**TERMS OF REFERENCE**

**Development and implementation of communication strategy and campaign for the Asset Management Forum "FORMA"**

**EU Anti-Corruption Initiative (EUACI)**

**Background**

The programme “EU Anti-Corruption Initiative in Ukraine (EUACI)” is a three-year programme financed by the European Union, co-financed and implemented by the Danish Ministry of Foreign Affairs (DANIDA).

The overall objective of the programme is to improve the implementation of anti-corruption policy in Ukraine.

In 2016, the National Agency of Ukraine for finding, tracing and management of assets derived from corruption and other crimes (abbr. - Asset Recovery and Management Agency or ARMA) was created. ARMA is an anti-corruption agency that provides law enforcement agencies with specialized expertise in tracing and locating assets derived from criminal activity and manages the assets that had been seized during criminal proceedings to protect and grow their value.

It works in close cooperation with all law enforcement agencies in Ukraine, including NABU and SAPO.

One of the core functions of ARMA is management of seized assets, which were handed over to ARMA by law enforcement agencies.

With the purpose to raise awareness of ARMA’s asset management function, bring international and domestic business companies to a constructive dialogue, and to establish effective relations between ARMA and private business companies, the EUACI and ARMA will organise the Asset Management Forum "FORMA". The EUACI is committed to provide organisational and communication assistance to the mentioned Forum.

Therefore, the EUACI is looking for an event-management/PR-agency for organisation and promotion of **FORMA Forum** that will take place in Kyiv in November 2019. This event works for the Programme goal "Strengthening the operational capacities of state institutions dealing with the prevention and fight against corruption" in terms of communications their activities and achievements.

**The goals of the Forum are**:

* promotion of opportunities within the business community in Ukraine, the mechanisms for public-private partnership within the framework of ARMA activities in Ukraine;
* combining the experience of the state and business companies to form a market for asset management, which is seized in criminal proceedings.
* Sharing best EU practices of management of assets seized in criminal proceedings

**Target audiences of the Forum:**

* Representatives of big and medium-sized private business companies from all the regions of Ukraine (including big land farm, real estate and manufacturing enterprises, which may take part in managing seized assets)
* Relevant business associations and international experts.

**The goal of a PR-campaign**

The EUACI will launch a promotion media campaign for ARMA in order to:

* raise awareness of the Asset Management Forum "FORMA";
* raise awareness on the opportunities of having private-public partnership with ARMA;
* ensure regular presence in the media by proactively generating news announcements during September, October and November;

**Duration of contract**

From the date of signing of the contract until 25 November with possible extension.

**Scope of work**

The EUACI requires the Contractor to develop detailed promo-campaign strategy for the Seized Asset Management Forum "FORMA", coordinate its’ implementation as well as coordinate all the materials with the EUACI and ARMA during the promo-campaign for the project, including, but not limited to the following:

**Organisational tasks:**

* perform a leading role in preparation of communication materials and coordination with all involved stakeholders;
* conducting of event mapping in November 2019 to avoid overlapping with major business events;
* ensure participation in the Forum by the representatives of middle and large business companies (up to 150 participants) as well as to attract interest of relevant audiences.

**Preparatory stage:**

* FORMA Forum website: update of the website [formaforum.org](http://formaforum.org) (About, Program, Speakers, Registration form, partners etc), including creation of content and filling the website (ENG, UA);
* execute media-monitoring in Ukrainian media (online, print, TV, radio) and social networks on such topics as ARMA; tracing and locating assets derived from criminal activity; management of seized assets in Ukraine;
* foresee and prepare anti-crisis communication plan and key messages;
* promo-videos production: 1 graphics video, 2-3 videos with speakers of the Forum 1-2 videos with international experts;
* copywriting: 10 PR-articles, posts for social media 30;
* communication in social media: development of a media plan and content strategy (SMM & community management, content plan);
* direct mail and e-mail marketing campaign: invitation via paid e-mail data base and ensuring the attendance of projected participants including the development of an electronic registration form and process data, not only invitation but ensuring attendance;
* design and creative development for the event: design of e-invitations, design of visuals and infographics, design and production of welcome package, ad-hoc requests design for promo-campaign needs, development of a unified style for presentations, the distribution of presentations to participants (by e-mail) in the end of the Forum.

