

Terms of Reference

Date: April 2025

Supporting the Embassy of Switzerland in Romania/Swiss Contribution Office in the field of communication

1. Background

The Embassy of Switzerland in Romania is an integrated embassy, having as well the Swiss Contribution Office (SCO) located within it.

When it comes to communication, the Swiss Embassy develops its own Local Communication Strategy, in general every 4 years (the present strategy to be finalised soon refers to 2025-2028). The embassy's Local Communication Strategy includes specific information on the second Swiss contribution to Romania, under the responsibility of the Swiss Contribution Office (SCO). General communication on the second Swiss contribution is provided by Switzerland at Head Office level.

The embassy's Local Communication Strategy 2025-2028 refers to the [Strategy for Communication Abroad 2025-2028](#), developed by the Federal Department of Foreign Affairs (FDFA), more specifically by [Presence Switzerland](#) (PRS) – a unit within FDFA in charge of promoting Switzerland's image abroad. The Strategy for Communication Abroad implements [Switzerland's Foreign Policy Strategy 2024-2027](#) in the area of communication. The Local Communication Strategy is developed by the Communication Officer of the Swiss Embassy, with the support of the person in charge of communication within the SCO.



2. Swiss Contribution to Romania

The [first Swiss contribution to Romania](#) (2010-2019) amounted 181 million Swiss francs (CHF) and its overall objectives were to reduce economic and social disparities within the enlarged European Union¹ (EU), as well as the national disparities between the urban centers and the structurally weak peripheral regions.

In terms of communication on programs/projects in the framework of the first Swiss-Romanian Cooperation Programme (SRCP), the National Coordination Unit² (NCU, Romanian Ministry of Finance) as well as implementing entities (public and/or private) were responsible for the overall communication. For example, [websites](#)³ were created for certain programs, as well as physical promotional material. At that time, the Swiss Embassy and the SCO in Bucharest were responsible for communicating on the status of the programs/projects on the [embassy's web page](#). As for communication of the embassy on social networks (Facebook), information was posted from time to time.

¹ Member states that joined the EU after 2004: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Malta, Poland, Romania, Slovakia and Slovenia.

² The national public entity designated to act on Romanian Government's behalf for the coordination of the SRCP

³ Thematic Fund Civil Society Participation, first SRCP



Following the closure of the first SRCP, [Switzerland's second contribution to 13 EU member States](#) was approved by the Swiss Parliament in December 2019 and has been released in September 2021. In June 2022, Switzerland and the EU signed a Memorandum of Understanding in Brussels specifying the key parameters of the second Swiss contribution, such as the total amount, its distribution among the EU partner countries, the thematic priorities and the principles of cooperation and implementation. Out of a total amount of CHF 1.302 billion, it was decided that [Romania would benefit from CHF 221.5 million](#). The second Swiss contribution to Romania will be closed in 2029.

The [bilateral framework agreement](#) on the second Swiss contribution was signed between the Swiss and Romanian Governments in December 2022. As in the first SRCP, the NCU (Romanian Ministry of Finance) is responsible for coordinating the whole programme. The total amount allocated to Romania (CHF 221.5 million) is divided into 11 Support Measures⁴, 10 of which are implemented by Romanian public institutions and 15% co-financed by them, with the exception of the Support Measure “Civic Engagement Programme”, directly managed by SDC and without co-financing.

With regard to communication, in accordance with the [Regulations on 2nd Swiss contribution](#), the NCU and the Executing Agencies in charge of managing/implementing the Support Measures are responsible for *disseminating information on the second SRCP to the public. The wider public in Romania shall be informed about the Cooperation Programme in general, the funding provided by Switzerland as well as the Support Measures and their results.* In order to support all EU countries benefitting from the second Swiss contribution, including Romania, Switzerland has developed an “*Information and Communication Manual*”, to be considered as the main reference document by all the Romanian partners involved.

