

# **Terms of Reference**

## **for a National Public Awareness Campaign, to promote the best practices and financial instruments for compliance with the EU Nitrates Directive**

---

### *1. Background*

---

Romania has received a loan from the International Bank for Reconstruction and Development (IBRD) and a Grant from the Global Environment Facility (GEF) to support the implementation of the Integrated Nutrient Pollution Control Project (the Project) in selected localities vulnerable or potentially vulnerable to the pollution with nutrients. The overall development objective of the project is to support the Government of Romania to meet the EU Nitrates Directive requirements by (a) reducing nutrients discharges to water bodies, (b) promoting behavioural changes at the communal level, and (c) strengthening institutional and regulatory capacity. The ultimate goal is to reduce over the long-term the discharge of nutrients and other agricultural pollutants into the Danube River and Black Sea through integrated land and water management.

The original loan for Project became effective in 2008 and its closing date was 31<sup>st</sup> of May, 2017. Following this initial Project, Ministry of Waters and Forests (MoWF) received an Additional Financing (AF) for the Project to finance the costs associated with the scale-up nationwide of the initial Project activities, to be implemented over a six years period. The Additional Financing for scaling-up will broadly maintain the objectives and structure of the Integrated Nutrient Pollution Control Project (INPCP) with slight modifications, intended to reflect the realities of the current situation and lessons learned so far under initial INPCP. The Additional Financing will finance works, goods, services and operating costs and will comprise four components, which are largely the same as in the initial INPCP, with slight modifications: (i) Component 1: Investments in Local Communities to Reduce Nutrient Pollution; (ii) Component 2: Support for Institutional Strengthening and Capacity Building; (iii) Component 3: Public Awareness and Information Support; (iv) Component 4: Project Management.

Through the Additional Financing the overall development objective of the Project became to support the Government of Romania towards meeting the EU Nitrate Directive requirements at a national scale. The proposed interventions will build on the successes and lessons learned from the initial Project as well as from similar projects in Europe and Central Asia and other regions.

The Additional Financing for the Project became effective on 13<sup>th</sup> of April 2017 and it was ratified by Romania through law 46/03 April 2017. Its closing date is March 31, 2022.

During the life of the project, four public awareness campaigns were carried out so far:

- 1) A national public awareness campaign – implemented between 2009-2012;
- 2) A river basin level public awareness campaign –implemented between 2012-2014;
- 3) A campaign for disseminating the Project's benefits at national level – implemented during 2014 – 2015,

- 4) A campaign for the promotion of best practices and financial instruments for Nitrate Directive compliance among potential beneficiaries – implemented in 2016-2017.

Under Component 3 – “Public Awareness and Information Support”, the financial support provided by the Additional Financing of the Project will be used by the Ministry of Waters and Forests, through the Project Management Unit (PMU) of the INPCP, for a National Public Awareness Campaign (The Campaign), aimed to promote behavior changing among the polluters and the other stakeholders.

The present Terms of Reference (TOR) provide the background information and define the objectives and outputs for the **National Public Awareness Campaign**.

### Definitions of terms:

INPCP – Integrated Nutrient Pollution Control Project

KTN – Knowledge Transfer Networks, to be implemented, through separate contracts under Component 2 of the INPCP.

MWF – Ministry of Waters and Forests

PMU – Project Management Unit – represents the unit established within the Ministry of Waters and Forests, that manages the implementation of the Integrated Nutrients Pollution Control Project

The Project – represents the Integrated Nutrients Pollution Control Project

The Contract – represents the contract to be signed with the awarded Consultant

The Client – is the Ministry of Waters and Forests

The Assignment – represents all the services that the Consultant shall execute within the Contract

App – means software application

### General Considerations for the Public Awareness Campaign:

A model for achieving the reduction of nutrient pollution generated by agricultural practices was developed, based on a detailed analysis:

#### REDUCING THE NUTRIENT POLLUTION MODEL

| DRIVERS          | TRIGGERS                                    | INSTRUMENTS                    | RESPONSIBILITY        | ACTIONS WITHIN INPCP                 |
|------------------|---|--------------------------------|-----------------------|--------------------------------------|
| <b>WILL</b>      | beliefs + desire = behavior changes         | Persuasion                     | INPCP                 | Communication campaign               |
|                  |   | Incentives                     | Authorities in charge | Strengthening institutional capacity |
|                  |   | Sanctions                      | Authorities in charge | Strengthening institutional capacity |
| <b>KNOWLEDGE</b> | training and continuous advising            | KTN                            | INPCP                 | Creating KTN network                 |
|                  |   | Local experts                  | Local authorities     | Communication campaign               |
|                  |   | Personal informing/learning    | Farmers               | Communication campaign               |
| <b>MEANS</b>     | investments in infrastructure and logistics | Project investments            | INPCP                 | Financing local investments          |
|                  |   | Local authorities' investments | Local authorities     | Communication campaign               |
|                  |   | Private investments            | Farmers               | Communication campaign               |

Each Driver presented in the above table is essential for obtaining concrete results in reducing the nutrient pollution. This is why the Campaign shall focus on communicating on every aspect connected to the Drivers.

**The Area** of the Campaign is the whole territory of Romania, with a stronger emphasis on those zones with investments financed under the Project.

**The Target Audience** for the Campaign is divided into two groups:

Primary Target Group:

- Actors generating nutrient pollution
  - Individual Farmers;
  - Agricultural Companies (any legal form of organization: companies, associations, cooperatives etc.) and farmers' representation organisations;
  - Households in rural areas;
  - Vulnerable groups, including Roma communities;
- Institutional Stakeholders:
  - Ministry of Waters and Forests, Ministry of Environment, Ministry of Agriculture and Rural Development, Ministry of Health, Ministry of Education
  - Local agencies: SGA (Sistemul de Gospodarie a Apelor), OJSPA (Oficiul Judetean de Studii Pedologice si Agrochimice), APM (Agentia de Protectie a Mediului), GM (Garda de Mediu), DAJ (Directia pentru Agricultura a Judetului), DSP (Directia de Sanatate Publica), DSV (Directia Sanitar Veterinara), APIA (Agentia de Plati si Interventii in Agricultura), AFIR (Agentia pentru Finantare a Investitiilor Rurale); CAJ (Camera Agricola Judeteana) etc.
  - Local authorities: County Councils, Local Councils, County Prefectures, LAG (Local Action Groups).

Secondary Target Group:

- Professional Stakeholders:
  - Schools and educational environment
  - Doctors, physicians, veterinarians, priests and other professionals;
- Other Stakeholders:
  - Mass media
  - NGOs
  - Academic institutions
  - Experts

**The Messages in the Campaign** shall be adapted to each Target Group's specificity, and persuasive, simple and clear in expression. Due to the dynamic of the Project and the changes that its implementation creates, the Messages shall adapt during the implementation of the Campaign.

---

## 2. Objectives of the Assignment

---

### **GENERAL OBJECTIVE OF THE CAMPAIGN**

To convince the Target Groups **TO ACT** for reducing the Nutrient Pollution.

### **SPECIFIC OBJECTIVES OF THE CAMPAIGN**

**SO1** - To develop THE WILL of the farmers to act for reducing nutrient pollution:

- a. Raising awareness of the risks of nutrient pollution for their future.
- b. Raising awareness of the financial incentives for respecting the Code of Good Agricultural Practices – the financial incentives they may access.
- c. Raising awareness of the sanctions for not respecting the Code of Good Agricultural Practices – the financial penalties they may get.

**SO2** - To transfer KNOWLEDGE or to support knowledge transfer to the farmers, as to make them act for reducing nutrient pollution:

- a. Creating and distributing educational and informative materials, through prints, online, outdoor, any other media channels
- b. Awareness for the Knowledge Transfer delivered by the KTNs (Knowledge Transfer Networks)

**SO3** - To advertise the existing MEANS of reducing nutrient pollution to the farmers:

- a. Awareness of the investments financed by the INPC Project
- b. Awareness of other ways for creating the means for reducing nutrient pollution

**SO4** - To generate engagement in the farmers' target group

- a. Using the online environment: Web Portal(s) and a mix of social media
- b. Generating and organizing local/regional/national events that presume actions of the farmers (contests, debates, other forms)

**SO5** - To improve/generate the involvement of the Institutional Stakeholders on specific nutrient pollution issues

- a. Local/central authorities' involvement
- b. Local/central agencies' involvement

**SO6** - To improve/generate the involvement of the Professional Stakeholders on specific nutrient pollution issues:

- a. Doctors, Veterinaries, Engineers, others
- b. Academic institutions
- c. Experts
- d. Teachers, Priests

**SO7** - To educate young generations (future farmers, future decision makers) about the importance of clean environment and Good Agricultural Practices

- 1.1. Education through play
- 1.2. Contests in schools / out of schools

### *3. Scope of work*

In accordance with the above mentioned general and specific objectives, the Consultant has to carry out, but not be limited to, the following activities:

| <b>ACTIVITY</b>           | <b>No.</b> | <b>SHORT DESCRIPTION</b>   |
|---------------------------|------------|--|
| <b>Media campaign</b>     | A1         | Production and distribution of TV spots  |
|                           | A2         | Appearances of specialists in TV shows   |
|                           | A3         | Ambassadors for the INPC Project (public personalities, stars)                     |
| <b>Online campaign</b>    | A4         | Development of an interactive Web Portal, as an information and communication tool |
|                           | A5         | Updating INPC Project's existing websites  |
|                           | A6         | Posting Facebook editorial content, Facebook paid campaigns                        |
|                           | A7         | Development of an Educational Game for children, with DROPLET (PICURICI) mascot    |
| <b>Direct marketing</b>   | A8         | Water Testing & Health Prevention campaign   |
|                           | A9         | Promoting the Project's Investments locally  |
| <b>Events</b>             | A10        | Meetings with stakeholders – Local/central Authorities                             |
|                           | A11        | Meetings with stakeholders – Local/central Agencies                                |
|                           | A12        | International Conference in the second quarter of 2021                             |
| <b>Contests</b>           | A13        | Contest for children   |
|                           | A14        | Contest for farmers  |
| <b>Support activities</b> | SA1        | Prints – support printed materials   |
|                           | SA2        | Promotional Materials – personalized materials for the target audience             |
|                           | SA3        | Creative Services - Art, Copy-writing, Desk Top Publishing (DTP)                   |
|                           | SA4        | Focus Groups – testing the messages in the campaign                                |
|                           | SA5        | Campaign monitoring – feed-back collected from the target audience                 |

|   |     |  | To develop THE WILL of the farmers to act for reducing nutrient pollution | To transfer KNOWLEDGE or to support knowledge transfer to the farmers | To advertise to the farmers the existing MEANS of reducing nutrient pollution | To generate engagement in the farmers' target group | To improve/generate the involvement of the Institutional Stakeholders on specific nutrient pollution issues | To improve/generate the involvement of the Professional Stakeholders on specific nutrient pollution issues | To educate young generations (future farmers, future decision makers) |
|---|-----|--|---|---|---|---|---|--|---|
| <b>ACTION / SPECIFIC OBJECTIVE (SO)</b> |     |  | <b>S01</b>  | <b>S02</b>  | <b>S03</b>  | <b>S04</b>  | <b>S05</b>  | <b>S06</b>   | <b>S07</b>  |
| MEDIA CAMPAIGN                          | A1  | Production and distribution of TV spots  |   |   |   |   |   |  |   |
|   | A2  | Appearances of specialists in TV shows   |   |   |   |   |   |  |   |
|   | A3  | Ambassadors for the INPC Project (public personalities, stars)                     |   |   |   |   |   |  |   |
| ONLINE CAMPAIGN                         | A4  | Development of an interactive Web Portal, as an information and communication tool |   |   |   |   |   |  |   |
|   | A5  | Updating INPC Project's existing websites  |   |   |   |   |   |  |   |
|   | A6  | Posting Facebook editorial content, Facebook paid campaigns                        |   |   |   |   |   |  |   |
|   | A7  | Development of an Educational Game for children, with DROPLET (PICURICI) mascot    |   |   |   |   |   |  |   |
| DIRECT MARKETING                        | A8  | Water Testing & Health Prevention campaign   |   |   |   |   |   |  |   |
|   | A9  | Promoting the Project's Investments locally  |   |   |   |   |   |  |   |
| EVENTS                                  | A10 | Meetings with stakeholders - Local/central Authorities                             |   |   |   |   |   |  |   |
|   | A11 | Meetings with stakeholders - Local/central Agencies                                |   |   |   |   |   |  |   |
|   | A12 | International Conference in the second quarter of 2021                             |   |   |   |   |   |  |   |
| CONTESTS                                | A13 | Contest for children   |   |   |   |   |   |  |   |
|   | A14 | Contest for farmers  |   |   |   |   |   |  |   |
| SUPPORT ACTIVITIES                      | SA1 | Print - support printed materials  |   |   |   |   |   |  |   |
|   | SA2 | Promotional Materials - personalized materials for the target audience             |   |   |   |   |   |  |   |
|   | SA3 | Promotional Materials - personalized materials for the target audience             |   |   |   |   |   |  |   |
|   | SA4 | Focus Groups - testing the messages in the campaign                                |   |   |   |   |   |  |   |
|   | SA5 | Campaign monitoring - feed-back collecting from the target audience                |   |   |   |   |   |  |   |
|   | SA6 | Media Monitoring - monitoring media by key-words                                   |   |   |   |   |   |  |   |