**During the event:**

* perform live-stream of sessions on ‘FORMA’ website as well as on FB page of the event;
* media-management: invite media on the event, organize media-briefing and media-interviews on the spot, ensure media-publications follow-up.

**Promotion**

* promotion of event page on fb and ads in social media: initiate and make paid promotion of the event itself as well as posts and videos in social media during 8 weeks (from 1 October till 25 November);
* promotion of videos on Facebook and YouTube, Google Ads;
* ads in Ukrainian national and business editions, including 4 PR-articles and banners (10 placements);
* special project on asset management in specialized media (e.g. "Legal Practice")
* search for information and media partners of the event

**Printing**

* print of the roll-up for each panel
* print of the brand-wall(s)
* print of welcome package (programme, folder, pen, notepad, leaflet, badge, etc.)

**Follow-up:**

* prepare reportage video about the Forum "FORMA" including video-interviews of speakers on the spot, production, post-production and publication of video;

The aim of video is to communicate the results of the Forum in contemporary visual stylistics as well as the EUACI’s support for the beneficiary and the Forum

* prepare communication report with the Outcomes of the communication campaign.

**Requirements for the Contractor**

The Contractor shall appoint one of its staff members to be the Team Leader for the implementation of this contract. The Team Leader shall be the main contact point for the Contractor and shall be responsible for the implementation of the scope of work foreseen under this Terms of Reference.

Qualifications, skills and professional experience of the team of the Contractor:

* at least 3 years of proven experience in initiating, promoting and conducting of similar kind of events;
* fluency in Ukrainian and Russian languages, as well as English not lower than Intermediate.

The Contractor shall designate qualified staff necessary for the performance of services defined under this Terms of Reference. CVs of Team Members should not be submitted under the Terms of Reference, but the Contractor will have to demonstrate in their offer that they have in their team experts with the required profiles (including the profile of the Team Leader). The Contractor shall select and hire other experts as required according to the needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the consultant's financial offer, as well as costs for necessary to conduct an audit.

**Monitoring and evaluation**

Definition of indicators

The performance of the Contractor will be judged upon reaching the purpose of this contract as well as obtaining its results, as indicated in the section "Objective" and "Outputs" herein respectively. Moreover, the performance of the Contractor will be judged upon successful implementation of all the specific activities indicated in Section "Scope of work" of the present document.

Special requirements

By signing the contract, the Contractor agrees to hold in trust and confidence any information or documents ("confidential information"), disclosed to the Contractor or discovered by the Contractor or prepared by the Contractor in the course of or as a result of the implementation of the contract, and agrees that it shall be used only for the purposes of the contract implementation and shall not be disclosed to any third party.

**Cross-cutting issues (integration of the youth, equal opportunities)**

The project will be implemented ensuring equal opportunities for men and women and integration of the youth.

**HOW TO APPLY**

Deadline for submitting the proposal is 23 August 2019, 18:00 Kyiv time.

The proposal shall be submitted within the above deadline to Mr. Torben Ulsted, [tulsted@ukraine-aci.com](mailto:tulsted@ukraine-aci.com)

The proposal should include a comprehensive financial offer in UAH for all the activities including number of staff engaged, number of working days, daily rates, production costs for videos, printed materials, welcome packages, etc. and any other expenses related to the activities.

Bidding language: English.

**Clarification questions**

Any clarification questions for the request for bid should be addressed to Dmytro Semianystyi, [dmysem@ukraine-aci.com](mailto:dmysem@ukraine-aci.com), CC: with a copy to Ms. Elena Konceviciute, [elekon@ukraine-aci.com](mailto:elekon@ukraine-aci.com) not later than 21 August 2019, 18:00 Kyiv time.