Terms of Reference

for a National Public Awareness Campaign

1. Background information

The Government of Romania has received a loan from the International Bank for Reconstruction and Development (IBRD) to support the implementation of the Rural Pollution Prevention and Reduction Project (RAPID Project).

RAPID Project is an initiative aimed at addressing environmental challenges in the rural areas of Romania. Focused on mitigating pollution and promoting sustainable practices, the project seeks to safeguard the country's rural landscapes, preserve natural resources, and enhance the overall well-being of local communities.

The Loan 9505-RO for the Project was ratified by Romania by the Law no. 332/2023 on November 7th 2023 and it became effective on December 13th, 2023. The Project closing date is June 30th, 2028.

The objectives of the project are to strengthen the institutional capacity of selected public entities, monitor pollution in agriculture, and transfer knowledge on agricultural pollution reduction to participating farmers. The project consists of three components:

1. **Modernization of Public Institutions:** Enhance the institutional capacity of the Ministry of Environment, Waters and Forests (MEWF) to monitor, evaluate, and report investments, including those related to environmental aspects of the National Recovery and Resilience Plan (NRRP). This involves increasing the national capacity for monitoring, prevention, and reduction of pollution from agricultural sources in rural areas, including the National Administration "Romanian Waters" (NARW), the National Phytosanitary Authority (NFA), and the Directorate for Land Consolidation and Land Fund (DÎFFF) within the Ministry of Agriculture and Rural Development (MARD).
2. **Knowledge Exchange and Awareness:** Facilitate knowledge exchange, awareness, and information/innovation transfer to participating farmers. This includes establishing model farms to promote best agricultural practices for pollution prevention and reduction. The project also involves creating national knowledge transfer networks and conducting information and awareness campaigns for the public regarding project activities, including other environmentally-focused interventions funded under the NRRP.
3. **Project Management:** Ensure effective project management to oversee and coordinate the various components and activities outlined in the project.

The project aims to create a comprehensive framework for addressing agricultural pollution in Romania, involving institutional capacity building, knowledge dissemination, and active participation of farmers in adopting sustainable practices.

The awareness campaign aims to address pollution, primarly originating from agriculture, and to promote other activities financed by the RAPID Project, such as the Knowledge Transfer Networks (KTNs), the grants scheme for environmental investments in existing farms and the investments for the consolidation of institutional capacity of the selected public entities under the Component 1 of the Project. The awareness campaign should inform all levels of society in order to take action against pollution in rural areas.

Hence, agriculture remains one of the main sources for environmental pollution in rural areas. Pollutants from agricultural sources that are impacting environmental health and socio-economic benefits of the rural population in Romania include:

* Nutrient pollutants (especially nitrates and phosphorus) are a threat for the environment. There is an important scope in improving nitrogen use efficiency at farm level, thus avoiding waste and pollution. Some parts of Romania are facing significant levels of groundwater nitrates, while surface waters are exposed to eutrophication;
* Air quality is affected by the ammonia emissions. Ammonia is an important contributor to nitrogen fluxes, also affecting water quality and biodiversity. While the total levels of ammonia emissions contributing to air quality in Romania has remained stable since 2010, the EU-27 average can showcase a downward trend. Romania is at high-risk of non-compliance with the Gothenburg Protocol and the National Emission Ceillings (NEC) Directive. Of the total reported ammonia emissions in Romania, 89 percent originate from the agriculture sector. Currently, there is no investment program, training, or awareness campaign for farmers addresing this agricultural pollutant. Other pollutants from agriculture that should be considered, include nitrous oxide, a significant contributor to climate change;
* Various additional agriculture-sourced pollutants persist. Antimicrobials used in the Romanian livestock sector is another source of water pollution from agricultural sources. While sales of antimicrobials have slightly decreased, the environmental exposure of these active pharmaceutical ingredients (APIs) in Romanian rivers is among the highest in Europe. Plant protection products sales have remained stable during the last decade, but the weak control on the implementation of the integrated pest management (IPM) contributes to pollution in rural areas.

The awareness campaign will particularly seek to promote the good practices identified through the Knowledge Transfer Networks (KTNs), e.g.by the use of testimonials and success stories and through awareness ambassadors. The Consultant should work closely with KTNs` Advisory Hub, for example to promote success stories and other relevant information on the activities implemented through a monthly newsletter.

The grants beneficiaries, in their role as host farmers for KTNs, will implement activities related with information and promotion of the farm environmental investments supported by the received grants. The awareness campaign will promote success stories and other relevant information related with the demonstrative farms. This information should be included in a monthly newsletter. Additionally, the Consultant is expected to involve grants beneficiaries in other relevant activities of the awareness campaign.

Furthermore, the awareness campaign should represent the main platform for promoting activities implemented by the Project` beneficieries included in Component 1, respectively the National Administration "Romanian Waters" (NARW), the National Phytosanitary Authority (NFA), and the Directorate for Land Consolidation and Land Fund (DÎFFF) within the Ministry of Agriculture and Rural Development (MARD), in direct correlation with the scope of the investments (prevention and reduction of the pollution).

The objectives and activities of the RAPID Project are presented in the Law no. 332/2023 for the ratification of the Loan Agreement. The Consultant needs to consider the RAPID Project objectives and activities in all his actions.

The Campaign shall be organized in the whole territory of Romania, with a stronger emphasis on those areas with high pollution (hotspots fertilizers / plant protection products / antimicrobials – areas with intensive agriculture), Natura 2000 protected areas and high natural value areas.

The campaign will have three communication directions:

* one communication direction should focus on POLUTANTS – targeting individual farmers, agriculture companies, households in rural areas;
* one communication direction should focus on CONSUMERS;
* one communication direction should focus on SECONDARY STAKEHOLDERS.

2. Objectives, activities and target audience

**GENERAL OBJECTIVE OF THE CAMPAIGN**

To encourage the Target Groups **TO ACT** for preventing and reducing pollution from rural areas.

