted audiences throughout project implementation.
  - b. **Design and implement dedicated communication activities as part of outreach and public information campaigns for project specific (sub)components** (e.g., Subcomponent 1.2. Temporary Facilities and Transport Support - to inform students/parents in schools selected under the Project whether they will learn in mobile classrooms or be transferred to nearby schools, while their schools are revamped/reconstructed; Subcomponent 1.3. Communication and Outreach).
  - c. **Design and implement dedicated communication activities as part of outreach and awareness raising campaigns in support of project implementation/specific (sub)components** (e.g., Subcomponent 2.2. Outreach and Training; Subcomponent 3.1. Model Designs for Future Schools; Subcomponent 3.3. Outreach and Training for Fostering Disaster- and Climate-Resilient, Inclusive and Sustainable Schools and Communities)
  - d. **Design and implement dedicated communication activities as part of outreach and awareness raising campaigns in support of the environmental and social (E&S) management frameworks and plans, health and safety objectives, local consultations, engagement of different groups in the community under the SEP, dissemination of Environmental and Social information at the level of the local communities.**<sup>1</sup>
2. **Implement all activities of the approved version of the implementation plan.**

Activities will be based on the implementation plan and should include:

**A) Creation of Clear and Engaging Communications Materials:**

- Create a set of communication materials and visuals, including a Project Logo, to share information about the Project, such as presentations, brochures, leaflets, posters, Talking Points for different communicators/entities, Frequent Asked Questions-documents, ‘Did you know that’ -documents, Annual Progress Reports for the Community). These should be designed to support communication objectives, in the key phases of Project Implementation and targeted at different audience segments. In addition, these materials should be accessible to people with disabilities.
- Develop online and social media campaigns for targeted audiences (e.g., parents and students) aligned with key Project phases. Paid content should make up to between 40-60 percent of total of social media postings.
- Create videos summarizing the project and its phases for each audience group, when relevant.

**B) Informative Multimedia Content:**

- Create a series of short videos that summarize crucial project aspects. These videos will be tailored for diverse audience groups such as teachers, students, parents, and the general public - with access for people with disabilities.

**C) Web Presence Enhancement and Regular Updates:**

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<sup>1</sup> If the firm determines that communication around E&S risks and management are better suited for incorporation into other dedicated communication activities, this must be discussed and approved by the PMU to ensure that awareness of E&S risks and management are properly incorporated.

- Improve the project website within the first three months of this TOR. Maintain monthly updates on the site and Facebook and execute a dedicated promotional campaign to engage the intended audiences.

**D) Engaging Community Events**

- Organize community events (e.g., public information sessions with beneficiaries, consultations, community engagement activities, school competitions) to communicate around the project, build support for the project, address the communication/information needs and requests of beneficiaries, ensure transparency vis-à-vis project progress, and build a fruitful collaboration with the school community, educating, raising awareness and inspiring the public to adopt more sustainable practices. Activities and materials to raise awareness, educate and prepare the public to deal with seismic risk.
  - At least two community events/year will be organized for each school in the Project, one for teachers and other stakeholders, and one for students and parents, in support of specific Project Phases.
  - At least one educational event/year will be organized for each school and will be part of multi-annual educational campaign for the communities (e.g., public authorities, schools, parents, children, private sector) on how to foster resilient and inclusive communities, and how to increase educational outcomes.

The firm is responsible for managing the organization and delivery of these events, in collaboration with the PMU and the schools.

**E) Strategic Partnerships for Enhanced Outreach:**

- Leverage partnerships throughout project implementation to enhance communication outcomes. For example, a public information campaign on TV and Radio can be initiated by the Ministry of Education and pursued in partnership with the National Audiovisual Council, education-focused TV and Radio shows, and media outlets to disseminate messages of strategic importance to the general population.
- At least three partnerships will be secured with institutions/private sector companies or other relevant actors at the national and/or local level that are relevant for the project.
- At least two influencers will be included in public information and community engagement campaigns throughout project implementation.

**F) Subcomponent-Focused Communication Campaigns:**

- Run dedicated communication campaigns for each subcomponent under Components 1, 2, and 3. These campaigns will align with specific communication objectives and may address multiple subcomponents within each campaign.

By executing these activities, the communication strategy will effectively engage stakeholders, build support, and achieve project objectives.

