



TERMS OF REFERENCE

For development of series of promotional video content about the 'Corruption Park'

EU Anti-Corruption Initiative (EUACI)

1. Background

EU Anti-Corruption Initiative is the biggest EU support programme in the area of anti-corruption in Ukraine so far. The initiative with a duration of three years is supported by the European Commission with and by the Danish Ministry of Foreign Affairs with a total budget of €15.84 million. The EU Anti-Corruption Initiative is aimed to strengthen the capacity of the newly created anti-corruption institutions and to enhance external oversight over the reform process by the Verkhovna Rada, civil society and the media.

As part of its programming the EUACI is developing a large-scale offline corruption awareness campaign in the edutainment format 'Corruption Park'. The Park is a participatory project for adults and children from 6 years old. The project language is Ukrainian and English. The Corruption Park will consist of several outdoor installations, main of which will be a 700 sq.m. tent.

The content will explain the phenomenon of corruption, showcase impact of top-corruption on people's everyday life, explain the anticorruption system and the work of anticorruption agencies, such as the NABU, the Special Anti-Corruption Prosecutor's Office (SAPO), and the Asset Recovery and Management Agency (ARMA). The project will also include a discussion of the role of the future anti-corruption court.

Target audience of the Corruption Park:

- students: 17-23 years old, who study in Kyiv universities;
- youth: 18-35 years old, who lives in Kyiv, visits local events, spends time with family and friends;
- wide audience: residents of Ukraine who follow the political and social life of Ukraine and periodically visit Kyiv;
- citizens of EU: residents of the European Union who pay taxes.





2. Objective

The project's objective is to raise awareness among Ukrainians about the problem of corruption and the direct causal link between top-corruption and citizens' everyday life. By taking an innovative and highly creative approach to communicating with people about complex matters in edutainment format, EUACI wants to increase people's awareness about such matters as (i) how corruption works in real life; (ii) what is being done to fight corruption; (iii) who fights corruption and many more. By utilizing VR technology, 3D content and interactive format EUACI wants to reach out to younger generation of Ukrainians with this project. 'Corruption Park's' main message is 'no one spoke about corruption in this way before'.

3. Duration of contract

From the date of entering into the contract until 30 June 2018 with a possible extension.

4. Scope of work

To promote the project 'Corruption Park', the EUACI needs a production studio to shoot and produce the following video content:

1. Short (up to 2 min.) video clip from the opening ceremony on 1 June. Main requirements:
 - promotional format with simple text graphics
 - no soundbites (apart from possible live sounds)
 - with music (to be acquired by the Contractor), and
 - with drone shots.

The first draft of vide shall be ready on 3 June, so that on Monday, 4 June it could be published.

2. Short (up to 2 min.) video clip from the closing ceremony on 16 or 17 June. Main requirements:
 - promotional format
 - more elaborate text graphics – mainly with Park statistics to be provided by EUACI
 - no soundbites (apart from possible live sounds)
 - with music (to be acquired by the Contractor), and
 - with drone shots (possible).

The first draft of vide shall be ready within 24 hours from the shoot, and within 24 from its approval – final version.

3. Long (5-6 min.) video clip about the Park and its operation in general. Main requirements:
 - documentary format





- with soundbites from Park's creators and VIP visitors
- with Park preparation shots to be provided by EUACI
- with music (to be acquired by the Contractor)
- with close-up shots of the exhibits
- with possible text graphics
- include opening and/or closing ceremony

Video script shall be ready by 10 June. First draft of the video shall be ready by 18 June. Final version shall be ready by 20 June or earlier, should EUACI instruct so.

4. Based on the above video, a short (1-1.5 min.) promo video, which EUACI shall use for various purposes, including for submitting for the festivals.

5. Bidding details

Bidders must submit the following information to be considered:

- Portfolio (at least 2-3 previous works)
- Budget with breakdown for each video separately

When providing budget please be advised that EUACI is NOT a VAT payer under the laws of Ukraine.

Deadline for proposals submission is 28 May, 2017 11:00 a.m. Kyiv time.

6. How to apply

The proposals shall be submitted within the above deadlines to the e-mail: **barjam@ukraine-aci.com**

Bidding language: **English.**

7. Clarification questions

Questions for the Request for Bid should be addressed to no later than 26 May, 2018 18:00 Kyiv time.

In case of any questions and/or need for additional information, please contact:

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