**SPECIFIC OBJECTIVES (SO) OF THE CAMPAIGN**

**SO1.** To promote the activities of the RAPID Project, with an emphasis on the investments in the modernization of existing farms and on those funded under the NRRP, together with the benefits that the Project and NRRP interventions bring;

**SO2**. To inform the target groups about the types of pollutants from agricultural sources;

**SO3**. To inform the target groups about the mandatory provisions and recommendations on good agricultural practices, as well on the environmental and human health benefits arising from the prevention and reduction of pollution from rural areas, especially with nitrates, ammonia, plant protection products, antimicrobials;

**SO4**. To inform target groups about the economic, health and environmental impact of agricultural pollutants;

**SO5**. To promote the concept of safe, healthy and nutritious food to the large public;

**SO6**. To promote organic farming, agri-environment and other farming systems and measures that may lead to the prevention and reduction of pollution in rural areas (including practices as derived from / connected with bioeconomy and circular economy), considering change in perception and attitudes toward the adoption of modern and sustainable technologies in agriculture;

**SO7**. To promote innovation, smart agricultural practices and sustainable landscape management practices;

**SO8**. To promote specific actions to reduce greenhouse gas emissions and increase resilience;

**ACTIVITIES**

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

**Activity 1.** Developing and implementing a media campaign (which shall include preparation/delivering and broadcasting TV spots);

**Activity 2.** Developing and implementing social media activities, including Facebook editorial content and Facebook paid campaigns;

**Activity 3.** Disseminating Project’s activities using online tools, such as websites and web applications;

**Activity 4.** Developing (including printing) and disseminating promotional materials;

**Activity 5.** Promoting Project success stories related with Knowledge Transfer Networks, model farms and NRRP;

**Activity 6.** Organizing events, such as workshops and conferences (national and international), including for RAPID beneficiaries (DG NRPP, NARW, NFA, DÎFFF);

**Activity 7.** Organizing contests for school pupils, with awards, as part of the educational activities;

**Activity 8.** Increasing awareness through ambassadors, specialists and host farmers via TV, radio, social media and workshops / conferences;

**Activity 9.** Any other activities, as proposed by the Consultant and accepted by the Client, if relevant for the campaign.

The Consultant shall implement appropriate actions to ensure gender balance and increase awareness and access to information among the vulnerable groups relevant for the Project implementation during the entire Contract implementation.

At least 80% of the activities under the awareness campaign will relate to the following topics: climate smart agriculture, climate mitigation, adaptation and practices for emissions reductions from agriculture.

**TARGET AUDIENCE**

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

**Primary Target Group:**

* Actors generating pollution with nitrates, ammonia, plant protection products and antimicrobials, as well as actors with role in climate change mitigation and adaption:
  + Individual Farmers;
  + Legal registered agricultural firms and farmers organisations;
  + Households in rural areas;
  + Distributors and distributors' associations of agricultural inputs;
  + Agricultural retailers and retailers' associations.
* Consumers.

**Secondary Target Group:**

* Institutional Stakeholders: Ministry of Environment, Waters and Forests, Ministry of Agriculture and Rural Development, Ministry of Health, Ministry of Education;
* Local agencies: ANAR (National Administration Romanian Waters), SGA (Water Management System), APM (Environmental Protection Agency), GM (Environmental Guard), DAJ (County Agriculture Direction), DSP (Public Health Direction), DSV (Veterinary Safety Direction), APIA (Payments and Intervention Agency in Agriculture), AFIR (Agency for Financing Invenstments), ANF (National Phytosanitary Authority), etc;
* Local authorities: County Councils, Local Councils, County Prefectures.
* Professional Stakeholders:
  + Teachers;
  + Doctors, veterinarians, priests and other professionals.
* Other Stakeholders:
  + Mass media;
  + NGOs;
  + LAG (Local Action Groups);
  + Academic and research institutions;
  + Agricultural and environmental expert;
  + Enterprises.

For achieving the set objectives and reaching the envisaged stakeholders, The Consultant shall work closely with farmers` organizations and environmental NGOs to amplify the campaign’s impact and ensure sustainability.

3. Methodology and deliverables

The Contract will be implemented in two phases: Phase 1 – Preparation and kick-off and Phase 2 – Implementation of the activities. The Consultant shall be responsible for ensuring that the kick-off starts smoothly, stays on track and meets its objectives, considering all the activities of Phase 1.

**PHASE 1 – PREPARATION AND KICK-OFF**

Within the first 2 weeks after the Contract commencement date, the Consultant shall organize a kick-off meeting to initiate the Contract implementation. The Consultant may host the meeting, as necessary.

The implementation shall include a mandatory Phase 1, up to three months after kick-off meeting.

During Phase 1, the Consultant shall mobilise the key experts, and shall propose additional non-key experts, as necessary. All the experts shall commit to a Code of Conduct, aligned with World Bank principles, which will be developed by the Consultant.

For the additional non-key experts, the Consultant shall provide job description/tasks as related to Project activities and their CVs and supporting documents, including availability declarations, to be validated by the PMU/Project Coordinator (prior to starting their work and prior to Phase 1 Report).

**During this phase, the Consultant shall prepare and deliver the followings:**

**Activity 1. Developing and implementing a media campaign (which shall include preparation/delivering and broadcasting TV spots)**

1. A draft media-plan for the campaign, that contains, at least:

* storyboard for the 6 video-spots;
* number of broadcasts of the video-spots;
* television channels where the spots shall be broadcasted;
* days and hours that the video spots shall be broadcasted;
* duration of the Campaign;
* period of year that the Campaign shall appear (starting date / ending date).

1. An analysis report that explains and justify the media plan, that contains, at least:

* how the video-spots are covering the total TRPs;
* analysis of the Target Audience (quantitative and qualitative), for both Target Audience groups, with media consumption habits, including TV shows they watch mostly;
* a projected breakdown of the Target Audience by gender, age group, socio-economic status to ensure diversity as well as reaching all genders, age groups, as well as low-income households;
* the estimated audiences and TRPs for all the video-spots in the media-plan, for each Target Audience;
* a forecast for the dynamic of the TRPs acquired for each video spot during the Campaign;
* a comparative analysis on concurrent television channels, that shall justify the selection of the television channels in the media-plan;
* 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.