---

## 4. Detailed description of the activities

---

### General Considerations for the Assignment

The Consultant must prove, when submitting the Technical Proposal for the present TOR, that he understands well, at least at technical and social implication level, the Project and its objectives.

The Consultant shall respect at least the requirements presented in this *Chapter 4 – Detailed descriptions of the activities*.

Nevertheless, the Consultant may propose and justify alternative approaches for the activities or other complementary activities, if he considers that his proposals may provide additional benefits for reaching the Project's Objectives and for increasing the impact of the Campaign on the Target Audience.

The Consultant should integrate all the Activities below in a Campaign Schedule/Calendar, having as approximate starting date June 2018 and approximate ending date December 2021.

The Consultant shall be held responsible for any delay in implementing the Campaign Schedule/Calendar approved with the PMU.

The Consultant shall be responsible for all the messages (text, photo, video, etc.) that he creates and distributes during the Campaign, therefore it is recommended that the Consultant evaluates, prior to the distribution of the messages, all the risks concerning the impact of the messages on the public.

The Consultant shall protect, in a proactive way, the Client's reputation during all the period of the Campaign

The printed materials and the promotional materials included in the Activities (A1 to A14) are centralized in the Support Activities.

The Consultant shall take photos during all implementation of the Campaign, in order to prove the completion of the Activities and to have illustrating photos for the Campaign. The photos shall have a minimal dimension of 4032x3024px at a minimal resolution of 72dpi and shall become the propriety of the MWF.

### A1. Media Campaign – production and distribution of TV spots

**General Objective:** to contribute to behaviour changing of polluters, in order to make them act for reducing nutrient pollution.

**Specific Objective:** to acquire min. 2,000 GRPs (Gross Rating Points) for the Campaign (approximately 100 GRP per week per spot) and min. 35% of the Target Audience to be exposed at each spot for more than 10 times. The campaign shall contain two sports. Each spot shall attain minimum 1000 GRPs.

**Target Audience:** The Target Audience is divided into two groups, so that to be able to address each group with specific different messages. First group: all national, 18-49 years old, second group: rural audience, 50+ years old.

**Campaign duration:** estimated at 20 weeks.

**Message Type:** all messages shall be positive. The first video spot is targeting the first group, with a “call to action”, active message (i.e.: “respecting good agricultural practices gives you financial rewards/ benefits”). The second video spot is targeting the second group, rural audience, 50+, with an emotional message (i.e.: “leave a clean world for your nephews”). We expect that the young urban public (from the first group), that is more educated and more militant for environmental protection, may exercise a form of a pressure on their relatives in the rural area, in order to keep them safe from nutrient pollution.

**Video spots:** 2 video spots, 30 seconds length, having a common introduction, a common end cover, with different message and content, adapted to the specific of the two Target Audiences. The common cover and end shall strengthen the idea that the Campaign is unitary and shall expose the scope and the name of the INPC Project. The video spots shall be in Romanian language and shall have also an English version.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. A media-plan for the campaign, that contains, at least:
  - 1.1. the number of broadcasts of the video spots,
  - 1.2. the television channels where the spots shall be broadcasted,
  - 1.3. the hours that the video spots shall be broadcasted,
  - 1.4. the duration of the Campaign,
  - 1.5. the period of year that the Campaign shall appear (starting date / ending date)
2. An argumentation that explains and justify the media plan, that contains, at least:
  - 2.1. Analysis of the Target Audience (quantitative and qualitative), for both Target Audience groups, with media consumption habits, including TV shows they watch mostly;
  - 2.2. The estimated audiences and GRPs for all the video spots in the media-plan, for each Target Audience;
  - 2.3. A forecast for the dynamic of the GRPs acquired for each video spot during the Campaign;
  - 2.4. A comparative analysis on concurrent television channels, that shall justify the selection of the television channels in the media-plan;
  - 2.5. The justification for the period of the year and the duration chosen for the broadcasting of the Campaign, based on the television consumption of the two Target Audiences and on other relevant data.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. A final media-plan, representing an update of the one presented in the Technical Proposal, justified by analysis and argumentation materials, after having the final Campaign schedule approved with the PMU. The Consultant shall be prepared to replace any television channel in the media-plan if, during the Contract implementation, the audience data (rating%) of the television channels included in the media plan decrease with more than 10% than the one approved by the PMU. In this situation, the television channel shall be replaced with one with similar audience data (rating %) as the one presented in the media plan approved by the PMU and with the similar target audience.

2. The Consultant shall provide the concepts for the two video spots, illustrated by scripts and storyboards. The Consultant shall conceive the two video spots with the same introduction (max. 5 seconds) and the same end cover (max 5 seconds), both of them identifying the scope and the name of the INPC Project. The two spots shall have different messages inside, each one adapted to the Target Audience, as requested above in this TOR. Each video spot shall have a length of 30 seconds. The Consultant shall modify the proposed scripts and storyboards according to the suggestions made by the PMU, until final acceptance is given by the PMU.
3. The Consultant shall produce and deliver the two video spots according to the final scripts and storyboards accepted by the PMU. For this, the Consultant shall provide all necessary production and post-production services. The Consultant shall present the video spots and do all the modifications necessary until the two video spots are accepted by the PMU. The video spots shall be produced in Full HD resolution, with stereo sound, in the quality and format agreed by the TV stations. All video materials filmed during the production and the video spots shall be the propriety of the PMU and shall be delivered on digital support. The video spots shall be in Romanian language and shall have an English version.
4. The Consultant shall procure the advertising space from the television channels, in order to be able to broadcast the video spots, according to the media-plan agreed with the PMU.
5. The Consultant shall provide official monitoring and audience data<sup>1</sup> for the broadcasting of the video spots and shall provide official data, about the number of GRPs acquired by the distribution of the two video spots.
6. In the case that the media-plan agreed by the PMU shall not provide the number of 2000 GRPs targeted by the Campaign according to the approved media-plan, the Consultant shall continue to broadcast the video spots until this indicator shall be reached, without additional costs for the Client.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Media-plan (when approved by the PMU);
2. Analysis and argumentation materials, justifying the media-plan;
3. Concepts, scripts and storyboards for the two spots (when approved by the PMU);
4. Two video spots 30 seconds each (when approved by the PMU) plus all video materials filmed during the production, in Romanian and English languages;
5. Video spots broadcasted by TV stations, according to the agreed media-plan;
6. Min. 2000 GRPs acquired for the two video spots, each spot min. 1000 GRPs acquired;
7. Official monitoring reports with audiences for every broadcasted video spot, proving that min. 2000 GRPs were acquired.

## **A2. Media Campaign – appearances of specialists in TV shows**

**General Objective:** to disseminate information aiming to persuade the Target Audience to apply all possible methods for reducing nutrient pollution.

**Specific Objective:** to have specialists debating subjects regarding nutrient pollution reduction, in min. 200 TV shows, during a period of three years.

**Target Audience:** The Target Audience is all national, 18+.

---

<sup>1</sup> All audience data provided during this Assignment shall originate from the institution designated to perform the measurements, according to Art. 45 from the Law 504/2002, updated (Legea Audiovizualului). All monitoring provided during this Assignment shall be done/certified by a third party, other than the Consultant or its Partners / Affiliates

**Campaign duration:** estimated at three years.

**Message Type:** all messages shall be positive, constructive, aiming to demonstrate that nutrient pollution reduction can be achieved by all farmers/potential polluters.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. A list of television that fit the criteria below, with official audience data justification:
  - 1.1. Are National Television
  - 1.2. Have a rating% of min. 0.4 in prime time and min. 0.2 as daily average;
  - 1.3. Host TV shows – general or dedicated to rural environment / agricultural issues
2. An Editorial Plan for the appearances in the television included in the list described above, that shall contain, at least the following:
  - 2.1. At least 10 examples of subjects concerning the reduction of the nutrient pollution that shall be debated for the whole period of the Campaign.
  - 2.2. A list with the TV stations and TV shows where the specialists shall appear / intervene by telephone.
  - 2.3. The number of appearances as guests and the number of telephonic interventions, per television and per TV show, connected to the subjects from 2.1. The telephonic interventions cannot be more than 20% of the total appearances.
  - 2.4. The duration of the Campaign (start date and end date) and the justification of the duration. The interventions in TV Shows should be distributed during a minimum period of two years.
  - 2.5. An estimation of the audience for the Editorial Plan.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. A list of specialists (Specialists Pool) that are willing and able to participate as guests or to have telephonic interventions in TV shows, on all issues regarding nutrient pollution reduction. The specialists shall be from the Institutional Stakeholders group, as described in the present TOR. The list of specialists must contain a minimum of 10 persons, that must cover all specialities necessary for informing the Target Audience about all methods for reducing the nutrient pollution. The list must be approved by the PMU.
2. The Consultant shall make sure that the Specialists understand exactly the principles and values of the INPC Project and that they shall act like a single voice, without presenting to the public divergent opinions regarding the Project's objectives and without creating confusion in the Target Audience.
3. A proposal of the Editorial Plan, for the first 6 months, that shall become final after being approved by the PMU. The Consultant shall propose Editorial Plans every six months, with one month before the date of the start of the Plan; the Editorial Plans shall become final after being approved by the PMU
4. The Consultant shall make agreements with the TV Stations and with the producers of the TV shows included in the Editorial Plan, in order to be able to deliver the participation of the specialists in the TV Shows, according to the Editorial Plan.
5. The Consultant shall provide to the Specialists briefs, containing main points to be debated in the best interest of the INPC Project, before every TV appearance; the Consultant shall inform the Specialists, before entering the TV shows, about the subject of discussion and about the possible communication risks that may appear during the debate.
6. The Consultant shall monitor daily the subjects regarding nutrient pollution reduction / good agricultural practices/any subjects of interest and shall propose the PMU intervention/appearances in TV shows on this daily subject. Upon acceptance by the PMU of

the opportunity of the intervention/appearance on the subject of the day, the Consultant shall facilitate Specialists' access in the TV Shows.