1. SCO Bucharest communication

The person in charge of communication within SCO is a National Programme Officer (NPO) in charge as well of assigned programs of the second Swiss contribution to Romania, but decisions on communication are coordinated with the embassy, as part of its broader communication activities. The time available for communication within SCO is limited, given the workload.

As described under chap. 1, the Local Communication Strategy 2025-2028 is the reference document.

The SCO has several tools at its disposal for communicating on second Swiss contribution:

- **Swiss embassy’s webpage** --> [general information](#) on second Swiss contribution, [bilateral Framework Agreement](#) and its Annex, a factsheet on second Swiss contribution to RO, contacts, etc. are published; SCO is updating information regularly, depending on the development of the programs. The structure of the webpage on 2CHB is provided by Bern;
- **Social media channels** --> regular posts on the 2CHB to Romania and its various programs, posts regarding official visits related to the 2CHB. The SCO posts the most on [Facebook](#), [X](#), which are the regular channels of the Swiss embassy. When relevant, NPOs share information on their LinkedIn professional/individual pages; it is planned to create a LinkedIn page for the embassy/SCO;
- **Events/meetings** with relevant stakeholders and partners;

In addition to guidelines provided by Switzerland for general communication on the second Swiss contribution (e.g. use of the logos, informative material, etc.), the SCO can also use ready-made material, created by Presence Switzerland (FDFA). This material could be used by the SCO in Bucharest for the following programs (e.g. at the launching events planned in 2025): Dual Education, Civic Engagement. However, this material has to be adapted to the Romanian context.

2. Overall purpose and objectives of the mandate

Implementing the second Swiss contribution to Romania within the time available is a challenge for both Switzerland and Romania, because at the end of December 2029, the entire Swiss-Romanian Cooperation Programme (SRCP) must be closed. Even if the responsibility to communicate on second Swiss contribution to Romania and related programs lies within Romania (in accordance with the Regulations), Switzerland, through the embassy/SCO in Bucharest, bears the responsibility to ensure that Romanian partners communicate on the programmes in line with Swiss expectations. At the same

⁴ Support Measure” is used as a generic term and means a “Programme” in the framework of the Swiss-Romanian Cooperation Programme.



time, the embassy/SCO also communicates on programs and their development. The communication is shared through digital means, events/meetings as well as physical material (hardware).

The purpose of this mandate is to support the Swiss contribution office and the Embassy of Switzerland in Romania in the field of communication, with the main focus on second Swiss contribution to Romania.

The objectives of this mandate are to provide support in following areas: (1) analyse the SCO as well as embassy's needs in terms of communication on the second Swiss contribution, (2) develop a digital communication strategy related to the 2nd Swiss contribution to Romania on social media (FB, X and/or LinkedIn), based on what has already been put in place (not starting from scratch), in collaboration with the SCO (3) design and deliver a workshop on storytelling tailored to the needs and involving people working on communication of Romanian partners as well as SCO/Swiss Embassy. Finally, depending on the needs assessment, the mandatary will (4) adapt the ready-made material provided by Presence Switzerland to the Romanian context (digital design).

3. Mandate

The consultant supports the SCO, and, in a wider way, the embassy, within the scope of the mandate in the following areas of responsibility:

- a) In collaboration with the SCO and based on provided inputs/information, analyse the effective needs of SCO/embassy in terms of communication on the second Swiss contribution to Romania;
- b) Based on point a), develop a targeted digital communication strategy and communication plan related to the second Swiss contribution to Romania on social media (Facebook, X and/or LinkedIn);
- c) Design and deliver a customized workshop on storytelling, tailored to the needs and involving not only SCO/embassy representatives but also people in charge of communication on second Swiss contribution on Romanian side (public/private entities). The mandatary will develop the necessary material for it (e.g. training material, case studies, etc.) and will ensure that the workshop is interactive, practical and that the presented learning tools can be used in practice in the framework of the second Swiss contribution to Romania;
- d) Based on the material provided by PRS that will be used by SCO, the consultant will digitally adapt the latter to the Romanian context, in collaboration with SCO.
- e) Support on request the Communication Officer of the Embassy for other communication tasks not related to the second Swiss contribution.

