

## Terms of Reference

Requirements for conducting a MIL Roadshow in selected schools in the Republic of Moldova.

**Project title:** TRIMEDIA - Trustworthy Reporting, Impactful Media, Engaged Communities

**Location:** Republic of Moldova, nationwide

**Assignment period:** January – Juni 2025

**Application Deadline:** 22.10.2024

### I. Background

The rampant flow of disinformation poses a key challenge to Moldova. It manipulates public opinion, erodes trust, and undermines fragile democratic progress. In the face of multiple crises stemming from the Russian invasion in Ukraine, the need for trustworthy information has become even more pronounced, especially in communities directly affected by these events. To contribute to a resilient democratic society in the Republic of Moldova with a safe information ecosystem, the project is aimed at increasing the capacities of media actors to produce, and of media consumers to access trustworthy quality reporting.

The project adopts a multilayered approach to address these challenges by creating a series of Media and Information Literacy (MIL) comics for young media consumers, specifically middle and high school students. DW Akademie will contract a qualified local organization to design and implement a nationwide roadshow aimed at promoting and distributing of the MIL comics. The roadshow will be tailored to the age and ethnic background of the students, with scenarios adapted accordingly. Furthermore, the local organization will develop a promotion campaign for the MIL roadshow, including a map with the places visited across Moldova, and will document it on social media. Additional storytelling will be created with the help of a branded bus bearing the insignia of the MIL comics, which will travel to 16 schools in rural and urban communities outside Chisinau.

The project is implemented by DW Akademie in cooperation with the Association of Independent Press (API) and is funded by the European Union and co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

### II. Scope of work and deliverables

In view of above, DW Akademie is looking for a qualified organization to provide following services:

#### Roadshow Concept Development

- Design a detailed concept for a nationwide roadshow to promote and distribute the MIL comics.
- Tailor roadshow scenarios to fit the age and ethnic background of participating students.

#### Promotion Campaign Development

- Create a promotion campaign for the roadshow, including social media strategies.
- Design and implement a branding strategy for a bus that will travel across the country as part of the roadshow.

### **Roadshow's implementation**

- Organize and conduct the roadshow to 16 schools located in rural and urban communities outside Chisinau.
- Ensure the roadshow effectively reaches and engages the target audience (at least 500 students) and measure the overall outreach of the roadshow.

### **Deliverables:**

- A detailed plan outlining the roadshow's structure, objectives, and adaptations for different age groups and ethnic backgrounds.
- A social media strategy and content plan, including promotional graphics and posts.
- Branding materials for the roadshow bus, including design and application of MIL comic insignia.
- A schedule and itinerary of the roadshow visits to 16 schools.
- A final report incl. documentation of each school visit, incl. engagement metrics and final summary of the roadshow's impact shared across social media platforms.

The deliverables will be in English.

## **III. Requirements**

- Proven track record in implementing educational or media-related projects, particularly those involving MIL or similar initiatives.
- Experience in working with youth audiences, including creating content and engaging activities tailored to different age groups.
- Expertise in designing and executing promotional campaigns, including social media strategies.
- Adequate organizational capacity to manage and execute a nationwide roadshow, including logistical planning and coordination.
- Access to a qualified team of educators, media specialists, and facilitators capable of delivering engaging and educational sessions.
- Strong project management skills, including planning, execution, and monitoring of activities.
- Established relationships with local schools, educational institutions, and community organizations across Moldova.
- Experience collaborating with international organizations or NGOs, particularly in the context of EU or German-funded projects.
- Compliance with all legal and regulatory requirements for operating in Moldova, including necessary licenses and permits.
- Adherence to ethical standards in media, education, and engagement with children and youth.
- Sound financial management practices, including budgeting, accounting, and financial reporting.

- Experience in monitoring and evaluating the impact of educational or media projects, with the ability to collect and analyze data to assess the project's impact.
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#### IV. How to apply

Applications shall be made in writing and provide the following:

- A cover letter incl. brief introduction of the organization and relevance of the project
- A description of the proposed roadshow concept, including objectives, methods, and innovative elements.
- A timeline and work plan outlining key activities, milestones, and deliverables.
- A summary of relevant past projects, highlighting experience in similar initiatives, particularly in MIL, education or similar initiatives.
- A budget proposal (kindly note that the EU-funded project is VAT-exempted)

Please submit your application in electronic form to [juliane.nitz@dw.com](mailto:juliane.nitz@dw.com). The deadline is **22.10.2024**. If possible, please put all required documents in one PDF for submission.

For any questions regarding the scope of your offer and/or the requested service please contact Ms. Juliane Nitz at [juliane.nitz@dw.com](mailto:juliane.nitz@dw.com) and/or Ms. Olena Ponomarenko at [olena.ponomarenko@dw.com](mailto:olena.ponomarenko@dw.com).