7. The Consultant shall provide monitoring reports for the Campaign, certified by third party (i.e. specialised monitoring company), with audience data for each appearance.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Specialist List (when approved by the PMU);
2. Editorial Plan (when approved by the PMU);
3. Appearances of the Specialists in the TV Shows, according to the Editorial Plan, proved by the Recordings and Monitoring reports;
4. Recording of the TV Shows where the Specialists appear;
5. Monitoring reports, done/certified by third party, with audience data for each appearance.

### **A3. Ambassadors for the INPC Project (public personalities, stars)**

**General Objective:** to present to the Target Audience, celebrities that adhered to nutrient pollution reduction, acting as Ambassadors for the Project, in order to influence the Target Audience to act for nutrient pollution reduction.

**Specific Objective:** to have minimum two Ambassadors, one per Target Audience segment, and to achieve 100 interventions of the Ambassadors.

**Target Audience:** The Target Audience is divided into two groups, to be able to address each group with specific different messages. First group: all national, 18-49 years old, second group: rural audience, 50+ years old.

**Campaign duration:** estimated at minimum one year.

**The Ambassadors:** The Ambassadors shall be chosen considering each group of the Target Audience. They shall be celebrities with both TV and live appearances. The Consultant shall justify the reasons for choosing each Ambassador. The Ambassadors should believe in the values of the INPC Project and understand the risks associated with nutrient pollution.

**Message Type:** all messages shall be positive. The messages the Ambassadors send to the public should be personal, informal and under a form of "true stories". It is to be avoided to have "slogans" in their speeches or to use alarming, shocking messages.

**Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. A proposal of a list of Ambassadors, willing and able to rally themselves with the INPC Project objectives and to militate for determining people to act for nutrient pollution reduction. The PMU must agree to the list
2. A proposal for an Editorial Plan with Ambassadors' live and TV appearances, together with the topics they shall speak on and key messages / key stories that they shall transmit to the Target Audience.

**Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide the following:

1. The Consultant shall make agreements with the Ambassadors, after receiving final approval from the PMU for the list of Ambassadors. The Ambassadors shall allow the

Consultant to use their image in connection to the National Public Awareness Campaign of the INPC Project.

2. The Consultant shall monitor the appearances of the Ambassadors, providing audience data for these appearances.
3. The Consultant shall monitor the daily subjects regarding nutrient pollution reduction/good agricultural practices/relevant legislation and requirements/any subjects of interest and shall propose the PMU intervention/ appearances/reactions of the Ambassador on these issues.
4. The Consultant shall make agreements with the Ambassadors, who shall allow their image to be used in connection to the National Public Awareness Campaign of the INPC Project.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Ambassadors' List (when approved by the PMU);
2. Editorial Plan (when approved by the PMU);
3. Appearances of the Ambassadors, according to the Editorial Plan, proved by the Recordings and/or Monitoring reports;
4. Recordings of the TV Shows and recordings live appearances (only the moment where the message for the Campaign is sent to the public) where the Ambassadors appear;
5. Monitoring reports, done/certified by third party, with audiences (applicable only for TV appearances; for the live appearances, the Consultant shall make estimations, with photos to prove the estimations).

## **A4. Online – creating an interactive Web Portal**

**General Objective:** to create a tool that allows bi-directional communication with the Target Audience, for all the INPC Project activities and an online space for interactive events organized in the Campaign.

**Specific Objective:** to have an average number of unique visitors per month of minimum 10,000 and to have a number of minimum 1,000 registered users, after one year since the Portal was uploaded on the internet;

**Target Audience:** The Target Audience consists of: Primary Group – farmers and rural householders, including their family; Secondary Group – various specialists connected to the nutrient pollution reduction, NGOs, journalists, urban civil society.

**Campaign duration:** from the beginning of the assignment until December 31, 2021.

**The Web Portal Description:** The Web Portal shall consist of several sections, that should be added and customized easily. This section shall be, but not limited to, the following:

- i. News Section,
- ii. Knowledge Transfer Network (KTN) Section (three sections for 3 KTNs), containing a Forum Section,
- iii. Online Contests Section,
- iv. Online Announcements Section (e.g. manure exchange), and
- v. other Sections, as may be necessary, following the Project's evolution in time.

Each section shall contain several pages and specific functionalities. The Web Portal shall have several different dimension web banners (advertising spaces), with links to other web pages, internal or external.

The whole Web Portal shall be mobile friendly.

The functionalities of the Web Portal shall be at least the following:

- i. General functionalities, available for all sections of the Web Portal
  - a. Integrated social media plugins (minimum 3 social networks, including Facebook), that allow sharing of all type of content published on the Web Portal on social networks;
  - b. Video and photo customizable galleries capabilities;
  - c. User accounts, with personal data of the users and with different levels of access to the content;
  - d. Mass mailing capabilities – sending emails on email address databases – with the guarantee that the domain shall not be black-listed for spam as result of the mailing action;
  - e. Polls capabilities, with presenting in graphic forms the results of the Polls on-line and offline;
  - f. The possibility of giving controlled access to the Web Portal content to other apps;
  - g. Security and anti-fraud measures, including captcha mechanism for account creation;
  - h. Log history for all users (including admins);
  - i. Statistical reports for all users (including admins);
- ii. The News Section – shall consist in two zones: a *news aggregator zone* and an *editorial zone*. The *news aggregator* is a “press review zone”, that shall present news articles from minimum 10 news websites on a single page, with, at least, the source (website from where the news article was taken), title and a small part of the article and with a link (*read more*) to the article on the source website. The news articles shall be automatically taken from the list of websites through a software and shall be published only after the approval of an administrator (the Consultant’s staff). The *editorial zone* shall be a zone where original content (news articles) shall be published. The News Section shall be able to send push-up notifications, upon acceptance from the site visitors, to promote interesting articles. The News Section shall be able to automatically create newsletters, based on an agreed template, and distribute them to the visitors that registered an email address for receiving the newsletter.
- iii. The KTN Section (for all three KTNs) shall have two access zones:
  - a. public access and
  - b. restricted access for registered users.

The resources available in this section shall consist, at least, of: success stories, documents/documentations, events’ calendars and human resources that can be accessed. The KTN Section shall include one discussion forum for all three KTNs where the public may read but cannot post messages, while the registered users may read and also post messages. Each registered user declares, while registering, the region where is located in. All messages posted by the users from one region shall be automatically directed to the region’s KTN moderator (externalized staff). All topics of the Forum shall be common to all KTNs, however, the users and moderators shall have a specific tag of the region they belong to.
- iv. The Online Contests Section: every contest organized during the Campaign shall have their own Section, with functionalities that shall permit the participants to do all the operations required by the Regulation of the Contest. Every Contest Section shall have the possibility to be visible or hidden for the public, depending on the PMU’s decision; nevertheless, the hidden Section shall be accessible in a non-public zone, as an archive. The functionalities of the Contests Section shall be, but not limited to, the following:
  - a. Creating registered users, with user name and password and with restricted access, based on the level of access;
  - b. Uploading photo and/or video content by the participants at the Contests;
  - c. Answering to questions/questionnaires, as multiple-choice test (closed questions) and/or by inserting free text (opened questions);

- d. Approval for publishing by admin capabilities, for the uploaded content;
  - e. Voting possibilities for the public, based on a unique identification of the voter, with security measures for fraud;
  - f. Random drawing of winners, based on a verified random engine – that shall choose winners among participants that have the same score;
  - g. Mass mailing capabilities – sending emails on email address databases – with ensuring that the domain shall not be black-listed for spam as result of the mailing action.
- v. Online Announcements Section (e.g. manure exchange), – shall be treated in a further phase of the Project.

The Consultant may propose and justify alternative approaches for the **Web Portal**, that can provide additional benefits for attaining the Project’s Objectives.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant should propose an architecture for the Web Portal, considering the specific objectives of this Campaign Action and the description included in the **Web Portal Description** above. The proposed architecture should prove that the Consultant understood the requirements from the present TOR for the Web Portal and that he is capable of executing and delivering it. The Consultant shall propose a term (number of days) for delivering the Web Portal. By “delivering” it is understood that the Web Portal shall be fully functional and published on the internet at the web address approved by the PMU.
2. The Consultant shall propose a security and anti-fraud methodology for the Web Portal, that should demonstrate a superior level of security, considering all aspects of the Web Portal use by the visitors, including the fact that some sections of the Web Portal shall allow content upload by the visitors.
3. The Consultant shall propose a Service Level Agreement (SLA), with times and durations of interventions in case of any malfunctioning of the Web Portal.
4. The Consultant should propose a list with the most frequent Google searched key words, specific to the Target Audience, on the subject of nutrient pollution reduction / agriculture, together with the statistical data provided by Google for each key word.
5. The Consultant shall propose a Site Engine Optimization (SEO) strategy, having as objective the organic growth of the search results returned by Google on minimum three most frequent searched key-words for the Web Portal
6. The Consultant shall propose a Google Ad-words campaign, including the key-words and the monthly budget, in order to promote the Web Portal and to support the organic growth aimed by the SEO strategy.
7. The Consultant shall propose a template for statistical reports about visitors on the Web Portal, for both registered and not registered users.
8. The Consultant shall provide two test articles, with original editorial content, on subjects connected to the nutrient pollution reduction, written by the key experts that shall be responsible for the creation of original editorial content.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. The Consultant shall propose a name for the web-portal domain and shall intermediate the acquisition of the domain name, ensuring that the owner of the domain shall be the Ministry of Waters and Forests.
2. The Consultant shall propose the Technical Specifications, Functionalities and Workflows for the Web Portal, together with the graphic design proposal for the pages, with all the Sections

required by the PMU, in order to be approved by the PMU. All proposals made by the Consultant shall respect, at least, the provisions of **The Web Portal Description** paragraph from the present TOR.

3. After the approval on the Technical Specifications, Functionalities and Workflows by the PMU, the Consultant shall execute, test and upload the Web Portal on the web domain address. The hosting of the Web Portal shall be made by a private hosting company; the Consultant shall be in charge with all the formalities for acquiring the hosting services. The Consultant shall conform himself, during the implementation of the Contract, to the hosting rules imposed by the hosting provider. Until the Web Portal shall have the final form, approved by the PMU, the Consultant shall temporarily host the Web Portal on a server accessible to the PMU, under a hidden / not public address.
4. The Consultant shall create and configure any new section requested by the PMU, during the period of the Contract's implementation, following the specific needs and requests made by the PMU for the section and when requested by the PMU.
5. The Consultant shall continuously implement, during the whole period of the Contract, all necessary measures of security and anti-fraud, in order to prevent any intrusion or security breach for the Web Portal.
6. The Consultant shall continuously perform maintenance for the Web Portal, in order to avoid any period of non-functioning of the Web Portal.
7. The Consultant shall act accordingly to the Service Level Agreement (SLA) assumed by him in the Contract.
8. The Consultant shall organize training sessions for all the users delegated by the PMU to operate with the Web Portal.
9. The Consultant shall provide at least 10 articles per day on the *news aggregator* zone from the News Section, from at least 10 news websites. The subjects of the articles must be, in whole or in a part, related to nutrient pollution reduction subject **or to an agricultural and rural health subject connected**. All published articles shall be approved by an administrator, that must ensure that the articles are clean (not corrupted with advertising or other malicious information).
10. The Consultant shall provide monthly editorial plans for the original content that shall be posted on the Web Portal, in the News Section. The editorial plans must be presented to the PMU for approval, minimum five days before the beginning of the next month. The first editorial plan shall be presented minimum five days before uploading the Web Portal on the domain name address.
11. The Consultant shall provide original editorial content (press articles), related to nutrient pollution reduction subject **or to an agricultural subject connected or rural interest subjects (including health)**, for the Web Portal, that shall be inserted in the News Section, starting from the first day that the Web Portal is online and functioning on the domain name address. The Consultant shall provide a minimum of one original article per working day. The original articles shall be written by journalists with relevant experience in environment and agriculture press and shall have interesting subjects for the Target Audience, attractive titles, clear and simple language and shall be correct from a technical point of view, without being plagiaristic. The articles shall be illustrated with photo or video materials, with publishing rights, preferable original ones, with minimum one image per article. The articles shall be stories, interviews, analysis or other form of press articles approved by the PMU. The original editorial content shall provide positive and constructive messages. All original editorial content, especially the one that contains defences of replies to sensitive subjects or press scandals, shall be approved by the PMU prior to be published.
12. The Consultant shall assist the person delegated by the PMU in using the Web Portal.
13. The Consultant shall implement the approved strategy for Site Engine Optimisation (SEO).