This list above is not exhaustive and will be adapted on the basis of the needs and on mutual understanding. SCO will provide all the necessary information on the topics to be addressed.

4. Duration and indicative estimation of working days

Selection process

TASK	WHO	DEADLINE
Submission of offers (see Chap. 6) to the SCO at bucharest.sco@eda.admin.ch and ana-maria.curbet@eda.admin.ch with the title " Application for communication mandate "	Interested candidates with relevant experience	02 May 2025 at 17.00 pm
Selection of best offers and interviews	SCO	Week 19-23 May 2025
Final selection decision		Week 2-6 June 2025



Contract

Task	Lead	Recipient	Deadline
Service contract	SCO	Mandatory	Week 09-13 June 2025
Delivery of the point a)	Mandatory	SCO	Week 23-27 June 2025
Discussion on the delivered point a) and next steps	Mandatory	SCO	Week 30 June – 04 July 2025
Delivery of point b)	Mandatory	SCO	Week 14-18 July 2025
Delivery of point c)	Mandatory	SCO	September 2025
Delivery of point d)	Mandatory	SCO	According to the needs

Below is an overview of the estimated number of working days. The figures are provisional and not binding. They are the basis for the financial offer.

Task(s)	Mandatory
Briefing	0.5 days
Preparation of the point a) of the mandate (chap. 3)	Up to 2.5 days
Discussion on point a)	0.5 days
Delivery of the point b) of the mandate (chap. 3)	4.5 days
Delivery of point c)	5
Delivery of point d)	Depending on the needs
Total	Up to 15 days

- **Translation:** all documents and discussions will be conducted in English and Romanian.

5. Professional qualifications

Professional experience

- Proven experience (at least 5 years) in developing communication strategies and plans.
- Strong background in online/digital communication, including social media management, content strategy, and digital marketing;
- Experience in working with international donor-funded programs, with a focus on Romania/Eastern Europe is an asset;
- Proven experience in storytelling techniques for non-profit organizations, donor-funded projects/programs;
- Experience in training and facilitation, particularly in communication, digital storytelling, and advocacy.



Skills and competences

- Strategic communication skills: ability to develop targeted communication plans that align with Switzerland's priorities and overall objective of the second Swiss contribution to Romania;
- Practical storytelling techniques: knowledge of personal narratives, case studies, and data storytelling;
- Multimedia storytelling expertise (desirable): ability to integrate visuals, videos, and social media storytelling strategies;
- Content creation competence: strong writing and editing skills for digital content, including websites, social media channels, etc.;
- Digital marketing knowledge: Search Engine Optimization (SEO), analytics, online engagement strategies;
- Graphic design & multimedia skills (desirable): ability to format and adapt visual materials for digital use;
- Public speaking & facilitation skills: ability to engage and train participants with diverse background;
- Stakeholder engagement skills: ability to understand donor requirements and engage with local partners.

Education & Certifications

- Degree in Communications, Public Relations, Journalism, Digital Marketing, or a related field;
- Relevant certifications in digital communication, social media marketing, or content strategy (e.g., Google Digital Marketing, HubSpot Content Marketing) are an advantage;

Language & Cultural Understanding

- Excellent oral and written command of English (C1 level);
- Romanian language skills are an advantage;
- Understanding of the Romanian socio-political and development context to ensure culturally appropriate communication;
- Ability to structure and conduct groups discussions;

6. Documents to be submitted by applicants

- a) The financial proposal shall be submitted using the following form (**Offer form Mandate Type B**): <https://www.eda.admin.ch/eda/en/fdfa/fdfa/auftraege/informationen-downloads/information-contractors.html>
- b) Technical proposal (max. 3 pages), confirming these ToRs and including the proposed approach/methodology to complete the tasks and the proposed timeframe
- c) Curriculum Vitae
- d) Other documents considered relevant by the applicant in proving professional experience and qualifications

7. Contacts

The mandate will be carried out under the supervision of the SCO's staff in charge of communication (Head of SCO, Mr. Giacomo Solari and National Programme Officer Ms Ana Curbet), in collaboration with the Programme Assistant, Ms. Liliana Lupusor. The general address is bucharest.sco@eda.admin.ch.