**3. Media Engagements and Monitoring.**

Promote the project through local and national media channels, including written, online, TV, and radio platforms. Aiming for at least two media features per year in each school locality, one annual feature in each county with participating schools, three annual features at the national level.



- Produce a TV spot and a radio ad to raise awareness about transforming schools into safer, inclusive, and conducive learning environments nationwide. The nationwide ads should target parents to raise awareness of the importance of safer schools and about the project activities. It should be disseminated nationally and run during prime time. It is expected that the firm will work with key partners in order to run the spots for free or at a discounted rate, however, the firm should incorporate some level of financial support of the dissemination into the budget.
- Organize press briefings in localities when school works commence and is completed.
- Provide support for the Minister of Education's press briefings on project-related topics. Share key updates bi-annually and upon request.
- Monitor media and public opinions regarding the Project and its Communications Campaigns. Use these insights to further refine the Communication Strategy and corresponding Implementation Plan.

#### 4. Development and implementation of surveys

To measure the satisfaction of students, parents, and teachers, a survey will be conducted before and after the school construction activities in all selected schools. The survey results will be disaggregated by vulnerability to the extent possible.

In addition, surveys should be developed and employed to assess the level of awareness of various stakeholders on the items that are subject to the communication and awareness campaigns, at the beginning of the process, halfway through the process, and at the final stage of this task, in order to measure the progress and efficiency of the communication strategy. The survey should include various approaches (in person, during community events, online surveys, etc.) and the sub-samples of respondents will be selected from all participatory schools. The survey will address, among others, awareness of the project's components, disaster risk preparedness, experience of children/teachers in existing, temporary and new/rehabilitated schools, awareness on environmental and social risks, level of engagement with the Project, preferred communication channels, challenges in the educational process, parent's expectations, etc., and will be subject to consultation with the social and environmental and community engagement specialists in the PMU. The Strategy and Implementation Plan should be modified according to the results and insights gained from the data.

#### ***Requirements***

**The Consultant will be responsible for the whole Communication Strategy and Implementation Plan including:**

- Preparation of all materials in Romanian, unless otherwise specified in the Strategy, and ensuring universal accessible to people with disabilities (e.g., Using sign language on video materials).
- Contracting vendors, services, and products as needed, and corresponding procurement in line with the client's requirements and while safeguarding the reputation of the client and Project.
- Implementing the Communications Strategy and Implementation Plan in line with all relevant national and European legislation (e.g., GDPR, intellectual property).
- Ensuring the timely implementation of the Communication Strategy and Implementation Plan as outlined in this ToR and flagging to the PMU any risks/aspects

that can hinder the Strategy's and Implementation Plan's effective and timely implementation in due time.

- Ensuring that all information and materials, including design files (e.g., photos, videos, training materials, multimedia assets, branded products) will be properly stored throughout project implementation, while access to these will be facilitated and granted to the PMU until the end of completion of the ToR. Transfer to the PMU will be made in line with PMU requirements.
- Ensuring the gathering of all relevant information and materials that can ensure an effective implementation and generate strong endorsement of the Project and its Communication Strategy, including at the community level and among beneficiaries.

### ***Expected Outcomes and Deliverables***

#### **Outcomes:**

- Increased awareness of the Project activities
- Increased awareness of the effect and benefits the Project activities will have on stakeholders
- Increased understanding of the perceptions, feelings and beliefs of the target audiences about the Project
- Increased media attention on the development of safer, inclusive and resilient schools

#### **Deliverables:**

- Communication Strategy
- Implementation Plan
- Communication package for each audience group, including vulnerable groups, for each stage of consultations with beneficiaries, for the relocation of students and for reopening of the schools and showcasing results.
  - It is not possible to elaborate each material that will be required for each audience group (this should be included in the Implementation Plan), however, it is expected that the packages will be comprised of, for example, presentations, social media/digital cards, brochures, leaflets, posters, videos, billboards, Talking Points, Frequently Asked Questions document, "Did you know that?" documents, Annual Progress Reports for the Community. Additional requirements for the package for each audience group are:
    - Dedicated online and social media campaigns targeting the identified audience groups around each of the Key Project Phases, as relevant to each audience group.
    - Videos for: a) Overall summary of the Project highlighting the main objectives of the Project b) Relocation of students c): Consultations on schools' design and equipment, and d) Reopening of schools and possible use of schools as shelters in emergency situations.
    - Note, it is expected that the firm design and print the materials, e.g. billboards for each of the schools.
- Local and/or national media promotion
  - Two/year local media promotion in each school locality
  - One/year local media promotion in each county of each school