14. The Consultant shall propose and justify in results the final plan for a Google Ad-words campaign, including the key indicators (results expected) for the campaign, that shall be discussed and approved by the PMU.
15. The Consultant shall implement the Google Ad-words campaign, according to the plan approved by the PMU; the Consultant shall present monthly reports about the results of the Ad-words campaign and a final report at the end of the campaign.
16. The Consultant shall provide monthly statistical reports about visitors on the Web Portal, for both registered and not registered users, containing at least the number of visitors per category, the pages they visited, the time spent on every visited page, the place of origin of the IP from where the visitor entered, etc.
17. The Consultant shall take all the necessary measures for himself and on behalf of the PMU, for personal data protection, including registration and security measures, according to the existing laws.
18. The Consultant shall formulate all Terms and Conditions, Confidentiality Policy and Cookies Policy, for using the Web Portal, according to the existing laws and shall include them in the Web Portal before uploading it to the internet.
19. The Web Portal, with all the information inside, shall become the propriety of the Ministry of Waters and Forests since the date of its creation.

**Deliverables during Contract implementation:**

1. Domain name, propriety of the Ministry of Waters and Forests, as agreed by the UMP.
2. Technical Specifications, Functionalities and Flows of the Web Portal (approved by the PMU).
3. The Web Portal, published online, with all the Sections required by the PMU (after the final approval of the PMU).
4. Source code for the Web Portal and any other necessary information.
5. Any new Section of the Web Portal, requested by the PMU, when approved by the PMU and uploaded in the Web Portal.
6. Continuously provided security and anti-fraud services.
7. Continuously provided maintenance.
8. Training sessions for the users delegated by the PMU to operate the Web Portal, as requested by the PMU.
9. Minimum 10 articles per working day from minimum 10 news web sites, for the whole duration of the Contract.
10. Minimum 1 article per working day, with original editorial content, for the whole duration of the Contract
11. Assistance for the users delegated by the PMU, by request.
12. Monthly SEO strategy implementation.
13. Ad-words campaign, according to the plan approved by the PMU; monthly reports and final report.
14. Monthly statistical reports about the traffic of visitors and registered users.
15. Legal measures for conformity with the personal data protection.
16. Terms and Conditions and Confidentiality Policy documents, for the Web Portal, when approved by the UMP and uploaded on the Web Portal.

**A5. Online – updating INPC Project’s existing web sites**

**General Objective:** keeping the websites [www.inpcp.ro](http://www.inpcp.ro) and the sub-domain [www.inpcp-campanie.ro](http://www.inpcp-campanie.ro) up to date with all the actions of the Project;

**Specific Objective:** to publish / update all technical news regarding the Project status, as soon as possible/are available

**Target Audience:** all Target Audience of the Campaign, as defined in the present TOR.

**Campaign duration:** for all the duration of the Contract.

**The Project's Websites:** shall publish all the information connected to the implementation of the Project.

**Message Type:** technical messages, announcements, etc.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The capacity to operate a WordPress platform.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide the following:

1. The Consultant shall create informative posts, based on the information provided by the UMP. The post shall be approved by the PMU and, then, uploaded in the corresponding sections of the websites.

### **Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Informative materials concerning the Project, approved by the PMU and uploaded on the websites

## **A6. Online – Facebook editorial content; Facebook paid campaigns**

**General Objective:** generating engagement in the Target Audience

**Specific Objective:** aggregating a community that follows INPC Project's pages and posts and multiplies the messages of the Campaign in a favourable way

**Target Audience:** all Target Audience of the Campaign, as defined in the present TOR. The segmentation of the Target Audience shall be:

- Main group: farmers and householders in the rural area, segmented per geographical areas, if necessary
- Secondary group: civil society, that can rally to the Project's objectives, militating for the reduction of the nutrient pollution, so that more people become aware of the importance of the Project.

**Campaign duration:** for all the duration of the Contract.

**The Project's Facebook Pages:** The Project shall have one official Facebook page and several other pages, depending on the needs of communication that appear during the Project's implementation (i.e.: Contest page, Educational Game page, etc.)

**Message Type:** the messages shall be adapted to the Target Audience and to the subject to be communicated; they can be, without limitation to, technical messages, announcements, call to action messages, lesson learned messages, true stories, promoted original editorial content from the Web Portal and the Websites of the Project, etc., all of them concerning subjects connected to the nutrient pollution reduction, agricultural, social and health interest subjects.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall present a Strategy and an Action Plan for Facebook communication campaign. The strategy shall include, at least, the Target Audience segmentation, the number and types of Facebook pages, a list of key indicators for the Facebook campaign, together with their values, that shall, in the opinion of the Consultant, generate enough reach in the Target Audience, so that the Specific Objectives of the Campaign are attained.
2. The Consultant shall present a strategy for the paid Facebook campaign, that should generate engagement, according to the key indicators proposed by the Consultant in the Facebook communication Strategy mentioned above.
3. The Consultant shall present an Editorial Plan for a month, as an example, for the main Facebook page of the Project. The Editorial Plan should contain, at least, the following: the types and subjects of post per segment of the Target Audience, the number of posts, the frequency of the posts, the favourable time to be posted, the type of illustration and other important issues in the Consultant's opinion. The Editorial Plan should prove that the Consultant understood the specificity of the Facebook communication of the Project, connected to the Specific Objectives of the Campaign.
4. The Consultant shall present two test posts, with original editorial content, photo and video content, on subjects connected to the nutrient pollution reduction, written by the experts that shall be responsible for the creation of original editorial content posts.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide the following:

1. The Consultant shall create original editorial content posts, minimum one per working day, adapted to the segment of the Target Audience, on topics of interest for the audience and connected to the Project's objectives.
2. The Consultant shall publish the posts on Facebook at the optimal hour for the Target Audience, but only after receiving approval from the PMU. The Consultant shall send a post to be approved by the PMU with a minimum reasonable time, agreed with PMU, before the optimal hour for publishing. In the case that a fast reaction to a post or news article is required, the Consultant shall inform the PMU in maximum one hour from the moment the monitoring indicated the appearance of the post/article, with a proposal for reaction.
3. The Consultant shall verify the articles shared on Facebook from the Web Portal and, in the case of errors or risks, shall hide the post and inform both Web Portal editor and the PMU.
4. The Consultant should read the press and Facebook monitoring, on the key-words list agreed with the PMU, and react to the "subjects of the day", with posts that are complementary to the subject or, in the case of attacks, with posts that should deflect the attacks and clear, in a favourable way, the perception of the Target Audience on the subject.
5. The Consultant shall monitor the comments made by the readers and react accordingly to their message. In the case that the Consultant identifies comments with risks, the Consultant shall inform the PMU and propose a solution for a response to these comments.

6. The Consultant shall identify posts that have the potential to generate engagement and propose them to the PMU to be boosted with paid campaign. In his proposal, the Consultant should include the budget and the Target Audience and an estimation of the results of the boost campaign. The Consultant shall boost the post only after approval from the PMU.
7. The Consultant shall propose paid Facebook campaigns, in order to achieve the Project's objectives, that he shall implement after obtaining the approval of the PMU
8. The Consultant shall provide weekly reports of the audience and the reach of each page / post of the Project, oriented on the key indicators approved by the PMU.
9. The Consultant shall evaluate monthly the results of the campaign and propose the UMP corrections of the Facebook communication Strategy, if the results of the campaign are not attaining the key indicators.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Pages on Facebook;
2. Posts on Facebook;
3. Verification of shared posts from the Web Portal;
4. Monitoring and reading new comments to all posts;
5. Reactions to posts or news that present risks – including, but not limited to: alerts sent to the PMU, solutions proposed and accepted by the PMU, posts of editorial content as answer to the news;
6. Proposals of post boosting (approved by the PMU);
7. Post boosting campaign;
8. Proposals of paid Facebook campaigns (approved by the PMU);
9. Paid Facebook campaigns;
10. Weekly reports of the audience and reach of pages and posts;
11. Monthly evaluation of the Facebook communication campaign;
12. Proposal of corrections of the Facebook communication Strategy, whenever necessary.

## **A7. Online – Educational Game for Children – with PICURICI**

**General Objective:** educating young generation through play, in order to create favourable opinions, knowledge and habits for nutrient pollution reduction

**Specific Objective:** the game should be downloaded and played by at least 10.000 unique users in the first year.

**Target Audience:** main target group: Children from 5 to 14 years, located in rural; second target group – gamers.

**Campaign duration:** The game shall have its own promotion campaign. The duration of the campaign shall be proposed by the Consultant, in order to reach the Specific Objective of this action.

**Game brief description:** The Educational Game (the Game) has a central star character: the mascot PICURICI; other characters can be added to the Game. The Game shall ask players to do several things connected to the reduction of the Pollution, with accent on Nutrient Pollution, in order to gain points and to go up levels. The Game shall be downloadable and installable for free on the devices for which it was produced, shall have a minimum of 20 levels, depending on the complexity and length of one level. The Game shall be conceived so that a player could play it for minimum 500 hours without reaching an end of the scenario (continuous play, long scenario or

other solutions shall be proposed by the Consultant). The Game's concept/action should be interesting for the main public and, preferably, with elements of novelty, compared to other games. The Educational Game shall be accessible at least on the Windows (PC) platform and on Android (mobile platform). The Consultant is expected to analyse the opportunity and propose other platforms (i.e. Facebook game platform, iOS) in the Technical Proposal. The Game shall have a dedicated website section on the Campaign Web portal and a Facebook page. The Game shall be able to keep players' scores on the game website (as a public place) and in the Game, so that prizes could be offered to the winners periodically. The scoring system should be balanced, reflecting players' abilities and shall be justified by the Consultant. The Consultant shall provide necessary updates of the game after the first uploading. The Game shall have the possibility of creating unique users, so that players can be identified, especially for the rewards they receive. Full functionalities, graphic capabilities, game scenario and game description shall be proposed by the Consultant in the Technical Proposal.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall present a concept proposal for the Educational Game, that shall include: game functionalities, game scenario and game description.
2. The Consultant shall present and justify a strategy for the Game promotion campaign, that should be capable to reach the Specific Objective of this action, meaning to have 10.000 unique downloads and play in the first year since the upload of the Game.
3. The Consultant shall present and justify a scheme of rewarding (giving prizes) the top players, that shall help increasing the number of players entering the Educational Game.
4. The Consultant shall present the duration of this assignment (number of days from start) to have the Game fully functional and uploaded in the stores.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide the following:

1. The Consultant shall discuss and propose the name and the final version of the Educational Game, including the proposal for the platforms on which the Game shall function, graphic capabilities, minimum three simulation screens with the graphic design of the game, relevant for the game graphics' quality, graphic design and functionalities for the web-site of the game in order to be approved by the PMU. The Consultant shall discuss and propose the final version of the Game's website and Facebook page, in order to be approved by the PMU.
2. The Consultant shall create the Educational Game, based on the specifications approved by the PMU. The Consultant shall upload the Game on the stores agreed with the PMU, corresponding to the platforms for which the Game was created.
3. The Consultant shall develop and implement updates of the Game, in order to insure the best functioning of the Game.
4. The Consultant shall create and upload the Game's website and Facebook page.
5. The Consultant shall discuss and propose the final version of the promotion campaign of the Game, in order to be approved by the PMU.
6. The Consultant shall implement the promotion campaign for the Game, reporting monthly the results of the campaign to the PMU. The Consultant shall adjust, if necessary, the campaign, in order to optimize the results and achieve the Specific Objectives of the Project.
7. The Consultant shall provide monthly monitoring reports and a final report for the promotion campaign of the game.
8. The Consultant shall present the final version of the rewards for the top players of the Game, together with the methodology of selecting the top players, in order to be approved

by the PMU. The Consultant shall purchase the prizes and shall organize the event where the players shall receive their prizes, after having the approval from the PMU.