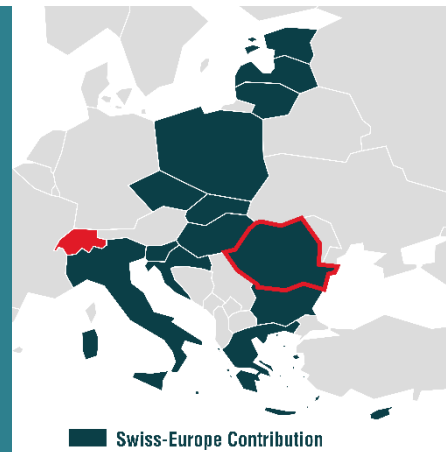
Abbreviations and Acronyms

CHF	Swiss Francs
EU	European Union
FDFA	Federal Department of Foreign Affairs
NPO	National Programme Officer
NCU	National Coordination Unit
PRS	Presence Switzerland
SCO	Swiss Contribution Office
SDC	Swiss Agency for Development and Cooperation
SRCP	Swiss-Romanian Cooperation Programme

Annexes

-Factsheet second Swiss Contribution to Romania

SWISS – ROMANIAN Cooperation Programme



11 Programmes

221.5 Mio. CHF

Swiss-Europe Contribution



The current Swiss-Romanian Cooperation Programme is a continuation of the first Swiss Enlargement Contribution (2009-2019) and of the transition cooperation between Switzerland and Romania, prior to Romania's accession to the European Union. It leverages Swiss experiences and know-how in favor of Romania and its citizens, through **11 thematic programmes**

In June 2022, Switzerland and the EU signed a Memorandum of Understanding (MoU) in Brussels, regarding the 2nd Swiss contribution to European Cohesion, amounting CHF 1.302 billion, specifying its key parameters, its financial distribution among the selected EU member States, thematic priorities and principles for cooperation and implementation. The **overall objective** of the second Swiss contribution is to contribute to the **reduction of the economic and social disparities within the EU**.



Specific objectives of the second Swiss contribution

PROMOTING ECONOMIC GROWTH & SOCIAL DIALOGUE, REDUCING (YOUTH) UNEMPLOYMENT

MANAGING MIGRATION & SUPPORTING INTEGRATION. INCREASING PUBLIC SAFETY & SECURITY

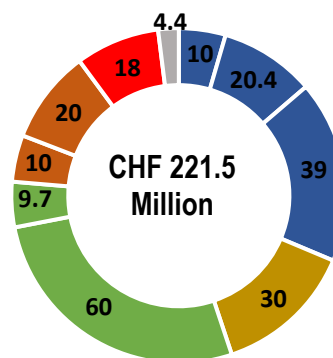
PROTECTING THE ENVIRONMENT & THE CLIMATE

STRENGTHENING OF SOCIAL SYSTEMS

CIVIC ENGAGEMENT & TRANSPARENCY

TECHNICAL SUPPORT

Specific thematic areas →



- Vocational & Professional education & Training (DVET)
- Research & Innovation
- Financing for SMEs
- Improving Public Safety & Security
- Energy Efficiency & Renewable Energy
- Public Transport & Mobility
- Health
- Minorities & Socially Disadvantaged groups
- Civic Engagement & Transparency
- Technical Support



Swiss-Romanian Cooperation Programme

As part of the second Swiss Contribution to selected EU member states, the Swiss-Romanian Cooperation Programme (SRCP) aims at improving the lives of Romania's inhabitants, and at strengthening existing and creating new Swiss-Romanian partnerships between public institutions and private organisations at all levels. The SRCP targets areas where there are recognised needs of Romania as well as opportunities for Switzerland to add value with its expertise and experience.