- Three/year national media promotion
- At least one TV spot at the national level developed and disseminated with support from key partners
- At least one radio ad at the national level developed and disseminated with support from key partners
- Press briefings.
  - One press briefing in each school locality when school works begin
  - One press briefing in each school locality when school works are completed
  - Support to MoE press briefings related to the project
    - Bi-annual one or two-pager on key project updates delivered to MoE
    - Updates on project delivered to MoE upon request
- Website activities
  - Enhancements to the project webpage ([https://umpmrsu.ro/sissp/descriere/?](https://umpmrsu.ro/sissp/descriere/) ), including development of school pages for each school in the project. These pages should highlight the status of activities for each school, and provide links to relevant documents (technical survey, simple design look and feel, winning construction firm, timeline, link to GM, info on relocation etc..)
  - Monthly updates to the Project and Facebook webpages
- Events
  - At least two community events/year for each school in the Project: One for teachers and other stakeholders, and one for students and parents. At least one education event/year for each school. Partnerships should be utilized to develop and disseminate the TV and radio spots listed above under “local and national media promotion”. At least three partnerships with institutions/private sector companies. At least two influencers are included in campaigns.

## **IV. TEAM COMPOSITION & QUALIFICATION REQUIREMENTS FOR THE KEY EXPERTS**

### **IV.1 Consultant Qualifications**

The following qualifications are required for the proposed appointment:

- Minimum 5 years of experience in implementing 360° communication campaigns<sup>2</sup> at the national level, including online, media, social media, outdoor, and influencer campaigns (this shall be proven by: reports showing the impact of campaigns carried out and a list of references (links) to relevant products developed in the last 2-3 years; 5 references from clients, which shall also contain information/confirmation of the terms of execution and delivery of the requested products).
- Significant experience developing and disseminating communication campaigns in Eastern Europe with some experience in Romania required.
- Minimum 5 years of experience in coordinating the production of multimedia assets (e.g., animated video spots, tutorials, gifs, infographics, etc. - this shall be proven by: a list of references (links) to relevant products developed in the last 2 years) as well as of a broad range of branded products, while ensuring high-quality print, and high-quality and

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<sup>2</sup> 360° communication campaigns are a style of campaigns. These campaigns focus on reaching the target audience(s) from multiple different platforms or channels with a simple, consistent message(s).

sustainable materials. It is expected that the firm provide links to multiple campaigns and assets in their proposal so as to demonstrate their expertise in this area.

- Experience in implementing communication campaigns in public sector is required.
- Experience in implementing media campaigns in the fields of education and/or training, disaster risk management, socio-economic development would be an advantage.
- Experience in implementing campaigns that target vulnerable groups is an advantage.
- Experience in implementing campaigns that target children is an advantage.
- Experience targeting social behavior and mindset change would be an advantage.
- Experience in assessing the baseline and effectiveness of the communication campaigns by qualitative and quantitative means (e.g. design and application of surveys, focus groups, etc.)
- Experience in implementing communication campaigns under projects financed by international organizations (World Bank, UN agencies, multilateral development banks) would be an asset.

## IV.2 Consultant's Staffing

The performance of the proposed assignment will require Key Professional Staff and Non-Key Staff. The Consultant should provide qualified staff, both key-experts and non-key experts considering the assignment requirements and implementation time frame. The number and level of effort for all experts shall be listed in the technical proposal and their costs included in the financial proposal.

### Qualification of Key Experts

Key experts represent specific knowledge and/or expertise required for the successful project implementation. Although the Consultant will form project implementation team at its discretion, the Consultant shall provide following key experts with proved competencies. For proposed key experts the CVs need to be submitted, demonstrating the minimum qualifications requirements, as detailed below. Reallocation of competences among key experts and/or split of key expert competences is only allowed upon receipt of prior consent of the client.

