

TERMS OF REFERENCE

Request for Bids for Provision of DIGITAL COMMUNICATION SUPPORT SERVICES for EU Anti-Corruption Initiative (EUACI)

1. Background

Corruption remains endemic in Ukraine and is an impediment for its democratic and economic development. Supporting efforts to combat corruption in Ukraine is a foundation for Danish and EU support to Ukraine. **European Union Anti-Corruption Initiative (EUACI)** co-funded and implemented by DANIDA consolidates efforts directed at assisting Ukraine's anti-corruption efforts.

The overall objective of the EU and Danish funding for anti-corruption efforts in Ukraine is to improve implementation of anti-corruption policy in Ukraine, thereby ultimately contributing to a reduction in corruption. 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.

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 project has three main components:

- strengthening the operational and policy-making capacities of state institutions dealing with the prevention and fight against corruption;
- strengthening the Parliament's oversight of reform implementation and its capacity to scrutinize and improve the strategic legislative framework;
- enhancing the capacity of local, civil society and media to contribute to the fight against corruption.

2. Objective

To support its daily activities, as well as regular and ad hoc public events, EUACI needs a digital communication agency support. Based on EUACI's communication strategy the agency is expected to develop and implement EUACI digital communication strategy and work-plan aimed at increasing EUACI's visibility, as well as its social media followers, website visitors and subscribers. During ad hoc public events organized by EUACI, the agency is expected to develop and implement digital communication campaign(s).

3. Duration of contract

From the date of entering into the contract until 31 December 2019 with possible extension.



4. Scope of work

EUACI requires full cycle of digital communication support of its daily activities, including, but not limited to:

- development of digital communication strategy and work-plan;
- maintain of EUACI's website (including daily IT support) and social media (Facebook, Youtube and Twitter) pages;
- initiation and development of content in English and Ukrainian for the website and social media (texts, videos, infographics, slideshows, etc.) with EUACI's prior approval;
- design services of EUACI's content (infographics, photos, photo/video editing, photocollage, branding, etc.);
- development of offline visual materials (leaflets, PPT presentations, etc.);
- content-support, including, but not limited to: publishing of EUACI-related news in English and Ukrainian; identifying and posting EUACI-beneficiaries' news in English and Ukrainian; identifying and posting anti-corruption-related news in English and Ukrainian;
- e-mail campaigns: send-out of monthly website newsletter in Ukrainian and English as well as ad-hoc e-mail campaigns for EUACI's events upon request including:
 - the creation and updating of mailing lists (beneficiaries, media, partners, website subscribers, etc.);
 - IT and content support of newsletter circulation;
- online promotion: website and social media pages as well as selected publications;
- providing of media-monitoring reports on anti-corruption info-field, EUACI-related news, EUACI-beneficiaries. Providing propositions of selected topics for publishing on EUACI resources in proper formats.

EUACI requires full cycle of digital promo-campaigns for its regular and ad hoc public events. From time-to-time EUACI will have public events, which are part of its activity, but require special approach and/or higher visibility. In this respect EUACI will require (including, but not limited to):

- development and implementation of digital promo-campaign(s) plan;
- content for the promotion of the event: development/creation of content (including text, photo- and video-content for digital and offline use);
- making photo and/or video including stand-up interviews during the event, adapting photo- and -video-content for social media use;
- arrange live-streaming from the event to EUACI's social media pages;

5. Requirements

The fact of receiving this offer is not considered as an obligation to enter into a contract with the EUACI. The bidders shall bear all costs associated with the preparation and submission of the application proposals, and the EUACI is in any case not responsible for these costs, regardless of the result of the tender.

6. Bidding details

Bidders must submit the following information to be considered:

A. Proof of compliance:





- A copy of the Certificate of state registration of a legal entity or a private limited company or an extract from a single one the State Register of Legal Entities and Individual Entrepreneurs;
- A copy of the VAT payer certificate (subject to registration by the VAT payer) or Certificate of VAT; and
- Payment of a single tax or extracts from the registers of VAT payers and single tax payers.

B. A brief profile (maximum two pages) of the company and the web-site link.

C. Portfolio consisting of 3 or more examples of digital campaigns run by the bidder.

D. Provide hourly rates in EUR, inclusive of all taxes or other such charges.

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

E. Evaluation criteria

The received proposals for provision of services will be considered and finalized on the basis of the following evaluation criteria:

1. Bidder's hourly rates
2. Portfolio

Deadline for proposals submission is 31 January, 2019 17:00 Kyiv time.

How to apply

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

Bidding language: **English.**

Clarification questions

Questions for the Request for Bid should be addressed to no later than 30 January, 2019 11:00 Kyiv time.

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

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