9. The Consultant shall provide the maintenance, together with the SLA (Service Level Agreement) and the security and anti-fraud measures, for ensuring the full-time functioning of the Game.
10. The Game and all its versions shall become the propriety of the MWF, from the moment it is uploaded in the stores.
11. Upon finalizing the Game and any upgrades of the Game, the Consultant shall give the PMU, on electronic and physical support, all source code and any other necessary information for intervening on the software of the Game.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. Name and final version of the proposal of the Educational Game, after being approved by the PMU.
2. The Educational Game, uploaded on the decided stores (i.e. Play Store, Microsoft Store, etc.).
3. Upgrades, when necessary, after the first upload of the game.
4. The Educational Game's website section.
5. The Educational Game's Facebook page.
6. Final version of the promotional campaign for the Educational Game.
7. Implemented promotional campaign for the Game, proved by a monitoring report done/supervised by a third party.
8. Prizes for the top players of the Game.
9. Event(s) for giving the prizes to the top players of the Game.
10. Continuous maintenance, security and anti-fraud measures.

## **A8. Direct Marketing – Water Testing & Health Prevention Campaign**

**General Objective:** awareness for the risks of the nutrient pollution, by proofing to the exposed group that the water can be affected by pollution; advising the target group about measures they can take for reducing the nutrient pollution and preserving health.

**Specific Objective:** reaching 6.000 small farms/households in 200 communes, including all communes where investments were financed and implemented under the Project

**Target Audience:** farmers in small farms and households, all in the rural area

**Campaign duration:** the campaign shall last a maximum of 6 months, during the campaign implementation.

**Campaign brief description:** Teams of facilitators, dressed in branded uniforms and traveling with a branded van, shall go and test water quality in small farms and households. Each team shall be accompanied by a human health doctor, dressed in a medical outfit, that can communicate the risks of nutrient pollution for peoples' health and also preventive measures.

The Consultant shall contact and discuss the visits with the Local Authorities, in order to obtain their support for the visit.

The teams of facilitators shall be, eventually, accompanied by a representative of the Public Health Directorate, who shall have a role of observer.

The Consultant shall make water tests in 200 communes, dispersed so that the whole territory of Romania is covered. There shall be a number of 30 tests per commune, covering uniformly all commune's territory.

The tests shall be carried out with reliable, specialized testers, acquired by the Consultant, under the coordination of the PMU. The Facilitators shall take photos with the testers and write the date and location where the test was taken. All this shall be included in the report of the Activity.

If the water measurement indicates a value higher than 50mg nitrates, the medical doctor shall advise the farmer/householder (preferable the womans) about the risks of Baby Blue disease and other health risks associated with a high consumption of nitrates from the drinking water and measures of preventing these diseases.

The facilitator shall offer printed materials with measures that can be taken by the farmer / householder, in order to reduce nutrients pollution.

All the results of the tests and the photos shall become the propriety of the PMU. All data for the tests shall be managed only by users authorized by PMU.

The facilitators shall use a questionnaire for the farmers/householders that he visits in order to take the water tests, with minimum 5 relevant questions, and shall provide a report with statistical data, that shall provide reliable information for the Local Authority, concerning the people's reaction to the nutrient pollution issue.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify a methodology for the measurement for the 6,000 water tests, in order to be approved by the PMU. This methodology should contain, at least, the following: number of teams and number of persons per team, routes planning, campaign duration;
2. The Consultant shall present describe at least the following: type of branded van and the branding message, type of branded outfit and the branding message, type of printed materials and the message;

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. The Consultant shall propose and justify a list of communes, including the ones that received investments under the Project and the list of medical doctors that shall participate in the campaign, each assigned to one or several communes, in order to be approved by the PMU.
2. The Consultant shall propose final methodology for implementing the water testing, including the scripts for the facilitators, the design of branded outfit and branded van, routes and time schedule. The script for the facilitators shall include a minimum of 5 questions to be addressed to the farmers/ householders, in order to have a report with their feed-back on the nutrient pollution issues.
3. The Consultant shall recruit and train the facilitators, based on the scenario approved by the PMU. All the facilitators shall be approved by the PMU.
4. The Consultant shall produce the branded outfit for the facilitators and the branding of the vans used in the campaign.
5. The Consultant shall present the design for the informative materials, in order to be approved by the PMU.
6. The Consultant shall produce the printed materials.
7. The Consultant shall contact all Local Authorities and schedule with them the visits in the communes.

8. The Consultant shall execute the water measurements, monitoring the schedule and insuring that the facilitators respect the methodology approved by the PMU.
9. The Consultant shall provide a report containing the feed-back obtained by the facilitators from the farmers / householders where they have done measurements.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The list of the 200 communes and medical doctors involved, approved by the PMU.
2. The methodology for water testing, approved by the PMU.
3. The schedule for water tests campaign, approved by the PMU.
4. The scripts for facilitators, approved by the PMU.
5. The graphic design for branded outfits, branded vans, printed materials, approved by the PMU.
6. The branded outfits, the branded vans, the printed materials, approved by the PMU.
7. The water testing activity finalized.
8. The reports for the water testing and for the feed-back from the farmers/householders.

## **A9. Direct Marketing – Promoting the Project’s Investments Locally**

**General Objective:** awareness for the investments financed within the project in each commune they were implemented – in order to ensure full benefits for the community.

**Specific Objective:** reaching all the community’s members, in every commune where investments within the Project were implemented, since the beginning of the Project.

**Target Audience:** whole community in the communes with investments.

**Campaign duration:** until informing all Target Audience, considering that there shall be future investments until the end of the Project.

**Campaign brief description:** The Consultant shall set-up teams of facilitators, dressed in branded uniforms and traveling with a branded van, that shall go and advertise posters and distribute printed materials in all communes where investments within the Project were made.

The PMU shall inform the Consultant about the communes where the campaign shall be delivered. The maximum of communes shall be 200.

The Consultant shall contact and discuss the visits with the Local Authorities, in order to obtain their support for the visit. The Consultant shall use a mix of different types of meetings with the communities, including indoor meetings, field meetings, participation to local public events, etc.

The facilitators shall take photo proofs of the posters, advertised in visible places.

The facilitators shall ensure that every household / farm in the territory received the printed materials

The general message for the campaign shall be the same, regardless of the type of investments implemented in the commune. The message should at least inform the people to go to the Local Authority and inform themselves about the investment and the facilities they have following the investment.

Until this moment, the number of communes where investments were financed by the Project is 81. The type of investments were made: manure storage platforms (most of the investments), sewage systems and a biogas installation. More investments shall be financed under the Project until end-March 2022; an estimate of the number of communes that shall receive new investments is around 120.

It is expected that the Consultant shall use the same facilitators for the water testing campaign, especially considering that water tests are to be done in all communes that received or shall receive investments. The list of communes shall be given to the Consultant by the PMU.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify a methodology for distributing the printed materials;
2. The Consultant shall present describe at least the following: type of branded van and the branding message, type of branded outfit and the branding message, type of printed materials and the message.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. The Consultant shall propose the final methodology and the schedule for the communes where investments within the project exist, in order to be approved by the PMU, together with the script for meeting the target groups and the distribution of materials and the feed-back form for the farmers/householders.
2. The Consultant shall recruit and train the facilitators. All the facilitators shall be approved by the PMU.
3. The Consultant shall use the same branded outfit for the facilitators and the branding of the vans used in the water testing campaign.
4. The Consultant shall present the design for the informative materials, in order to be approved by the PMU.
5. The Consultant shall produce the printed materials.
6. The Consultant shall produce the feed-back forms for the farmers/householders.
7. The Consultant shall contact all Local Authorities, based on the request and the list provided by the PMU, and schedule with them the visits in the communes.
8. The Consultant shall advertise the posters and distribute the printed materials.
9. The Consultant shall provide a report containing the feed-back obtained by the facilitators from the farmers / householders, while distributing the printed materials.
10. The Consultant shall take photos (at least 30 photos/commune).

### **Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The methodology for meeting the target groups and for material distribution, approved by the PMU.
2. The schedule for material distribution, approved by the PMU.
3. The scripts for facilitators, approved by the PMU.
4. The graphic design for the printed materials, approved by the PMU.
5. The production of the printed materials.
6. The distribution of printed materials executed, proved by a monitoring report.
7. The reports for feed-back from the farmers/householders, in printed and electronic format, together with the feed-back forms collected from the farmers/householders, on paper (the originals) and electronic format.

## **A10. Events – Meeting with the Stakeholders – Local Authorities**

**General Objective:** to determine Local Authorities to involve themselves more in the nutrient pollution reduction

**Specific Objective:** reaching more than 2100 representatives of Local Authorities, from all over Romania's territory. The Local Authorities shall be different from the ones that have or shall receive investments within the Project.

**Target Audience:** Local Authorities of communes (rural area)

**Campaign duration:** 7 meetings per year, in 7 regions, with the exception of Bucharest-Ilfov, for 3 times, until the end of the Project. Total number of meetings: 21

**Campaign brief description:** The Consultant shall organize meetings with the Local Authorities, one meeting per year per region, except Bucuresti - Ilfov.

The duration of a meeting is 1 day.

The number of participants shall be around 100.

The Consultant shall propose and justify a list of Local Authorities, different from the ones that have or shall receive investments within the Project.

The Consultant shall propose and justify the meeting agenda, the topics and the messages, according to the specific information provided by the PMU, for each meeting.

The subjects and the type of meetings (workshop, conference, etc.) shall be chosen together with the PMU, depending on the Project's communication needs at the moment of the event.

The Consultant shall provide full organizing services for the meetings, with all necessary details, including meetings list of participants and agenda, speakers, presentations, informational materials for the participants and logistical arrangements as technical equipment, hall decoration and coffee breaks and meals. The Consultant shall choose the location of the meeting so that it is convenient to all participants, preferably in a city in the centre of the region. Lunch and coffee breaks shall be provided to the participants. No accommodation or transport fees shall be provided for the participants. The meetings shall be organized with the County Council(s)'s involvement and support.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify two meeting formats, one for conference and one for workshop, with all necessary details, technical and logistical.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. Establish, together with the PMU, a schedule of the meetings.
2. Establish, together with the PMU, the subjects of the meetings and the type of events.
3. Propose and justify the meetings' agenda, the topics and the messages, according to the specific information provided by the PMU, for each meeting, in order to be approved by the PMU.
4. A proposal for the list with participants, in order to be approved by the PMU, for every meeting.
5. Final list and design for the materials for hall decoration and for the participants, in order to be approved by the PMU.
6. Propose a feed-back form for the participants, in order to be approved by the PMU.
7. Produce all the materials for the meeting, including feed-back forms.