The Framework Agreement signed between Swiss and Romanian governments in December 2022 foresees **11 thematic programmes**. The Swiss financing amounts CHF 221.5 million and the 11 programs have to be completed by the end of 2029. The programmes implemented in Romania shall respect social inclusion and ensure environmental sustainability.



In Focus

The SRCP is country-led. 10 out of 11 programmes are implemented by Romanian ministries, while the Civic Engagement Programme is implemented by a consortium composed by Civil Society Development Foundation (CSDF – Romanian lead organisation), Romanian Environmental Partnership Fund (REPF - Romanian partner) and KEK-CDC (Swiss partner), and has been directly selected by Swiss Agency for Development and Cooperation (SDC).

The Romanian Government co-finances 10 out of 11 programmes up to 15% (with the exception of Civic Engagement Programme, for which no Romanian co-financing is foreseen), and the Swiss contribution represents 85% of the total financing.

Funding for the second Swiss contribution to Romania is split between **SDC** (50%) and **SECO** (50%).

CHF 4.4 million will be allocated to the Technical Support, for the preparation and implementation of the Swiss-Romanian Cooperation Programme.

The entities responsible for the Swiss-Romanian Cooperation Programme are:

- **In Switzerland:** Swiss Agency for Development and Cooperation (SDC) and State Secretariat for Economic Affairs (SECO);
- **In Romania:** the main contact point is the National Coordination Unit (NCU) within the Ministry of Finance. For each Programme/Support Measure (except the one dedicated to Civic engagement and transparency), the Romanian government has appointed a Programme Operator;
- **Swiss contribution office (SCO):** integrated to the Embassy of Switzerland in Romania, the SCO ensures smooth communication between the actors in the two countries and supports both programming and implementation of the programmes.

To keep up to date with the Swiss-Romanian Cooperation Program, please follow us on our social medias ([FB](#), [X](#)) and on Embassy's [web page](#).

Programmes	Swiss contribution
DUAL VET PROGRAMME (funded by SDC) / Programme Operator (PO): Ministry of Education	CHF 10 million
FINANCING FOR SMEs (funded by SECO) / PO: Ministry of Economy, Entrepreneurship & Tourism	CHF 39 million
RESEARCH & INNOVATION (1) International research cooperation programme (funded by SDC) / PO: Ministry of Research, Innovation & Digitization	CHF 13 million
RESEARCH & INNOVATION (2) Emissions research & monitoring programme (funded by SECO) / PO: Ministry of Research, Innovation & Digitization	CHF 7.4 million
IMPROVING PUBLIC SAFETY & SECURITY (1) Internal Affairs (funded by SDC) / PO: Ministry of Interior	CHF 20 million
IMPROVING PUBLIC SAFETY & SECURITY (2) Justice (funded by SDC) / PO: Ministry of Justice	CHF 10 million
ENERGY EFFICIENCY & RENEWABLE ENERGY (funded by SECO) / PO: Ministry of Development, Public Works & Administration	CHF 60 million
IMPROVEMENT OF ACCESS TO THE BUCHAREST METRO NETWORK (funded by SECO) / PO: Ministry of Development, Public Works & Administration	CHF 9.7 million
HEALTH PROGRAMME (funded by SDC) PO: Ministry of Health	CHF 10 million
SOCIAL INCLUSION PROGRAMME (funded by SDC) / PO: Ministry of Labor & Social Solidarity	CHF 20 million
CIVIC ENGAGEMENT PROGRAMME (funded by SDC) / PO: Consortium CSDF/REPF/KEK-CDC	CHF 18 million