1. A report on how the Online advertorial campaign (paid articles) on websites will be instrumented. This will include, without being limited to, the following: a mapping of 9 websites, comprising TV station websites and General News category websites with a minimum of 5 million impressions/month (cumulative for the mix of websites), based on SATI data from the previous month.

**Activity 2. Developing and implementing social media activities, including Facebook editorial content and Facebook paid campaigns**

1. A documented report of the topics that are of greatest interest to farmers (e.g., based on the number of likes on posts or relevant Facebook pages (minumum 5 Facebook pages)) and consumers;
2. A Strategy and an Action Plan for Facebook communication campaign. The strategy shall include, at least, identification of relevant Facebook pages suitable for re-posting, their Target Audience segmentation, a list of key indicators for the Facebook campaign, together with their values, that shall generate enough reach in the Target Audience, so that the Specific Objectives of the Campaign are attained;
3. A strategy for the paid Facebook campaign, that should generate engagement, according to the key indicators for the Strategy and an Action Plan mentioned above (considering, among others, both rural and urban areas / promoting sustainable practices for farmers and increased request of healthy food in urban areas);
4. 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 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;
5. The Consultant shall present two test posts, with original editorial content, photo and video content, on subjects connected to the pollution prevention and reduction in rural areas, written by the experts that shall be responsible for the creation of original editorial content posts.

**Activity 3. Disseminating Project’s activities using online tools, such as websites and web applications**

1. The Consultant shall deliver a short strategy on using online tools and websites during the Project implementation.

This strategy shall focus on the dissemination of Project deliverables and promoting the NRRP.

The strategy shall include messages prepared by the Consultant, adapted to the entities profile, for posting on the websites of the Project` Component 1 public beneficiaries of the RAPID Project. These messages, along with logos provided by PMU, will also be disseminated through public beneficiaries social-media instruments, as well by the various other entities (MARD, AFIR, APIA, GNM, faculties for agriculture and environment, farmers organisations, etc) interested in Project implementation.

The Consultant will develop a concise and compelling central message that communicates the essence of the campaign. Also the Consultant will create additional messages the hightlight specific benefits. All messages shall be consulted in due time with the Contract Coordinator.

1. The Consultant shall initiate updating the website (including adding new sections / modifying the existing sections, posting, etc.).

**Activity 4. Developing (including printing) and disseminating promotional materials**

1. The Consultant shall present eight templates for A3 Posters, Folders – closed format A4;
2. The Consultant shall present templates for the Roll-up and Pop-up Spider, with topic related to Project implementation and NRRP;
3. The Consultant will provide a disseminating strategy for proposed promotional materials.

**Activity 5.** **Promoting Project success stories related with Knowledge Transfer Networks, model farms and NRRP**

1. The Consultant will provide eight template proposals (as narrative) for success stories;
2. A Communication strategy for promoting Project success stories.

**Activity 6. Organizing events, such as workshops and conferences (national and international), including for RAPID beneficiaries (DG NRRP, NARW, NFA, DÎFFF)**

1. Methodology for organizing and reporting workshops and conferences (national and international, including international working groups / task forces / meetings under European Union, United Nations, World Bank, OECD, etc.);
2. Procedure for GDPR.

**Activity 7. Organizing contests for school pupils, with awards, as part of the educational activities**

The Consultant shall propose and justify at least 4 topics for the drawing contests;

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. A collaboration agreement with the Ministry of Eduction shall be proposed and what will be the expected activities under the Ministry of Education responsability;
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. The contest rules and provisons shall be prepared by the Consultant;
6. The Consultant shall propose a scenario for the festivity for the winners and for the delivery of the awards;
7. The Consultant shall propose a List with awards for each step of the contest;
8. The Consultant shall propose any other things that he considers important for the success of the Contest.

**Activity 8.** **Increasing awareness through ambassadors, specialists and host farmers via TV, radio, social media and workshops / conferences**

1. An Editorial Plan, for the first 6 months of Phase 2, for increasing awareness through ambassadors, specialists, social-media influencers and host farmers via TV, radio, social media and workshops / conferences. The Consultant shall consider involving any of the proposed ambassadors, specialists or social-media influencers in average 3 times per month. The editorial plan will include:
   1. At least 10 examples of topics concerning the prevention and reduction of pollution in rural areas that shall be debated for the whole period of the Campaign;
   2. A list with the TV stations and TV shows where the specialists shall appear / intervene by telephone;
   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 25% of the total appearances;
   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;
   5. An estimation of the audience for the Editorial Plan.
2. A list of at least 10 ambassadors, specialists and social-media influencers willing to increase awareness and present Project activities;
3. A list of televisions that fit the criteria below, with official audience data justification:
   1. Are National Television;
   2. Have a rating% of min. 0.4 in prime time and min. 0.2 as daily average;
   3. Host TV shows – general or dedicated to rural environment / agricultural issues;
4. A list of social media channels to be further used for the awareness campaign and the chosen strategy.

**Activity 9. Any other activities, as proposed by the Consultant and accepted by the Client, if relevant for the campaign.**

The Consultant shall propose any other actions with a significant impact on the target audience, together with the justifications of the impact and the estimates of the quantitative and qualitative results (e.g., number of people reached, expected emotional impact, etc.). It remains for the Client to adjust / accept or not the proposals, during Contract negociation.

**Other deliverables, concerning one or more activities:**

* Monitoring procedure for attaining Contract indicator as included in the section 5 “Contract performance framework” to be developed for each relevant activity;
* Developing a framework addressing the vulnerable groups, for ensuring inclusion and accessiblity for women, ethnic minorities, people with disabilities (hearing, visual), low income households, the elderly;
* The assessment questionnaires that will be fill-in by all the participants at the events.

**The Consultant may initiate Phase 2 only after the Phase 1 Report is accepted by the PMU, and after receiving a written notification from the PMU.**

**PHASE 2 – IMPLEMENTATION OF THE ACTIVITIES**

**The implementation of Phase 2 will follow the Phase 1 approach as concluded in the Phase 1 Report, as updated / consolidated with the prior written agreement of the PMU.**

The Consultant shall be responsible for all the messages (text, photo, video, etc.) that 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 and MMAP.

