



EU-funded project

*„Strengthening the Transplant Agency of the Republic of Moldova
and support in legal approximation in the area of quality and safety
of substances of human origin”*



Project implemented by
a French-Spanish consortium

Tender Notice for Communication Company

The Twinning project “Strengthening the Transplant Agency of Moldova and support in legal approximation in the area of quality and safety of substances of human origin” - MD10/ENP-PCA/HE/11, implemented with the support of the European Commission at the Transplant Agency of Moldova is looking for a communication company that could organize a communication campaign on informing about the donation and transplantation activity.

The goal of the campaign is to raise awareness on the donation and transplantation activity among the general population and healthcare institutions of Moldova.

The communication campaign will include **four main stages**:

1. Broadcast of audio-visual materials (video spots -30 sec.) and (audio spots-15 sec.), both on TV channels and radio stations targeting Romanian and Russian-speaking population, trolleybuses, internet and LED screens during two months (starting at the end of January 2016).
2. Designing, printing and distribution of visibility materials (billboards, information screens, posters A2 and informative brochures).
3. Organization of press conferences (max. 2), interviews on TV shows (max.2), organization of communication seminars (max.4)
4. Design of 1 video spot (30 sec.) on promotion of donation.

The communication campaign budget is: **44,000 EURO** and the project is VAT exempted.

Participation requirements:

The communication companies will submit their financial offers (in EURO) and detailed proposals with a breakdown per item for each stage of the campaign. **Note:** the first campaign stage should be the one with more money allocation.

The selection of the company will be based on the best value for money.

The offers should be received no later than **4 January 2016, 18.00 o'clock** and should be sent electronically to the following e-mail address: **psrico@live.com**

For questions contact:
email: **psrico@live.com**