# **TERMS OF REFERENCE**

**for framework agreement with a qualified company to produce 30 professional, 1- to 2-minute videos with infographics, which will explain the real agenda for citizens and expose false threats and agendas**

1. **BACKGROUND**

The Institute for Strategic Initiatives (IPIS) is a Moldovan NGO established in 2017, uniting professionals with diverse views. IPIS works to address Moldova’s strategic development challenges from a non-political, non-partisan perspective. IPIS expertise covers these areas: good governance and public administration reforms; public involvement and participatory government; conflict resolution and inter-ethnic consolidation; communications.

**Public administration reforms, good governance and decentralization**

Moldova’s public administration system is politicized, lacks transparency and capacity to provide quality services to the public. The country’s deteriorating economic and social performance is to a large extent caused by inefficient governance. IPIS develops policies and programs to create transparent, accountable and effective public administration, which caters to the needs of citizens and businesses.

**Inter-ethnic consolidation and conflict resolution**

Integration of ethnic communities into political, economic and social life is an important task and challenge for Moldova. IPIS implements inter-ethnic cooperation and integration programs, which focus on the resolution of practical problems in this area, such as the study of the Romanian language, representation of ethnic communities in government, enhancing the awareness of communities about each other.

**Participatory democracy and public involvement**

Distrust in government is high in Moldova. Public policies are developed without meaningful participation of citizens, even though modern management practice offers effective mechanisms to involve citizens in decision-making.

IPIS develops and implements innovative projects which promote collaborative governance and citizens’ participation and involvement in the decision-making process; empower citizens to monitor and influence the work of the government; support citizens’ associations at the local and central level to provide meaningful input into public policy making;

**Strategic communication and media**

Moldova’s media space is divided between political forces and is more often than not used to promote narrow party interests. Independent media outlets in Moldova are few, which has a negative impact on the quality of available information and public debates. To help address these challenges, we produce competitive media content and offer it to media platforms in Moldova.

More information about the institute can be found here:

<https://www.ipis.md/en/>

1. **OBJECTIVE AND SCOPE OF WORK**

The tender is announced within the following project, implemented by IPIS and supported by the European Endowment for Democracy (EED):

* Bridging the divide between Moldovans – building a real agenda for citizens”.  The goal of the project is to promote an inclusive agenda of reforms for Moldova beyond the agenda of a geopolitical divide, as well as ensure citizens’ engagement and participation in the decision making process.

Within this project, “Bridging the divide between Moldovans – building a real agenda for citizens”, IPIS is seeking company to produce 30 professional, 1-minute videos with infographics, which will expose identify and promote, in a clear and accessible language for citizens, real policy priorities.

**Guidelines:**

Despite entrenched perception that Moldova’s key development challenge is its geopolitical impasse, the country’s real problem has been the quality of its governance. Repairing a failing state and a dysfunctional public administration system is the core development agenda that concerns people’s livelihoods.

This project counteracts false agendas and seeks to explain to citizens - through public participation and involvement and media presence - the challenges that need to be addressed and the state of affairs in different sectors – economy, human rights, justice system, healthcare, public administration system, agriculture, migration, border policy, police, prosecutor’s office, gas and electricity supplies, environment, etc. The project will promote citizens’ understanding of the real agenda that politicians should focus on. The target audience is all of Moldova’s regions, including Center, South (including Gagauzia), North (including Balti).

The applicants should provide a **tentative quote** for the following services within the project “Bridging the divide between Moldovans – building a real agenda for citizens”:

* identify main areas, including, but not limited to: economy, human rights, justice system, healthcare, public administration system, agriculture, migration, border policy, police, prosecutor’s office, gas and electricity supplies, environment, etc.
* produce 30 professional level, 1- to 2-minute videos to expose fake threats and priorities propagated by key players across the political spectrum, as well as show what the real issues and the real state of affairs is in the sector are what is being done to address these issues.
* The videos will be shown extensively on regional and national TV channels and will be promoted in social media.

The issues to be explored include, but are not limited to:

-      the transparency of the political process,  financing of political parties;

-      effective justice system;

-      decentralization and the local autonomy;

-      contribution to the creation of professional public administration, without political influence.

-      efficient use of public money;

-      merit-based personnel and promotion policy;

-      fight against large corruption;

-      e-democracy and e-governance;

-      social protection of the socially vulnerable (senior citizens, children, people with special needs);

-      accessibility of quality education;

-      healthcare;

-      pensions

-      de-monopolization and the promotion of real competition;

-      stable economic legislation and taxation system;

-      banking sector reforms, development financing

-      support of production and exports

- human rights

-- public administration system

-- agriculture

- migration

-- border policy

-- police

1. **DURATION OF SERVICES**

Services are required for a period of 2 months starting in May 2018.

1. **PROPOSAL**

The proposal shall include two parts: 1) a technical proposal, which will include all technical details about the videos, the general concept etc, and 2) a financial proposal. The financial proposal should include, at a minimum, the breakdown into the following categories of services: Casting for the videos, Filming of the videos (2 cameras), Editing of the videos, Color correction, Graphical design, Promotion on social networks, Promotion on regional and national TV channels.

1. **REQUIRED QUALIFICATIONS**

The selected company should have experience in producing video content. The company will be selected on the basis of its qualifications for the assignment to be implemented:

1. General experience:

* At least five years of experience in producing video content in Moldova and abroad;
* Possesses technical and material capacities for organizing filming process and for covering part of the costs upfront until payments are made;
* Proof of working experience with other organizations.

1. Professional reputation – key staff:

* Overall qualified staff with experience in producing and filming;
* Track record of producing short videos for different social, political and economic campaigns;
* Good organizational, problem solving, and interpersonal skills of key staff;