**Activity 1. Developing and implementing a media campaign (which shall include preparation/delivering and broadcasting TV spots)**

The Consultant will implement a TV campaign and an Online advertorial campaign (paid articles) on websites.

1. **TV campaigns**
2. Will develop/ ensure preparation / provide at least 6 video spots on the topic of combating pollution with nitrates, ammonia, antivirals and plants protection products from agricultural sources and investments supported under the Component 1 of the RAPID Project - according to the Law no. 332/2023;
3. Will prepare a media campaign for broadcasting TV spots, targeting small farmers and rural households and will Contract and pay their broadcasting. Thus, the consultant shall procure the advertising space from the television channels to ensure the broadcast of the video spots, accordance with the media-plan agreed with the PMU.

Number of campaigns and their duration:

* At least 3 TV campaigns per year of Contract implementation (a total of 9 campaigns), each lasting 4 weeks;
* The ideal interval between campaigns is at least 2-3 months.

It is expected that the campaign will consider a mix of at least 7 TV stations for campaigns, such as:

* A number of 4 TV stations with news profile that during the previous month registered a market share of more than 1.0%, on the target audience over 18 years old from rural areas (+Guests);
* 1 TV station with general profile which, during the previous month, recorded a market share of more than 1.0%, on the target audience over 18 years old from rural areas (+Guests);
* 2 TV stations with general profile that during the previous month registered an average audience of more than 2.5%, on the target audience over 18 years old from rural areas (+Guests);
* Each week of the 4 weeks of a campaign should be identical in terms of spot/station allocation;
* At least 10 spots per day, for each station, broadcasted between 08:00-24:00. At least half of the spots broadcasted on each station should be between 19:00 and 24:00.

1. **Online advertorial campaign (paid articles) associated with media campaign on TV stations**
2. At least 3 Online campaigns with a duration of 4 weeks each (28 days) which should include a mix of 9 websites, comprising, inter alia, TV station websites and General News category websites with a minimum of 5 million impressions/month (cumulative for the mix of websites);
3. Each campaign will feature at least 3 advertorials per week for each individual website; the advertorial should be published on the homepage;
4. For each advertorial that will be broadcast online, the Consultant should also offer one adapted to social media, which will be made available to the PMU for broadcasting on its own channels;

4. The number of proposed Online campaigns must be identical to the number of TV campaigns (a total of 9 campaigns).

**Deliverables:**

The Consultant shall deliver at least the following:

1. Six videospots, at least 30 seconds each (approved by the PMU), plus all video materials filmed during the production, in Romanian and English languages. The Consultant shall produce and deliver the six 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 necessary modifications, for the acceptance of the PMU. The video-spots shall be produced in Full HD resolution, with stereo sound, in the quality and format necessary to be broadcasted by the TV stations. The delivery will include the concepts, scripts and storyboards for the six spots (as approved by the PMU);
2. A final media-plan approved by PMU, representing an update of the one delivered in Phase 1, justified by analysis and argumentation materials, after having the final Campaign schedule approved with the PMU. The media-plan will have an annex that will include analysis and argumentation materials, justifying the media-plan;
3. Video spots broadcasting by TV stations, according to the agreed media-plan**;**

The broadcasting indicators are:

* + - Min. 8,000 TRPs acquired for the 6 video spots;
    - In the case that the implemented media-plan shall not provide the number of 8,000 TRPs as targeted, the Consultant shall continue to broadcast the video spots until this indicator shall be reached, without additional costs for the Consultant.

Official monitoring reports with audiences for every broadcasted video-spot, proving that min. 8,000 TRPs were acquired. All audience data provided during this Assignment shall originate from the institution designated to perform the measurements, according to Art. 45 of the Law no. 504/2002, as consolidated and updated (Legea Audiovizualului). All monitoring under this Assignment shall be done/certified by a third party, other than the Consultant or its Partners / Affiliates. The Consultant shall provide official monitoring and audience data for the broadcasting of the video spots and shall provide official data, about the number of GRPs acquired by the distribution of the six video spots.

All the implemented activities will be described in the Progress Reports.

**Activity 2. Developing and implementing social media activities, including Facebook editorial content and Facebook paid campaigns**

The Consultant will develop and implement social media activities, including Facebook editorial content and Facebook paid campaigns.

The Consultant shall build a community that follows RAPID Project’ pages and posts and multiplies amplifying the messages of the Campaign in a favourable way.

The purpose of this activity is to aggregate communities of farmers, householders and urban population, by sharing interesting information and fostering open dialogue through comments. Through this approach, the chosen social media channels shall become important sources of information and dialogue for farmers and urban population, in the interest of consuming healthy food, and by this, protecting the environment towards ensuring a high quality of life.

The Consultant shall create original editorial content posts or from third parties, relavant to the ToRs objectives, minimum one per 2 working days, adapted to the segment of the Target Audience, on topics of interest for the audience. All editorials will be accompaigned with representative photos for their content.

The Consultant shall publish the posts on Facebook at the optimal hour for the Target Audience, but only after receiving approval from the PMU (it may take the form of a weekly approval, prior the the week the editorial are published). 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.

The Consultant shall use the Facebook page ApaNoastră, to be further updated with relevant content to the RAPID Project.

The articles/editorials shall be written based on monthly editorial plans, on topics approved by the PMU (articles / editorials shall be published only after the approval of the texts). Texts should be short and accompanied by suggestive images. Titles should attract attention (contain hooks), without lying the public about the content ("click-bait" is not acceptable).

The Consultant will monitor and address the comments on the Facebook page and, if necessary or requested by the PMU (e.g., the technical topic will require information from PMU), will prepare consult the PMU before reacting / answering. Thus, the Consultant shall monitor the comments made by the readers and react accordingly to their message. If considered efficient, the Consultant shall set-up and manage a Facebook group/groups (e.g., per topic), with registered members.

The Consultant shall conduct a monthly evaluation of the results of the campaign and propose adjustments of the Facebook communication Strategy to the PMU, if the results of the campaign are not attaining the key indicators.

The Consultant shall provide reports of the audience and the reach of each page / post of the Project, oriented on the key indicators approved by the PMU.