8. Prepare the presentations for the meetings.
9. Ensure transportation of the materials to be distributed. Some supplemental materials could be provided by the PMU.
10. Provide all logistic necessary for each meeting, including coffee breaks and lunch, hall, technical equipment, etc.
11. Identify and rent appropriate event room for one day , including a space for secretarial activities, equipped with computer, printer, copier, telephone and fax.
12. Organize the meeting by providing at least the following:
  - manage the invitation list,
  - send invitations together with the meeting's agenda,
  - receive confirmations,
  - offer all support for the participants for the whole period before and during the event,
  - provide all technical needs for the meeting,
  - arrange the hall where the meeting shall be held,
  - provide receptionists for receiving the participants,
  - welcome the participants and accurately register them with all contact data,
  - design, produce and distribute all materials for the participants,
  - manage and moderate participants' intervention during the meetings,
  - provide the participants with feed-back forms and ensure that every participant fills in his form,
  - ensure all other issues necessary for the good course of the meetings,
  - provide two coffee breaks (coffee, tea, water and pastry) and one lunch (opened buffet with cold and hot food, including vegetarian, dessert, water and juice) for every participant,
  - provide follow-up correspondence with the participants, including on social media (Facebook).

The meeting shall provide at least 6 hours of presentations and discussions, apart coffee breaks and lunch.

13. Provide audio/video recording and photo session of the meetings and prepare a summary, including pictures, to be posted on the INPCP web-site,
14. Organize a press event for every meeting: create a database with journalists to be invited to workshops, design and send invitations to journalists, ensure the participation of the journalists to the meetings,
15. Provide media monitoring reports after the meetings,
16. The Consultant shall provide a full Report of every meeting, containing at least the following: subjects discussed, information about the number and categories of participants (including vulnerable population), percentage of covered target audience, media appearances etc. The report shall contain a section providing advice on optimizing the organization of the following events, depending on the feedback received from participants.

### **Deliverables during the Contract implementation:**

The Consultant shall deliver at least the following:

1. The schedule of the meetings, approved by the PMU,
2. The meetings' agendas, approved by the PMU,
3. The list of participants for every meeting, approved by the PMU,
4. Invitations sent and confirmations received from participants,
5. Support for participants, for every meeting
6. Presentations for every meeting, approved by the PMU

7. Design, production and distribution of materials; transportation for the materials; meeting hall decoration, approved by the PMU
8. Meetings' organization – all issues from *no. 12 Organize the meeting* above
9. Room for secretarial activities
10. Feed-back forms, completed by all participants
11. Audio/video and photo materials from the meeting
12. Press event for every meeting
13. Media monitoring after event
14. Post meeting Report, approved by the PMU.

## **A11. Events – Meeting with the Stakeholders – Local Agencies**

**General Objective:** to determine Local Agencies to involve themselves more in the nutrient pollution reduction

**Specific Objective:** reaching more than 280 representatives of Local Agencies, from all over Romania's territory. The Local Agencies are, at least, the following: SGA (Sistemul de gospodarie a apelor), OJSPA (Oficiul Judetean de studii pedologice si agrochimice), APM (Agentia de protectie a mediului), GM (Garda de mediu), DAJ (Directia pentru agricultura a judetului), DSP (Directia de sanatate publica), DSV (Directia sanitar veterinara), APIA (Agentia de plati si interventii in agricultura), AFIR (Agentia pentru finantare a investitiilor rurale); CAJ (Camera agricola judeteana) etc.

**Target Audience:** Local Agencies

**Campaign duration:** 7 meetings per year, in 7 regions, with the exception of Bucharest-Ilfov, for 2 times, until the end of the Project. Total number of meetings: 14

**Campaign brief description:** The Consultant shall organize meetings with the Local Agencies, one meeting per year per region, except Bucuresti-Ilfov.

The duration of a meeting is 1 day.

The number of participants shall be 20.

The Consultant shall propose and justify a list of Local Agencies.

The Consultant shall propose and justify the meeting agenda, the topics and the messages, according to the specific information provided by the PMU, for each meeting.

The subjects and the type of meetings (workshop, conference, etc.) shall be chosen together with the PMU, depending on the Project's communication needs at the moment of the event.

The Consultant shall provide full organizing services for the meetings. The Consultant shall choose the location of the meeting so that it is convenient to all participants, preferably in a city in the centre of the region. Lunch and coffee breaks shall be provided to the participants. No accommodation or transport fees shall be provided for the participants. The meetings shall be organized with the County Council(s)'s involvement and support.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify one workshop format, with all details necessary, including technical equipment, hall decoration and promotional materials for the participants.
2. The Consultant shall propose a list of locations for the meetings, for every region

## **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. Establish, together with the PMU, a schedule of the meetings
2. Establish, together with the PMU, the subjects of the meetings and the type of event
3. Propose and justify the meeting agenda, the topics and the messages, according to the specific information provided by the PMU, for each meeting, in order to be approved by the PMU
4. A proposal for the list with participants, in order to be approved by the PMU, for every meeting
5. Final list and design for the materials for hall decoration and for the participants, in order to be approved by the PMU
6. Propose a feed-back form for the participants, in order to be approved by the PMU
7. Produce all the materials for the meeting, including feed-back forms.
8. Prepare the presentations for the meetings
9. Ensure transportation of the materials to be distributed. Some materials shall be provided by the PMU
10. Provide all logistic necessary for each meeting, including coffee breaks and lunch, hall, technical equipment, etc.
11. Identify and rent appropriate event room for one day (the same day as the meeting), for secretarial activities, equipped with computer, printer, copier, telephone and fax.
12. Organize the meeting by providing at least the following:
  - manage the invitation list,
  - send invitations together with the meeting's agenda,
  - receive confirmations,
  - offer all support for the participants for the whole period before and during the event,
  - provide all technical needs for the meeting,
  - arrange the hall where the meeting shall be held,
  - provide receptionists for receiving the participants
  - welcome the participants and accurately register them with all contact data,
  - design, produce and distribute all materials for the participants,
  - manage and moderate participants' intervention during the meetings
  - provide the participants with feed-back forms and ensure that every participant fills in his form
  - ensure all other issues necessary for the good course of the meetings.
  - provide three coffee breaks (coffee, tea, water, juices and pastry) and one lunch (opened buffet with cold and hot food, including vegetarian, dessert, water and juice) for every participant
  - provide follow-up correspondence with the participants, including on social media (Facebook)

The meeting shall provide at least 6 hours of discussions, apart coffee breaks and lunch.

13. Provide audio/video recording and photo session of the meetings and prepare a summary, including pictures, to be posted on the INPCP web-site
14. Organize a press event for every meeting: create a database with journalists to be invited to workshops, design and send invitations to journalists, once, in advance, they were approved by the PMU; ensure the participation of the journalists to the meetings
15. Provide media monitoring reports after the meetings
16. The Consultant shall provide a full Report of every meeting, containing at least the following: subjects discussed, information about the number and categories of participants,

percentage of covered target audience, media appearances etc. The report shall contain a section providing advice on optimizing the organization of the following events, depending on the feedback received from participants.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The schedule of the meetings, approved by the PMU
2. The meetings' agendas, approved by the PMU
3. The list of participants for every meeting, approved by the PMU
4. Invitations sent and confirmations received from participants
5. Support for participants, for every meeting
6. Presentations for every meeting, approved by the PMU
7. Design, production and distribution of materials; transportation for the materials; meeting hall decoration, approved by the PMU
8. Meetings' organization – all issues from *no. 12 Organize the meeting* above
9. Room for secretarial activities
10. Feed-back forms, completed by all participants
11. Audio/video and photo materials from the meeting
12. Press event for every meeting
13. Media monitoring after event
14. Post meeting Report, approved by the PMU

## **A12. Events – Meeting with the Stakeholders – International Conference**

**General Objectives:** to disseminate Project's achievements, success stories and lessons learned to the international specialists' community; to create the frame for discussing innovative solutions that can reduce nutrient pollution; to share the Romanian experience in implementing the Nitrates Directive.

**Specific Objective:** reaching valuable international experts, that can add important inputs to nutrient pollution control, and identify mutual interests and fields of cooperation.

**Target Audience:** International experts, local stakeholders, policy makers, implementing, monitoring, and controlling agencies and researchers/ technical specialists.

**Campaign duration:** one International Conference, organized in the second part of 2021 (the Conference), 4 days: 2 days in Bucharest and 2 days visiting Project investments.

**Campaign brief description:** The Consultant shall organize one International Conference on the Nutrient Pollution Control subject.

The participants shall be: decision makers, members of the institutions responsible for implementing, monitoring and enforcing the Nitrates Directive and people related to this work from Romania and other Danube riparian countries, researches from EU and Black Sea riparian countries, representatives of international and national funding institutions, representatives of other international similar projects.

The duration of the International Conference is 4 days: 2 days in Bucharest and 2 days visiting Project investments (for maximum 50 participants).

The number of participants shall be 150, out of which a minimum 25% foreign guests.

The Consultant shall work together with the PMU for establishing a list with participants.

The Consultant shall propose and justify the Conference's agenda, the topics and the messages, according to the specific information provided by the PMU.

The subjects shall be chosen together with the PMU, depending on the Project's communication needs at the moment of the event.

The Consultant shall provide full organizing services for the International Conference. The Consultant shall choose the location of the meeting so that it is convenient to all participants. Lunch and coffee breaks shall be provided to the participants. Transport fees, meals and one-night hotel accommodation shall be provided for all participants during the field visit to the Project's investments.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify one International Conference format, with all necessary details, including technical equipment, hall decoration materials and information materials for the participants, including symbolic gifts.
2. The Consultant shall propose a list of minimum 3 locations for the first 2 days of the Conference, located in Bucharest, justifying the choice for each of them.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. Establish, together with the PMU, a schedule of the Conference,
2. Establish, together with the PMU, the participants' list of the Conference,
3. Propose and justify the Conference agenda, the topics and the messages, according to the specific information provided by the PMU, in order to be approved by the PMU,
4. Final design for the materials for hall decoration and for the participants, in order to be approved by the PMU,
5. Propose a feed-back form for the participants, in order to be approved by the PMU,
6. Produce or procure all the materials for the Conference, including feed-back forms and symbolic gifts.
7. Prepare the presentations and the speeches of the key note speakers from the PMU,
8. Ensure transportation of the materials to be distributed. Some materials could be provided by the PMU,
9. Provide all logistic necessary for the Conference, including rooms' reservation at hotels with an acceptable standard, according to legal provisions regarding the accommodation (the accommodation costs in Bucharest shall be covered by the participants), coffee breaks and lunch, hall, technical equipment, etc.
10. Permanently monitor the participants' registration, travel arrangements and assistance needs;
11. Ensure the participants welcome and assistance to the hotel reception;
12. Assurance of the relationship with the hotel and other services' providers, including financial arrangements;
13. Identify and rent appropriate event room for two days (the 2 days the Conference shall be in Bucharest), including press conference facilities and secretarial activities, equipped with computer, printer, copier, telephone and fax.
14. Organize the Conference by providing at least the following:
  - manage the invitation list,
  - send invitations together with the Conference's agenda,
  - receive confirmations,
  - offer all support for the participants for the whole period before and during the event,
  - provide all technical needs for the Conference,
  - arrange the hall where the Conference shall be held,

- provide receptionists for receiving and registering the participants,
- welcome the participants and accurately register them with all contact data,
- design, produce and distribute all materials for the participants,
- manage and moderate participants' intervention during the Conference,
- provide the participants with feed-back forms and ensure that every participant fills in his form,
- ensure all other issues necessary for the good course of the Conference.
- provide three coffee breaks (coffee, tea, water, juices and pastry), one lunch (opened buffet with cold and hot food, including vegetarian, dessert, water and juice) and one dinner, for every participant per day, for the two days the Conference is in Bucharest
- provide transportation, hotel accommodation, breakfast, lunch, dinner, conference room for half day for the participants during the trip to the Project's investments, for a number of about 50 participants
- provide follow-up correspondence with the participants, including on social media (Facebook)

The Conference shall provide at least 6 hours of discussions per day, for the 2 days the Conference is in Bucharest, apart coffee breaks and lunch.