The key experts required for this assignment are>

- Project Manager - a seasoned Senior Communication Specialist with expertise in strategic communication, public relations, marketing, and project management of complex 360° communication strategies
- Visual Communication Expert
- Copywriter
- Digital Marketing Expert
- Public Relations and Media Expert

The minimum qualification requirements for the key staff members of the Consultant's core team are described below:

**Key Expert 1 Project Manager - Senior Communication Specialist** - shall be responsible for overall coordination of activities carried out under the assignment, preparation of reports for submission

- Bachelor Degree in PR and communication or other related fields

- At least 10 years of professional experience in strategic communication, marketing, public and media relations
- Experience in coordinating visibility/PR activities (during the last 3 years)
- Experience in coordinating multimedia campaigns (during the last 3 years)
- Experience in advising and managing communication campaigns targeting public sector
- Experience in writing and editing texts, in content development
- Experience in organizing and coordinating different types of online and offline events
- Experience related to development of visibility materials (press-releases, fact-sheets, brochures, newsletters, etc.)
- Experience utilizing creative approaches to reach different audiences, a plus
- Excellent knowledge of Romanian and English

### ***Key Expert 2 Visual Communication Expert***

- Bachelor Degree in PR, Marketing, Advertising, or relevant field
- Minimum 5 years of experience in brand design with an excellent understanding of layout, typography, color, photography usage, and other design principles
- Strong understanding of the principles, software, and practices in design and production for print, digital and multimedia products
- Experience in photo and video editing, and digital marketing design
- Proficiency in the Adobe Creative Suite, Photoshop, Illustrator & InDesign, Canva, Adobe Animate CC, Microsoft Word, PowerPoint
- Excellent writing skills in Romanian and English

### ***Key Expert 3 Copywriter***

- University degree in communication, marketing, business, Public Relations or other related fields
- At least 5 years of experience in copywriting and content development (at least 3 in the past 5 years)
- Experience in generating, editing, publishing and sharing daily content (original text, images, video or HTML)
- Excellent writing skills in Romanian
- Good knowledge of English would be an asset

### ***Key Expert 4 Digital Marketing Expert***

- Bachelor Degree in communication, marketing, business, Public Relations or other related fields
- At least 5 years of experience in copywriting and content development (at least 3 in the past 5 years)
- Experience developing social media campaigns
- Experience in managing web pages and social media sites
- Hands-on experience with MS Office and WordPress
- Basic technical knowledge of HTML, and web publishing
- Knowledge of web design, web development, CRO (conversion rate optimization), SEO (Search Engine Optimization), and web traffic metrics
- Social Media Management (SMM) experience
- Excellent writing skills in Romanian

- Good knowledge of English would be an asset

### ***Key Expert 5 Public Relations and Media Expert***

- Bachelor Degree in communication, Public Relations or other related fields
- At least 5 years of experience in public relations and media engagement (at least 3 in the past 5 years)
- Experience developing press releases, press briefings and media releases
- Experience in working with media partners around communication campaigns
- Excellent understanding of the Romanian media landscape, including contacts at national TV, radio, and newspapers outlets
- Experience coordinating press conferences or other media-related events, a plus
- Excellent writing skills in Romanian
- Good knowledge of English would be an asset

Other roles in the team or contracted should/could include, inter alia:

- Sociologist with experience of working with communication teams/in communication campaigns, and in behavior change campaigns, and in qualitative and quantitative assessments of the campaign's effectiveness among various groups, including vulnerable categories (mandatory)
- Graphic designer (mandatory)
- Videographer (optional)
- Media planner (optional)
- Strategist (optional)

The Consultant shall, as and when required, involve other experts / support staff to perform the specialist interventions such as photo and video shooting, web communication, copywriting, translating, editing, design, printing, training etc.

## ***V. REPORTING REQUIREMENTS AND TIME SCHEDULE FOR DELIVERABLE***

**The Consultant will be responsible for communicating periodically with the PMU, as needed to ensure a smooth and effective collaboration. Furthermore, it will be required to submit:**

- ❖ **Inception Report**, including Proposed Timeline for delivering activities specified in Section III. scope of services, tasks (components) and expected deliverables, submitted in two weeks the date of commencement of the services.
- ❖ **Progress Reports** submitted every two months, within 15 days as from the end of the reporting period and shall include detailed information about the activities carried out within the reporting period and should include copies of all specific deliverables developed during the respective period. The Progress Reports will also include additional observations, problems encountered (and how resolved), feedback and comments, a detailed description and schedule of activities for the next three months and recommendations for the forthcoming period
- ❖ **Final Report**, due at the end of the assignment, will be submitted within 15 days as from the end of the assignment and shall include in addition to standard elements: a summary of all activities carried out, all problems encountered and how they were

resolved, the output and result indicators, outcomes, experience gained, lessons learned during the Contract and recommendations.