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/Contract Coordinator. The Consultant shall identify posts that have the potential to generate engagement and propose them to the PMU to be boosted with a paid campaign. 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 receiving PMU approval.

**Deliverables:**

The Consultant shall deliver at least the following:

1. One Facebook communication Strategy;
2. One Facebook Page with editorials on NRRP interventions, nitrates, ammonia, plant protection products, antimicrobials, climate change and biodiversity;
3. At least one post on Facebook every two working day;
4. Proposals of post boosting (approved by the PMU) – at least 1 per month;
5. Post boosting campaign – at least 36;
6. Proposals of paid Facebook campaigns (approved by the PMU) – at least 1 per month;
7. Paid Facebook campaigns – at least 36;
8. Reports on the audience and reach of pages and posts (at each progress report);
9. An evaluation of the Facebook communication campaign (at each progress report).

All the implemented activities will be described in the Progress Reports.

**Activity 3. Disseminating Project’s activities using online tools, such as websites and web applications**

The Consultant shall manage the existent website[**www.apanoastra.ro**](http://www.apanoastra.ro)and the entire content within it**.** The website includes, among others:

* A dedicatet section for RAPID Project, to present the objectives, activities, team members etc;
* A news integrator from third parties. The Consultant shall verify the articles shared on website, in the case of errors or risks, shall hide the post;
* Agro-meteorology information;
* Calculators / web-applications;
* A reporting Web-Portal for communal platforms beneficiaries which allows the submittion of annually reports, data and information related to predefined performance criteria.

The costs with the website domain, hosting and security (SSL certificate) are and shall remain covered by the PMU.

The PMU shall make available to the Consultant the existent source-code of the website. The deliveribles are / the Consultantshall:

* + - Ensure the management, maintenance and update of the website [**www.apanoastra.ro**](http://www.apanoastra.ro);
    - Adjust/modify the website to the specificities of the RAPID Project, including by modifying the website structure, sections and content;
    - Make further possible adjustements/updates, as requested by the PMU during Contract implementation;
    - Publish all the information and documents requested by the PMU. The Consultant shall create informative posts, based on the information provided by the PMU. The post shall be approved by the PMU and, then, uploaded in the corresponding sections of the websites;
    - Prepare and deliver a monthly online newsletter with information / articles related to ToRs general and specific objectives. Additional, the Consultant shall publish the editorials posted on social-media on the website;
    - Update the Web Portal / section for a Technical HelpDesk for the potential farms applicants and any interested party (under the PMU guidance);
    - Prepare a dedicated section / Web Portal for a Contest for children and shall facilitate/manage the an online Contest The schools shall be able to register on the Contests` section, with user ID and password, after completing a form. They shall receive access to a personal page within the Contests` section. The schools account shall be validated by the admin, based on an official documents sent by the schools;
    - The website shall allow different users to register to 1) receive newsletters and 2) to participate in workshops and conferences;
    - Prepare a dedicated section / Web Portal for a grievance mechanism (under the PMU guidance);
    - Prepare a dedicated section for the grants scheme for model farms (the application for financing requests application / evaluation / selection / Contracting etc. that will be developed by another Consultant);
    - Ensure that all measures for compliance with personal data protection and data sharing regulations are applied;
    - Ensure the maintenance / annual configuration of existing Reporting Web Portal for communal platforms beneficiaries.

**Reporting:**

All the implemented activities will be described in the Progresss reports. Additionally, the progress reports will include statistical information about registered users, as well comments and proposals on how to improve the visibility of the website.

The Consultant shall provide the consolidated and commented source-code of the website, as necessary, to be delivered as part of the Progress Reports.

**Activity 4. Developing (including printing) and disseminating promotional materials**

The Consultant shall produce and deliver to PMU location, at the exact indicated location, during the entire campaign, at least the following:

1. T-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, 3,500 pcs for women, 3,500 pcs for men);
2. Caps – white, personalized 2 colours, sizes for children and adults, 5,000 pcs. (1,000 pcs for children, 4,000 pcs for adults);
3. Brochures – closed format A4, 20 pages plus covers, paper – 150g/sqm interior, 250g/sqm covers, full colour – 10,000 copies. The text for the brochures shall be provided by the PMU, while the design, formats, pictures and printing shall be ensured by the Consultant. Are envisaged 2 types of brochures, that will have to be printed after elaboration of the codes of good agricultural practices for nitrates pollution and ammonia emissions from agriculture (estimated during 2026, or at any time after the codes are elaborated);
4. Flyers – 9.5x21 cm, printed on both sides, full colour, paper 150g/sqm, 12 types for a total of 100,000 copies;
5. Posters – A3, printed on one side, full colour, paper 200g/sqm, 8 types for a total of 6,000 copies. Half of the posters shall include infographics (easy to be visualized, with an appropriate balance between aestetics, clarity and readability);
6. Folders – closed format A4+, printed on one side, full colour, paper 300g/sqm, 1 time 5,000 copies;
7. Roll-up – 100x200 cm, printed on one side, full colour, support and bag included, 2 types for a total of 4 pieces;
8. Pop-up Spider 3x3m, curved, printed in full colour, 2 times, the same format;
9. Inscripted pens – 5,000 pieces;
10. Memory sticks, min. 32 Gb, personalised on one side – 10,000 pcs (with relevant information on the Project).

All the implemented activities will be described in the Progress Reports.

**Activity 5. Promoting Project success stories related with Knowledge Transfer Networks, model farms and NRRP**

To be implemented according to Phase 1 approved repport. Shall include, at least, promotion on the Project website and Facebook.

**Deliverables:**

At each progress report, 3 narrative success stories will be prepared and delivered. During each year of Contract implementation, 10 short videos will be developed in first year of Phase 2, while other 4 short videos shall be prepared and delivered for the rest of the Contract implementation years. For videos for farms and NRRP projects, drones shall be used.

All the implemented activities will be described in the Progress Reports.