15. Provide audio/video recording and photo session of the meetings and prepare a summary, including pictures, to be posted on the INPCP web-site
16. Organize a press event for every meeting: create a database with journalists to be invited to workshops, design and send invitations to journalists, once, in advance, they were approved by the PMU; ensure the participation of the journalists to the meetings
17. Provide media monitoring reports after the meetings
18. The Consultant shall provide a full Report of every meeting, containing at least the following: subjects discussed, information about the number and categories of participants, percentage of covered target audience, media appearances etc. The report shall contain a section providing advice on optimizing the organization of the following events, depending on the feedback received from participants.

#### **Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The Conference's agenda, approved by the PMU
2. The list of participants for the Conference, approved by the PMU
3. Invitations sent and confirmations received from participants
4. Support for all participants during the Conference
5. Presentations for the Conference, in PowerPoint, approved by the PMU
6. Speeches for the key note speakers from the PMU, approved by the PMU
7. Design, production and distribution of materials for the event; transportation for the materials; meeting hall decoration, symbolic gifts, approved by the PMU
8. Rooms' reservation and hotel welcome for the participants
9. Monitoring participants' accommodation and solve all the problems that may occur
10. Conference's organization – all issues from *no. 14 Organize the Conference* above
11. Room for secretarial activities, as described above
12. Feed-back forms, completed by all participants
13. Audio/video and photo materials from the meeting
14. Press event for every meeting
15. Media monitoring after event
16. Post meeting Report, approved by the PMU

### **A13. Contests – Contest for Children**

**General Objectives:** to educate, through play, the young generation in the spirit of nutrient pollution reduction, water and environment protection.

**Specific Objective:** reaching a large number of children and involve them in understanding different issues that must be done in order to reduce the nutrient pollution and act for water and environment protection.

**Target Audience:** children between zero grade and sixth grade, included, in schools; stronger accent should be put on schools in the rural area, but any school is accepted.

**Campaign duration:** there shall be two contests during the Campaign implementation; we estimate a duration of six months for each contest, including the Winners' festivity, where prizes shall be given

**Campaign brief description:** The Consultant shall organize one Drawing Contest (the Contest) for children. The Contest shall be done in schools, under surveillance of the learners/professors. It is preferable to have a partnership with the Ministry of Education for this Contest. The second Contest shall be proposed by the Consultant, after analysing the results of the first Contest.

#### **The Drawing Contest:**

In order to increase the participation, prizes shall be offered, both to school and to children. One school can win only one prize, no matter how many children from that school receive prizes.

Prizes shall be given to 40 children and to 10 schools. The prizes for the children shall consist in, but not limited to: mobile phone, tablet, bicycle, etc. (for the first 6 places – three per level) and several sets of tee-shirt with cap, personalized with a Project's message (for places between 7 and 40). The Consultant shall make a proposition for the prizes for children. The prizes for schools shall consist in 10 sets of computer/laptop with projector and printer (in order to equip a classroom with didactic material), for 10 of the most active schools, having participant children, regardless of the rank (1 to 40) the child from the school wins.

The children shall make drawings having INPCP's mascot Picurici as main actor. *Picurici loves the clean water and knows everything about how to avoid the nutrient pollution. He is eager to make children learn about what they should do when they shall be adults, in order to enjoy the clean water.* The theme of the Contest could be: *Things that make Picurici happy!* One child can compete with several drawings. The children that shall participate in the contest shall be informed by the teachers/learners about what Picurici knows, from the books that the school shall receive after registering in the Contest.

The Contest shall take place online, in the dedicated section on the Project's Web Portal.

The schools shall register on the Contest's section, with user and password, after completing a form, and shall receive access to a personal page in the Contest's section. The school's account shall be validated by the admin, based on an official stamped document sent by the school. The school shall also receive, after registering, through mail/courier, 50 books with Picurici, and the things that makes him happy. The books shall be used to teach the participants.

Each school shall select 5 drawings that shall represent the school in the final phase of the Contest. All participants' drawings' photos shall be uploaded to the school's page, but the selected drawings' photos shall be in bigger size and on top of the others. All drawings' photos shall have the possibility of being promoted (shared) on Facebook and shall have a counter for the likes received. The drawing with the most likes received on Facebook shall be declared "the Public's Award" and receive a prize.

A Jury shall decide the winners from all selected participants. The contest rules and regulations shall be done and submitted for approval by the Consultant.

The winners shall be published on the main page of the Contest, after the Jury's deliberation.

A festivity for the winners shall be organized, where the winners shall receive their prizes.

Images from the festivity shall be published on the first page of the Contest.

The Contest shall have a Facebook page, where all the shared drawings shall be posted. The Consultant shall promote the Contest's Facebook page.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify the Contest mechanism and procedures, in order to obtain the best results from the Contest, according to the specific objectives of the Campaign
2. The Consultant shall propose and justify the structure, functionalities and flows for the online part of the Contest, starting from account creation, approvals for uploads, sharing capabilities, etc.
3. The Consultant shall propose a promotion campaign for the Contest, taking into consideration that a partnership with the Ministry of Education is desirable, that shall notify/inform directly all schools.
4. The Consultant shall propose a Facebook campaign for all shared drawings.
5. The Consultant shall propose a Jury structure and a secure way of voting.
6. The Consultant shall propose a scenario for the festivity for the winners.
7. The Consultant shall propose any other things that he considers important for the success of the Contest

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. Present the final proposal about the Contest's organization, including but not limited to mechanisms, procedures, Contest's Rules & Regulations, prizes (the objects and the number of objects offered to the winners), winners' selection criteria, online specifications, procedures and functionalities, security and anti-fraud measures, Facebook page design and all other things necessary, in order to be approved by the PMU
2. Prepare a presentation of the Contest, to be submitted to the Ministry of Education, in order to obtain their partnership and their involvement and support.
3. Propose a plan for the promotion campaign for the Contest, with the objective of registering participants, together with the messages in the campaign, in order to be approved by the PMU.
4. The Consultant shall make a graphic design of the Contest Section of the Web Portal
5. The Consultant shall have a banner to be exposed on the first page of the Web Portal
6. Produce and test the online section of the Contest, based on the specifications approved by the PMU; reading the Contest's Rules & Regulations shall be mandatory for registering in the Contest.
7. Provide an expert to serve as an administrator for the online part of the Contest, for all duration of the Contest, that shall supervise / give approvals for uploading the photos of the drawings.
8. Create the Facebook page of the Contest, based on the graphic proposal approved by the PMU.
9. Ensure the connection of the drawings shared on Facebook and the Facebook page of the Contest.

10. Present a proposal for a press event for launching the Contest, in order to be approved by the PMU.
11. Organize a press event, for launching the Contest. Monitor the press after the press event.
12. Provide a database with all the schools in Romania, with name, location, telephone and email
13. Execute all communication with the schools, in order to determine them to register in the Contest; the Consultant shall insist on the direct communication with the schools in the rural area.
14. Give approval for the accounts that the schools open, based on the official document sent by the school. Supervise the online section of the Contest during the Contest's duration.
15. Execute the promotion campaign of the Contest, based on the plan approved by the PMU, including the Facebook campaign of the Contest.
16. Select the Jury, based on the schema approved by the PMU.
17. Provide support and assistance to the Jury and ensure that the process of selecting the winners is clear and transparent.
18. Acquire/produce the prizes for the winners.
19. Organize the festivity for the winners for an estimate of 120-150 participants (40 children, 60 parents, schools' representatives, Jury members, other guests, press); ensure the participation of all winners, Jury members, press and other guests; offer the prizes to the winners; monitor the press after the festivity. For the organization of the festivity, the Consultant shall provide at least the following:
  - propose and agree with the PMU the city and the location where the event shall be organised.
  - manage the invitation list,
  - send invitations together with the festivity's agenda,
  - receive confirmations,
  - offer all support for the participants for the whole period before and during the event,
  - provide all technical needs for the festivity,
  - arrange the hall where the festivity shall be held,
  - provide receptionists for receiving the participants
  - welcome the participants and accurately register them with all contact data,
  - design, produce and distribute all materials for the participants,
  - design and produce diplomas for the winners
  - manage and moderate participants' intervention during the festivity
  - provide the participants with feed-back forms and ensure that every participant fills in his form.
  - ensure all other issues necessary for the good course of the festivity.
  - provide two-nights' accommodation and reimburse the transportation costs for all awarded children and for one representative for every school participating to the event (awarded school or with awarded children). Transportation and accommodation shall be provided only for participants outside the city where the event is organised.
  - provide one lunch (opened buffet with cold and hot food, including vegetarian, dessert, water and juice).
20. Provide audio/video recording and photo session of the festivity and prepare a summary, including pictures, to be posted on the Contest Section of the Web Portal.
21. The Consultant shall provide a full Report of the Contest, containing at least the following: number of participants, number of drawings / children that participated, number of school that participated, estimate of the audience of the contest (people reached) and other relevant data for the results of the Contest.

**Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The final proposal for the Contests, approved by the PMU.
2. The Jury schema, approved by the PMU.
3. The presentation of the Contests for the Ministry of Education, approved by the PMU.
4. The promotion campaign plan, aiming to register schools, approved by the PMU.
5. The Facebook campaign for the drawings plan, approved by the PMU.
6. The online Section of the Contests, fully functional and tested.
7. The proposal for the launching Press Events, approved by the PMU.
8. The Press Events for the launching of the Contests.
9. The database of the schools in Romania.
10. Executing the promotional campaign aiming to register schools.
11. Communication with the schools, resulting in school registering
12. Schools' accounts approvals
13. Continuous monitoring the Contests on the online Section
14. The complete Jury, approved by the PMU and assistance to the Jury
15. The prizes for the winners;
16. Travel and accommodation expenditures for the winners, approved.
17. Organizing the festivities, as described at the point no. 17. *Organize the festivity for the winners*
18. Audio/video and photo materials from the festivities
19. Press events for the festivities.
20. Media monitoring after events.
21. Post event Reports, approved by the PMU.

## **A14. Contests – Contests for Farmers**

**General Objectives:** to educate/inform, through game, the farmers, about specific issues regarding the nutrient pollution reduction, agro-environment practices and SMR 1.

**Specific Objective:** reaching a large number of farmers and involve them in understanding different issues that must be done in order to reduce the nutrient pollution.

**Target Audience:** small farmers and householders from rural areas (Farmers).

**Campaign duration:** there shall be five Contests during the implementation of the Public Awareness Campaign

**Campaign brief description:** The Consultant shall organize five Contests for the Farmers.

In order to increase the participation, we shall offer prizes for the winners.

Prizes shall be given to 40 Farmers and shall consist in farm tools (for the first 6 Farmers) and rain coats + rubber boots (for places between 7 and 40). The Consultant shall make a proposition for the prizes consisting in farm tools.

The Contests shall be organized online, on the Web Portal of the Project or on another public platform recommended by the Consultant; we have the interest of increasing the traffic on the Web Portal through this Contests, so the Consultant should have this issue in view when proposing the place that shall host the Contests.

One of the Contests shall be “Answer to questions from the Code of Good Agricultural Practices”. For this, the Farmers shall register on the Web Portal, in the section CoGAP Contest, in order to identify himself if he wins a prize. The questionnaire shall be a “multiple choice test”. The winners shall be drawn randomly by a computer software, among the best of the respondents. The

Farmer shall receive, after completing the test, a qualification (result) funny enough so he should be tempted to share it on Facebook.