The communication actions will be evenly distributed throughout the agreed timeframe, to maintain an active and consistent image of the institution and of the Project.

All the Reports from the events shall be submitted in maximum 7 working days as from the end of the event. The Reports shall be included also in the corresponding Progress Reports.

All the Reports must be written in English and Romanian language and will be delivered both in electronic format and on paper support. All Progress Reports should be as clear and concise as possible.

The decision on the approval of the reports and services described therein (in their final version agreed upon with the PMU nominated representative(s) and integrating all PMU's comments) will be made by the Client's nominated reception Commission, who will issue the corresponding minutes of quantitative and qualitative reception within 10 working days as from the submission by the Consultant of the last agreed-upon version of the respective report.

Such approval of the reports by the Client's nominated reception Commission will constitute basis for the payments that will be made to the Consultant under the contract.

## ***VI. INSTITUTIONAL ARRANGEMENTS, DATA, LOCAL SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT***

The duration of this assignment is estimated to be for a period of 42 months between December 2023 and May 2027. The Consultant shall start the activities within max. 14 days from the effective date of the Contract.

The selected Consultant shall carry out the activities from its own premises, and shall report to the Project's Deputy Director in the PMU. The Consultant will work in close cooperation with other members of the PMU, nominated by the Project Director.

The PMU will share with the Consultant relevant project-related documents and other materials as needed. The PMU will provide progress updates on the overall project, as well as those related to each individual school. This is to ensure that the communication materials reflect the updates and status of the project. Further, the PMU will provide comments to the firm on the strategy and implementation plan, as well as the assets themselves. The firm may not proceed with the strategy or implementation plan without express approval from the PMU. Additionally, the PMU must approve each asset before dissemination.

The firm is expected to conduct research on its own and engage with relevant entities, as needed, to collect, inter alia, additional information and materials that may help the quality and relevance of the communications materials.

## **ANNEX 1. KEY REQUIREMENTS FOR THE COMMUNICATIONS STRATEGY AND FOR THE IMPLEMENTATION PLAN**

### **Communication Strategy key requirements:**

- Include brief summary/analysis for each Component of the Project
- Audience segmentation (including vulnerable groups as defined under the SEP).
  - Information from the baseline survey incorporated into the segmentation (see below under Tasks/Deliverables).
- Communication objectives defined.
- Brief description of the Implementation Plan which includes:
  - Key messages, communication methods (e.g., video, comic strip), channels and tools;
  - Strategic communication elements for affecting behavioral change in key areas (e.g., participating in consultations, acting to prepare for disasters);
  - Strategic partnerships;
  - Creative initiatives to support selected communication objectives such as raising awareness;
  - Community engagement and citizen outreach initiatives;
  - Ways of communicating and raise awareness on key environmental and social risks and mitigation measures (as per Environmental and Social Management Frameworks and Plans developed at the level of each school);
  - Knowledge dissemination and preparation of relevant materials
  - Windows of opportunities for engaging with each target audience
  - Note: As relevant, the above sections should be tailored for each audience segment to fit the needs of each group, including the needs of different vulnerable groups, as defined under the SEP<sup>3</sup>.
- Risk identification and corresponding Mitigation and Response Plan
  - This mitigation and response plan should address the risks inherent in communication around this project. It should identify risks related to the delivery of the Implementation Plan, as well as reputational risks in communicating information about the Safe Schools project itself. It should identify ways of mitigating and responding to any risks identified.
- Monitoring and Evaluation Plan
  - This should include activities for a baseline survey of teachers, students and parents of their overall satisfaction and other elements related to their ability to learn/teach in their schools.
- Budget
- Timeline

### **Implementation Plan key requirements:**

- Detailed descriptions and proposed actions/activities to achieve the Communication Strategy that addresses, inter alia:
  - Target groups

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<sup>3</sup> It should be noted that students in school grades 0-VIII are included as a target audience, and as such, creative approaches to reach these various ages should be utilized. For instance, developing informative material in comic format with characters in the school to explain what is happening with the project. This could be replicated throughout different media to enable sharing among peers.