**Activity 6. Organizing events, such as workshops and conferences (national and international), including for RAPID beneficiaries (DG NRPP, NARW, NFA, DÎFFF)**

The Consultant shall organize workshops and conferences for ensuring participation of at least 1,000 relevant participants (e.g., from central and local officials, international organisations representatives, farmers and farmers organisations, NGOs, etc.). 730 in person participants will be considered for workshops and 270 in person participants for conferences (in average, along three year, around 60 participants per workshop (4 workshops per year) and around 90 participants per conference). Variations in terms of number of events per year and participants per event are accepted, as will depend on the specificities of the event / opportunities to increase awareness. On top of the above targets, for all the events, the Consultant shall ensure hybrid participation, as requested by the PMU/Project Coordinator.

It is envisaged that 4 workshops and one conference shall be organized per year. Prior agreement from the PMU on all the aspects of the event (e.g., location/meeting room/meeting room logistics, date of the event, open-buffet and lunch composition, materials to be delivered, agenda, speakers, expected outcome of the meetings, etc.). Workshops and conferences shall take place on locations with high standards related to accessibility, registration, meeting room, coffee breaks, lunch, etc. Project screen and video-projector are mandatory.

Workshops agenda shall be for half-working day and shall include a) coffee, drinks and open-buffet for registration b) networking lunch c) workshop materials (e.g., a personalized dossier with printed agenda and documents, 1 personalized pen, 1 notebook). Other materials, as produced under activity 4, may be added (e.g., leaflets, memory sticks, caps, T-shirts, etc.). Plastic bottles shall be avoided. The Consultant shall ensure one night accommodation for at least 20% of participants.

National/international conferences/events agenda shall be for one day and shall include a) coffee, drinks and open buffet for registration – and for two coffee breaks b) 1 networking lunch c) compensation for the national transportation costs and two overnight accommodation costs for at least 20% of the participants d) conference materials (e.g., personalized conference bag, a personalized dossier with printed agenda and documents, 1 personalized pen, 1 notebook, 1 gift (with personalized bag) – the exact type of gifts shall be approved by PMU in advance). Transportation and accommodation will be prioritized for participants travelling more than 200 km.

Other materials, as produced under activity 4, may be provided (e.g., leaflets, memory sticks, caps, T-shirts, etc.), as requested by the PMU.

For international conferences / events (estimated at 2 along Contract implementation), the Consultant shall offer as well an welcome dinner, for each participant.

The Consultant should ensure paid participation of national and international specialists / scientists as speakers for participating in the workshops / conferences. For each workshop, the Consultant shall ensure at least 1 national specialist, while for each conference, the Consultant shall ensure the participation of at least one international specialist. The Consultant shall consider the costs for the specialists preparatory activities necessary before to the events, for their participation and for the elaboration of a report with conclusions and proposals, as well as the costs for accommodation and transportation. The per-diem and accommodation costs shall be aligned with the thresholds approved for the public sector.

All specialists shall be approved by the PMU/Contract coordinator prior to their commence of the work.

All aspects related to the organisation of the events remains in the responsability of the Consultant (including, sending invitations, confirmation, meetings reception etc.). Meetings agenda will be prepared by the PMU. All speakers will be identified by the PMU, except the local hosts (for the events that shall be organised outside Bucharest), were the Consultant shall identify and invite local stakeholders and host representatives. Particularly, the Consultant shall provide at least the following:

1. Establish, together with the PMU, a scenario of the events;
2. Establish, with support of the PMU, the participants’ list;
3. Produce or procure all the materials for the events and ensure transportation of the materials to be distributed to the participants. Some materials could be provided by the PMU;
4. Prepare and distribute a feedback form for the participants to be approved by the PMU (including via online means);
5. Provide all logistics necessary for the events, including reserving rooms at hotels with acceptable standards and ensure assistance to the participants at the hotel reception, as needed;
6. Permanently monitor the participants’ registration, travel arrangements and assistance needs (contact details shall be shared with the participants). The registration shall be online, via a simple registration webpage, with confirmation on the participants email;
7. Offer participants reception and suitable conditions for the events, by ensuring at least the following:

* send invitations together with the events agenda;
* request, receive and centralise the confirmations;
* offer all support for the participants for the whole period before and during the event;
* provide all technical needs for the events;
* ensure the meeting room is appropriate for the event;
* welcome the participants, accurately register them with all contact data and offer the meeting materials;
* manage and moderate participants’ interventions during the events.

1. Provide audio/video recording and photo sessions of the meetings and prepare a summary, including pictures, to be posted on the Project website and on social-media.

Press events will be organized, if requested by the PMU. The Consultant will create a database of journalists to be invited to workshops / conferences, design and send invitations to journalists (as and if requested by the PMU).

Every event will be documented with audio/video recordings together with event photos and attendance lists.

For the workshops and conferences, at least the following promotional materials shall be produced:

* 1 pop-up banner – at least 400 x 230 cm, print and metal stand, color printing, personalized design (to be re-used at each event);
* 1 outdoor banner – print color, horizontal banner, at least 3,000 x 1,000 mm, personalized design (to be re-used at each event);
* 5 A3 posters – glossy paper, color printing, personalized design (for each event).

For workshops and conferences, the Consultant will ensure that events will be promoted / advertised by placing the outdoor banner and one A3 poster at the entrance of the location. The rest of promotion materials will be placed at the event meeting / lunch rooms.

All participants shall receive transparent badges. Eco-friendly badges are preferred instead of traditional plastic badges. Plastic bottles shall be avoided.

Personalized conference bags (fabric materials) – dimensions at least 40 x 6 x 29 cm.

It is expected that all the materials produced for workshops and conferences will be eco-friendly.

All the implemented activities will be described in the Progress Reports.

**Reporting:**

The Consultant shall deliver a Post meeting Report. The Consultant shall provide a full Report of every meeting, containing at least the following: all activities implemented for the events, including all the delivered materials, meetings agendas, list of participants (as signed by the participants), event photos, information about the number and categories of participants, percentage of covered target audience. The report shall contain a section providing advice on optimizing the organization of the following events, depending on the analized feedback received from participants.

**Activity 7. Organizing contests for school pupils as part of the educational activities**

The Consultant shall aimto reach a large number of children and involve them in understanding different issues that must be done in order to reduce pollution and act for water and environment protection.

The Consultant shall organize two Drawing Contests (the Contest) for children. The Contests 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. It is estimate a duration of six months for each contest, including the Winners’ festivity, where prizes/awards shall be given.