Another Contest shall be based on respecting the provisions of SMR 1 (Statutory Management Requirements 1 – Annex II from the EU Regulation no 306/2013) and could be like: “calculate the score of your farm/ household, according to SMR1”.

The Consultant shall propose other themes and types of Contests for the Farmers, respecting two principles: 1) to encourage the Farmers to read specific issues concerning nutrient pollution so that they can win prizes; 2) to attract traffic on the Web Portal of the Project and encourage to share their experience

The winners of every contest shall be published on the Web Portal and the prizes shall be sent by mail/courier to the winners.

### **Materials to be included in the Technical Proposal**

When submitting the Technical Proposal for this TOR, the Consultant shall provide at least the following:

1. The Consultant shall propose and justify the Contest mechanism and procedures, in order to obtain the best results from the Contest, according to the specific objectives of the Campaign
2. The Consultant shall propose and justify the structure, functionalities and flows for the online part of the Contest, starting from account creation, approvals for uploads, sharing capabilities, etc.
3. The Consultant shall propose a promotion campaign for the Contest.
4. The Consultant shall propose a Facebook campaign for all shared results.
5. The Consultant shall propose/indicate a software that is secure and transparent for choosing the winners amongst Farmers that got the maximum score.
6. The Consultant shall propose a scenario for the festivity for the winners.
7. The Consultant could propose any other aspects that he considers important for the success of the Contest.

### **Services to be provided by the Consultant during Contract implementation**

The Consultant shall provide at least the following:

1. Present the final proposal about the Contest’s organization, including but not limited to mechanisms, procedures, Contest’s Rules & Regulations, prizes (the objects and the number of objects offered to the winners), winners’ selection criteria, online specifications, procedures and functionalities, security and anti-fraud measures, Facebook page design and all other things necessary, in order to be approved by the PMU
2. Create a graphic design of the Contest Section.
3. Create a banner to be exposed on the first page of the Web Portal.
4. Propose a plan for the promotion campaign for the Contest, with the objective of registering participants, together with the messages in the campaign, in order to be approved by the PMU
5. Produce and test the online section of the Contest, based on the specifications approved by the PMU; reading the Contest’s Rules & Regulations shall be mandatory for registering in the Contest.
6. Provide an expert to serve as an administrator for the online part of the Contest, for all duration of the Contest, that shall supervise the Contest

7. Create the Facebook page of the Contest, based on the graphic proposal approved by the PMU
8. Ensure the connection of the results of the Farmers shared on Facebook and the Facebook page of the Contest
9. Execute the promotion campaign of the Contest, based on the plan approved by the PMU, including the Facebook campaign of the Contest
10. Acquire/produce the prizes for the winners
11. Publish on the Web Portal of the Campaign the lists with the winners
12. Send the prizes to the winners by mail or courier
13. The Consultant shall provide a full Report of the Contest, containing at least the following: number of participants, estimate of the audience of the contest (people reached) and other relevant data for the results of the Contest.

#### **Deliverables during Contract implementation:**

The Consultant shall deliver at least the following:

1. The final proposal for each Contest, approved by the PMU
2. The software for choosing the winner, embedded in the Contest's mechanism, approved by the PMU
3. The promotion campaign plan, aiming to register participants, approved by the PMU
4. The Facebook campaign for the results of the Farmers, approved by the PMU
5. The online Section of the Contest, fully functional and tested
6. Executing the promotional campaign aiming to register Farmers
7. Continuous monitoring the Contest on the online Section
8. The prizes for the winners
9. Sending the prizes for winners through mail or courier
10. Post Contest Report

### **SA1. Print – Support Printed Materials**

**Activity's brief description and deliverables:** This is an estimation for the printed materials needed during all Campaign implementation and include all the printed materials from all the Activities (A1 to A14). The printed materials shall support some of the activities in the Campaign.

The Consultant shall produce, during the entire campaign, at least the following:

1. Brochure – closed format A4, 20 pages plus covers, paper – 150g/sqm interior, 250g/sqm covers, full colour – 2 times 1,000 copies.
2. Picurici Books for schools – closed format A4, 20 pages plus covers, paper – 150g/sqm interior, 150g/sqm covers, full colour – 1 time 10,000 copies
3. Flyers – 9.5x21 cm, printed on both sides, full colour, paper 150g/sqm, 12 times 100,000 copies
4. Posters – A3, printed on one side, full colour, paper 200g/sqm, 4 times 30,000 copies
5. Folders – closed format A4+, printed on one side, full colour, paper 300g/sqm, 1 time 5,000 copies
6. Diplomas – A4, printed on one side, full colour, paper 300g/sqm, 1000 copies
7. Roll-up – 100x200 cm, printed on one side, full colour, support and bag included, 2 times 4 pieces
8. Pop-up Spider 3x3m, curved, printed in full colour, 2 times 1 piece

### **SA2. Creative Services – Art, Copy-writing, DTP**

**Activity's brief description and deliverables:** The creative services shall support all creative needs of the Campaign. The Consultant shall provide, during the entire campaign, at PMU's request, at least the following:

1. All slogans needed for the campaign
2. All messages needed for the campaign
3. All texts needed for the campaign
4. All graphic design for the campaign, including but not limited to: printed materials, promotional materials, web-sites, Facebook pages, etc.
5. All DTP (desktop publishing) for all materials

### **SA3. Promotional Materials – personalized materials for the Target Audience**

**Activity’s brief description and deliverables:** The promotional materials shall support some of the actions in the Campaign. The Consultant shall provide, during the entire campaign at least the following:

1. Tee-shirts – white, personalized 2+2 colours, max. A5 dimension on the front, max. A4 dimension on the back, sizes for children, women, men, 10,000 pcs. (3,000 pcs for children, 2,000 pcs for women, 5,000 pcs for men)
2. Caps – white, personalized 2 colours, sizes for children, men, 5,000 pcs. (1,000 pcs for children, 4,000 pcs for men)
3. Rain coats – dark blue / black – personalized 2 colours, sizes for women, men, 2,000 pcs. (1,000 pcs for women, 1,000 pcs for men)
4. Rubber boots – dark blue / black– personalized 2 colours, sizes for women, men, 2,000 pcs. (1,000 pcs for women, 1,000 pcs for men)
5. Picurici mascots – 1,000 pcs
6. Memory sticks, min. 32 Gb, personalised on one side with 2 colours – 300 pcs.

The Consultant shall provide description of the proposed promotional materials. The personalization of the promotional materials shall be proposed by the Consultant and approved by the PMU.

### **SA4. Focus Groups – Testing the messages in the Campaign**

**Activity’s brief description and deliverables:** The Focus Groups shall test the messages for the Campaign. The Consultant shall provide, during the entire campaign, at least the following:

1. One Focus Group to test the Media Campaign – production and distribution of TV spots
2. One Focus Group to test the other materials / messages / slogans of the Campaign

### **SA5. Monitoring the Campaign – feed-back collected from the Target Audience**

**Activity’s brief description and deliverables:** The Monitoring of the Campaign shall provide information about the level of perception of the messages and about the effectiveness of the Campaign. The Consultant shall provide, during the entire campaign, at least the following:

1. Monitoring the Campaign by collecting feed-back from the Target Audience three times during the Campaign, in January for the year that ended. First Monitoring shall be made in January 2019, for the activities done in 2018. The Consultant shall provide a Monitoring Report with suggestions of improvement of the Campaign.

---

## 5. *Qualifications Requirements for the Consultant and for the key-experts*

---

The Consultant shall prove deep understanding of the Nutrient Pollution domain and strong knowledge of the Agricultural domain.

The Consultant may be a company or a joint-venture of companies, with experience in designing and implementing public awareness programs, including events organization, media and on-line campaigns, production of promotional materials, direct marketing actions, etc. NGOs can only participate as subcontractors.

The Consultant should prove its expertise in conducting large communication activities, at national and local level.

The Consultant is advised to provide a team of at least 12 key experts. It is expected that the team will include at least the following skills and expertise:

- **team leader** having experience of at least 5 years in project management and in coordinating campaigns of public awareness and public information at national and local level;
- **one (1) expert** in environmental issues, with at least 10 years experience in water and land pollution, manure management, waste management practices, sanitation, wastewater management, environment and waters permitting and inspection, environmentally sound agricultural practices;
- **one (1) expert** in media planning, media buying and media analysis, having at least 3 years specific experience
- **one (1) expert** in events' organizing, having 5 years experience in organizing conferences and caravans
- **one expert** in software design and programming, having strong knowledge of databases, website programming, mobile apps programming
- **two (2) experts in creating (writing) editorial content**, with journalism background, having at least 3 years experience in agricultural and/or environmental press.
- **one (1) expert** in social media and online advertising, especially Facebook and Google AdWords, having at least 3 years of specific experience.
- **one (1) PR (public relations) specialist**, having at least 5 years experience with media at national and local level;
- **one (1) graphic designer (Art Director)** having at least 3 years experience in creating graphics primarily for published, printed and/or electronic media, such as brochures and advertising. The expert should be able to work with multiple software programs;
- **one (1) copywriter** having at least 3 years specific experience
- **one (1) expert in production of promotional materials**, having at least 3 years specific experience

Also, the proposed key experts shall have the following skills:

- a) proven experience in working with local authorities;
- b) proven ability to communicate effectively with stakeholders similar with the Projects';
- c) ability to write reports;
- d) communication and team work skills;

- e) high level of computer literacy;
- f) good knowledge of English language; knowledge of Romanian language is a must.
- g) previous experience in region with World Bank or EU funded projects is considered a plus;

---

## *6. Reporting Requirements*

---

The Consultant shall submit the following Reports:

**Inception report** will be submitted within 45 days as from the effective date of the Contract and will include a clear, systematic and detailed timetable/workplan of activities to be completed, including clear allocation of activities per key experts and link between activities and related indicators. This report will define in practical terms the services to be rendered in accordance with the methodology adopted and a detailed description of the logistical arrangements. The report will also include an assessment of the potential risks (if any) and possible measures to counteract them for timely and effective implementation.

**Progress Reports**, which will be submitted every three 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. In case of software is developed, the Consultant shall deliver also the source code, considering that the copyright of all deliveries elaborated/created by the Consultant fully belongs to the Client. The report will include a full description of the indicators achieved against their targets and explanations for any deviation from the detailed work plan submitted with the Inception Report. 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.

All the Reports from the Meetings / International Conference 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 INPC-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 approvals 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.

---

## *7. Duration of the assignment*

---

The duration of this assignment is estimated to be for a period of 43 months between June 2018 and December 2021. The Consultant shall start the activities within max. 14 days from the effective date of the Contract.

---

## *8. Institutional Arrangements*

---

The appointed Consultant shall work in close cooperation with the specialists within the INPCP Project Management Unit.

All reports prepared by the Consultant shall be submitted to the Authorized Representative of the INPCP Project Management Unit for analysis and for further approval by the commission nominated by the Client for this purpose. All reports shall be submitted in one printed copy and in electronic format, both in English and Romanian.

If necessary, the Consultant shall respond to comments from the Client by modifying, amending or supplementing the reports and resubmitting them to the Client within 15 working days as from the receipt of such comments.

---

## *9. Facilities provided by the Client*

---

The Client (MWF) shall provide access to existing data and information, related to the scope of work, available at the ministry and its subordinated units' level, as required by the Consultant in order to perform the tasks under this assignment.

*Documents to be consulted by the Consultant for the implementation of the assignment:*

EU Nitrates Directive; INPCP Project Paper and Operational Manual; Code of Good Agricultural Practices; Action Program for protection of waters on nitrate pollution.

All the above documents and any other document relevant for the assignment will be provided by the PMU at the beginning of the assignment.