- Key message(s) for each group tested by all target audience groups and modified as appropriate for each group.
- How and by whom it will be carried out, e.g., channels, media, messenger
- Why it is included, i.e., what is the purpose
  - In partnership with whom (where relevant)
  - What will be achieved
  - Metrics for evaluation and methodology for evaluation
  - Corresponding internal and external timelines (including internal project management deadlines such as time needed to obtain feedback and clearance from the PIU)
  - Considerations for vulnerable groups, e.g., Roma children, students with disabilities, including any aspects that will need to be tailored to reach these groups
- Prioritization of activities under each objective and strategic approach following a suitable criterion (e.g., “must have” activity versus “nice to have” activity)
- Describe communication methods, channels, and tools (e.g. videos, comic strips, social media)
- Content crafted for each activity and audience, including vulnerable groups;
- Provide an implementation outline (e.g., Gantt chart) and detailed budget per activity
- Human Resources to be mobilized per activity, including where relevant influencers, opinion leaders, community leaders etc. would be involved.
- Identify and mitigate risks for each activity, if applicable.

## ANNEX - LIST OF SCHOOLS AND LOCATIONS

No	Name of School	Current location	Displaced location
1	School grades I-VIII Puiesti	Str. Bisericii No. 10, Puiesti, Vaslui county	Str. Bisericii No. 10, Puiesti, same site
2	School grades I-VIII "Anastasiu Panu" Husi	Husi, Vaslui	Str. Corni No 56, Husi,
3	School grades I-VIII "Aron Voda" Aroneanu	Aroneanu, Iasi	Aron Voda" School
4	School grades I-VIII "V. Alecsandri" Mircesti	Mircesti, Iasi	Str. Scolii No. 177, Mircesti
5	School grades I-VIII "M. Dumitriu" Valea Lupului	Str. Valea Lupului, Iasi	Str. Perla No 5. , Valea Lupului
6	School grades I-VIII Borosesti, Scanteia	Borosesti, Scanteia, Iasi	DC63 No. 172 Borosesti
7	School grades I-VIII Coropcenii, Ciortesti	Coropcenii, Ciortesti, Iasi	Coropcenii, Ciortesti, Iasi
8	School grades I-VIII "A. I. Cuza" Podu Iloaiei	Podu Iloaiei, Iasi	Str. Traian No 8, Podu Iloaiei
9	School grades I-VIII "F. Julea" Negriesti	Negriesti, Galati	Str. Nicolae Iorga
10	School grades I-VIII no. 1 Matca	Matca, Galati	Str. Tecuciului No. 60, Matca
11	School grades I-VIII "Angela Gheorghiu" Adjud	Adjud, Vrancea	Str. Republicii No. 90, Adjud
12	School grades I-VIII "N. Crevedia" Crevedia Mica, Crevedia Mare	Crevedia Mică, Crevedia Mare, Giurgiu	Str. Principala No.1, Crevedia Mica
13	School grades I-VIII no. 1 Gostinari	Goștinari, Giurgiu	Str. Scolii No. 2, Gostinari
14	School grades I-VIII "M. Viteazul" Hulubesti Calugareni	Hulubești Călugăreni, Giurgiu	Str. Sos. Voinescu, No. 89, Hulubesti
15	School grades I-VIII no. 3 Buftea	Buftea, Ilfov	
16	School grades I-VIII no. 1 Ciorogarla	Ciorogârla, Ilfov	Str. Sos. Bucuresti, No. 110, Ciorogarla
17	School grades I-VIII no. 2 Cretesti Vidra	Crețești Vidra, Ilfov	Str. Pricipala, No. 186A, Cretesti
18	School grades I-VIII "M. Eminescu" Ghermanesti Snagov (corp nou)	Ghermănești Snagov, Ilfov	Mihai Eminescu" Ghermanesti school
19	School grades I-VIII no. 1 Tunari	Tunari, Ilfov	Str. Mihai Eminescu No. 3, Tunari
20	School grades I-VIII Calinesti	Călinești, Teleorman	Str. Scolii No.1, Calinesti
21	School grades I-VIII no. 167 S6	Sector 6, București	Str. Calea Crangasi, No. 140, Sector 6

No	Name of School	Current location	Displaced location
22	School grades I-VIII no. 168 S6 (9, Alizeului Street)	Sector 6, București	Str. Calea Giulesti No 56, Bucuresti, Sector 6
23	School grades I-VIII no. 168 S6 (7, Giulesti Street)	Sector 6, București	Str. Calea Giulesti No 56, Bucuresti, Sector 6