The children shall be between first and sixth grade, included, in schools; stronger accent should be put on schools in the rural area, but any school is accepted.

**The Drawing Contest:**

In order to increase the participation, prizes/awards 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. One child may compete with several drawings.

Prizes shall be given to 40 children and to 10 schools for each contest. As example, the prizes for the children may consist in, but not limited to: tablets, ebook readers, bicycles, etc. (for the first 6 places) and several sets of [personalized](https://uk.search.yahoo.com/search;_ylt=Awr.oKbe349myNwIop0M34lQ;_ylu=Y29sbwNpcjIEcG9zAzEEdnRpZAMEc2VjA3Fydw--?type=E210GB739G0&fr=mcafee&ei=UTF-8&p=personalized&fr2=12642) school backpacks with pencils box, pencils and school notebooks (for places between 7 and 40). The prizes for schools shall consist in 10 sets of computers / laptops with projector and printer (in order to equip a classroom with didactic materials), for 10 of the most active schools, considering the hierarchy of the awareded children. All prizes/awards shall be procured by the Consultant. In addition, the Consultant shall provide prizes for the first 50 schools enroled for each contest. These additional prizes shall consist in 1,000 notebooks (per each school) with personalized covers, having inscripted texts/messages/draws on environmental and social good practices and behaviours suitable for children. The Consultant shall cover the costs of the prizes, which shall be procured by the Consultant (with prior agreement from the PMU), to be reimbursed by the Consultant at the level of procured prices.

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

The schools shall register on the Contests` section with user ID and password, after completing a form, and shall receive access on a personal page in the Contests` section. The schools account shall be validated by the administrator, based on an official stamped document sent by the school.

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 schools page, but the selected drawings’ photos shall be in larger size and on top of the others.

A Jury shall decide the winners from all selected participants. The winners shall be published on the main page of the Contest, after the Jury deliberation.

The Consultant shall engage with the 10 most active schools, the awarded ones, for organizing award festivities for the winners, children and school, that shall receive the prizes. Images from the festivities shall be published on the Contest main page. The Consultant shall deliver the prizes to the location of the organised festivities and to all the other awarded children, by courrier, at the indicated addresses with the proof of the deliveries for all awards.

The Contest shall be promoted on the Project Facebook page, where all the shared drawings shall be posted. The Consultant shall promote the Contest’s Facebook page.

The Consultant shall ensure the promotion of the contests, including via Facebook, with the approval of PMU/Contract Coordinator.

All the implemented activities will be described in the Progress Reports.

**Reporting:**

The Consultant Post event Reports that will include at least the following – list of activities implemented, prizes awards offered and the prove of their costs as paid by the Consultant, a section of media monitoring after the event, the Jury members and their reports indicating the awarded schools and children, the presentation of the Contests for the Ministry of Education, the promotion contests, the online Section of the Contests - fully functional and tested, the database of the participating schools, audio/video and photo materials from the festivities, and the proof of the deliveries of all awards.

**Activity 8.** **Increasing awareness through ambassadors, specialists, social-media influencers and host farmers via TV, radio, social media and workshops / conferences**

The Consultant shall provide at least the following:

A list of specialists / ambassadors (Specialists / Ambassadors Pool) that are willing and able to participate as guests or to have telephonic interventions in TV shows, on all issues regarding prevention and reduction pollution. The list of 10 specialists will be provided in Phase 1. The list shall be continuously updated and should include among specialists / ambassadors / social-media influencers, host-farmers as part of the host-farmers network included in the Knowledge Transfer Networks, grants beneficieries for model farms and NRRP beneficiaries.

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 RAPID Project and understand the risks associated with pollution in rural areas.

The Consultant shall make sure that the Specialists / Ambassadors / social-media influencers understand exactly the principles and values of the RAPID Project and that they 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.

All specialists, ambassadors and social-media influencers shall be approved by the PMU/Contract coordinator prior to their commencemment of the work.

The specialists will participate as guests based on an Editorial Plan that is updated every 6 months, one month before the date of the start of the Plan.

The Consultant shall provide to the Specialists / Ambassadors briefs, containing the main points to be debated in the best interest of the RAPID 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.

The Consultant shall monitor daily the subjects regarding NRRP / pollution reduction / prevention / 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/Ambassadors / social-media influencers access in the TV Shows.

The Consultant shall consider invloving any of the proposed ambassadors, specialists or social – media influencers in average of 3 times per month. The campaign will have a duration of 30 months.

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

All materials and modifications will be transmitted to PMU for approval. The Consultant will be responsible for managing contracts with the Specialists/Ambassadors/social media influencers.

**Deliverables**

1. Continous update of the database with specialists, ambassadors, host farmers willing to support the campaign;
2. Editorial plans – for every 6 months of the campaign period;
3. Monthly monitoring reports for the campaign certified by third party, with audience data for each appearance;
4. Appearances of the Specialists / Ambassadors / social-media influencers / host-farmers in the TV Shows / live appearances, according to the Editorial Plan, proved by the Recordings and Monitoring reports.

All the implemented activities will be described in the Progress Reports.

**Activity 9. Any other activities, as proposed by the Consultant and as/if accepted by the Client, and included in the Contract.**

All the implemented activities will be described in the Progress Reports.

4. Qualifications Requirements

The Consultant may be a firm or a joint-venture of firms, with experience in designing and implementing public awareness campaigns, including event organization, media and on-line campaigns, production of promotional materials, etc.

The Consultant should demonstrate its expertise in conducting campaign activities, at national and local level, targeting the population in rural areas.

The Consultant shall provide a team of at least **5 key experts**. It is expected that the team will include at least the following skills and expertise:

* **Key Expert 1 - Team leader** having experience of at least 7 years in project management and in coordinating public awareness campaigns, including on communication and engagement of stakeholders. Experience in targeting the population in rural areas at national and local level shall be an advantage;
* **Key Expert 2 – Website management** responsiblefor managing RAPID Project website, having at least 3 years experience in databases and website programming;
* **Key Expert 3 – Editorial content expert** responsible for creating (writing) editorial content, with a journalism background and at least 2 years experience in agricultural and/or environmental media;
* **Key Expert 4 - Social-media and online advertising expert** working on social media and online advertising, especially Facebook and Google AdWords, having at least 2 years of specific experience;
* **Key Expert 5 - 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.

Recent experience of the Consultant and of the proposed key-experts shall be an advantage.

All the proposed key experts should have a relevant university degree in public communication or any other relevant field, as applicable, or any university degree, but at least 5 years of relevant experience. Previous experience in Romania or neighboring countries, with World Bank, EU or other internationally funded projects will be considered an advantage.

During Phase 1, the Consultant shall mobilise the key experts, and shall propose additional non-key experts to implement all the proposed activities (as needed, with expertise in relevant fields, such as: communication and engagement of stakeholders, agriculture, climate changes / biodiversity conservation, media-planning, social-responsibility, etc., thus properly covering the challenges of the Contract implementation). Additional non-key experts may be proposed, as necessary, in Phase 1 (and during Phase 2, if proved necessary).

5. Contract performance framework

On top of the activities and deliverables, as stated for Phase 1 and Phase 2, it is expected that the Consultant will ensure that at least 80% of the activities under the awareness campaign will relate to the following topics: climate smart agriculture, climate mitigation, adaptation and practices for emissions reductions from agriculture. The progress on this indicator shall be reported together with all quarterly reports.

The track of all deliveries and indicators will be ensured throughout implementation by the Consultant through quarterly and annual reports and ad-hoc reports, as may be requested by the Consultant.

At any time during the Contract implementation, in case the PMU analysis indicates a risk in unattaining any of the above, the PMU will propose, for the Consultant consideration and implementation, additional mitigation measures/ supplementary efforts / actions towards achieving the set targets for attaining the Contract deliveries in due time (as contracted) and the above indicator.

6. Duration of services and schedule of reports and deliverables

**6.1. Duration of services**

The Contract duration is end of March 2028, with the possibility of extension, as may be agreed through Contract amendments, depending on the duration of the RAPID Projects.

The Consultant will commence their duties, starting with a Contract kick-off meeting. The duration of Phase 1 shall be up to three (3) months from the kick-off meeting. The commencement of Phase 2 is contingent upon the successful completion of Phase 1.

**6.2. Reports**

**Phase 1 – PREPARATION AND KICK-OFF**

**Phase 1 report** will be submitted within 3 months after the kick-off meeting and will include a description of the activities carried-out during this phase and all the documents for the activities listed within the sub-chapter “Phase 1 – Preparation and kick-off”.

**Phase 2** - **IMPLEMENTATION AND DISSEMINATION**

**Progress Reports** will cover every 3 months starting from the commencement of Phase 2, to be submitted by the end of the following month. Each report will include detailed information about the activities carried-out during the reporting period, related to / including at least the following:

1. the implementation schedule against the set targets and explanations for any deviation / delay, including all specific activities, deliverables and indicators during the respective period. The Consultant shall provide a clear table of all implemented activities against the Contract targets, with a specific reference to activities implemented during the reporting period and the remaining activities and deliverables.
2. in the case of software development, the Consultant shall deliver the commented source code, considering that the copyright of all deliveries elaborated/created by the Consultant fully belongs to the Consultant;
3. a breakdown of all activities carried-out in relation to Knowledge Transfer Networks, model farms beneficiaries and NRRP;
4. conclusions from the workshops and conferences organized during the reporting period;
5. additional observations, feedback, comments, as needed;
6. problems encountered and their resolutions (including mitigation measures, as needed), if any;
7. possible proposals of corrections / updates for the implemented campaign;
8. recommendations for the next reporting period, including planned activities, as needed;
9. the implementation status of the framework for ensuring inclusion and accessiblity for women, ethnic minorities, people with disabilities (hearing, visual), low income households, the elderly.

All activities and deliverables related to the NRRP shall be separately presented.

All the workshops and conferences will be documented through minutes of meetings (as well, attendance lists and relevant photos of the meetings).

Any deviation /alterantive to the deliveries as compared with the activities of this ToRs may be accepted (with prior agreement) by the Consultant, if duly justified. The chosen alternative should be clearly stated in the reports.

**Annual Reports** – will be submitted together with Progress Reports 4 and 8, and will include:

* a summary of all activities, deliverables and indicators against the planification;
* a synthesis of all activities carried-out in relation with knowledge transfer networks, model farms beneficiaries and NRRP (separated), including a description of all problems encountered and how they were resolved;
* a synthesis of all workshops and conferences organized during the reporting period;
* the progress on meeting the Contract indicators (to be presented against the set targets and implementation timeline);
* a summary of all lessons learnt to-date and recommendations for the remaining period of Phase 2;
* detailed recommendations for the remaining implementation period.

**Final Report** will be submitted together with the last progress report, will refer to all Contract implemented activities, and will include, at least:

* a summary of all activities, deliverables and indicators (during the entire Contract implementation);
* a synthesis of all activities carried-out in relation to Knowledge Transfer Networks, model farms beneficiaries and NRRP (separated), including a description of all problems encountered and how they were resolved;
* a synthesis of all workshops and conferences organized during the reporting period;
* a summary of all lessons learnt (including challenges and identified solution).

All Reports must be as clear and concise as possible.

7. Institutional Arrangements

The Consultant will work in close cooperation with the specialists of the RAPID Project, including the individual consultants contracted by the PMU, as necessary.

All reports prepared by the Consultant will be submitted to the Authorized Representative of the PMU for prior analysis and approval by the reception commission approved by the Consultant for this purpose. All reports will be submitted in one printed copy and in electronic format (Memory Stick – USB or email), both in English and Romanian.

If necessary, the Consultant will respond to comments from the Consultant by modifying, amending, or supplementing the reports and resubmitting them to the Consultant within the deadlines requested by the Consultant.

Approval of the reports will constitute the basis for payments to the Consultant under the terms of their Contract.

The Consultant may submit the invoices only after the PMU notification for reports approval.

8. Facilities provided by the Consultant

The Consultant will provide access to all existing data and information that is: a) relevant to the scope of work; and b) reasonably required by the Consultant to perform the tasks under this assignment.