

**TERMS OF REFERENCE**

**For a Strategic Communication Expert to assist NACP’s international communication efforts**

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

1. **Background and context**

The EU Anti-Corruption Initiative (EUACI) is the leading anti-corruption support programme in Ukraine funded by the EU, co-funded and implemented by the Ministry of Foreign Affairs of Denmark. In early 2024, Denmark and the EU engaged in a third phase of the programme aimed at supporting Ukraine in its efforts to reduce corruption at the national and local level through the empowerment of citizens, civil society and state institutions. The EUACI Phase III strategic objectives are that: corruption in Ukraine is reduced; Ukraine advances with anti-corruption reform; and the reconstruction in war-affected areas of Ukraine is implemented within a framework that incorporates transparency, accountability, and integrity.

The EU emphasises the fight against corruption as an important part of its accession process, highlighting the need for a culture of integrity and robust AC measures. In November 2023, the EU recognized Ukraine's progress, recommending opening accession negotiations in its 2023 progress report. This marked a significant step in EU-Ukraine relations, with accession negotiations beginning the following months.

The process of the Ukraine’s accession is accompanied by the need to provide detailed explanations on the reform progress in Ukraine, including the one within the anti-corruption sphere. While the country’s anti-corruption reform is progressing and presumes further steps in the periods to come, the narrative among an international audience is often more negative. Russian propaganda has contributed to providing false narratives. Ukrainian governmental and anti-corruption institutions seek an efficient way to contribute to a more nuanced understanding of Ukraine’s progress within this sphere. The hypothesis is that intensified communication efforts based on facts might help to address the issue and create a better understanding of the situation.

The National Agency on Corruption Prevention (NACP) and the Office of Deputy Prime Minister for European and Euro-Atlantic Integration of Ukraine (DPM) with the Government Office for Coordination of European and Euro-Atlantic Integration (GOCEEI), being the key EUACI partners, have recently expressed an interest in a more coordinated effort in order to address the above mentioned issues about the corruption in Ukraine. For this, the NACP is believed to benefit from consultancy services in the area of communication and aiding in coordination of such efforts.

1. **Contracting authority**

The Contracting Authority is the EUACI on behalf of the Ministry of Foreign Affairs of Denmark.

1. **Objective**

The objective of this assignment is to provide communication and coordination support to the NACP and other stakeholders’ international communication efforts with the purpose of emphasizing the results achieved and addressing the false narratives about the corruption in Ukraine among international audiences.

1. **Scope of Work and Indicative Outputs and Deliverables**

Commissioned contractor is expected to provide services to NACP as follows:

1. Assist and advice NACP on communication with an international audience with the aim of promoting information about results of anti-corruption in order to counter false narratives.
2. Together with NACP develop a more strategic and comprehensive approach to this communication effort in close cooperation also with other stakeholders.
3. As per agreement with NACP coordinate a joint work and/or exchange of information among the relevant EUACI partners – NACP, DPM, GOCEEI – as well as other possible public bodies, such as the Ministry of Foreign Affairs of Ukraine (MFA), etc. upon guidelines from the NACP;
4. Analyse and keep a systemic track on the most actual discrediting/manipulating narratives about the Ukraine’s corruption in the foreign media and among target audiences;
5. Collect feedback from the NACP, DPM, GOCEEI, MFA on the relevance and suitability of communication efforts and their products (e.g. digests, explainers);
6. Identify new ways and areas of work for the sake of ensuring best results;
7. Provide suggestions on what messages to prioritise in order to address the most actual discrediting/manipulating narratives and on how to improve respective communication materials;
8. Facilitate planning sessions with the above-mentioned stakeholders and the EUACI and other international partners, if need be;
9. Support NACP Communication team in producing communication materials (e.g. digests, explainers), including by using software of basic graphic design;
10. Provide relevant capacity building to NACP Communication team, for instance mentoring and coaching or through training sessions;
11. Contribute to communication materials and provide other services requested by the NACP and EUACI.

**Outputs and Deliverables**

* Contribution to communication materials (digests, explainers or other formats) and analytic reports;
* A paper on a more strategic and comprehensive communication approach regarding international audience;
* Database on narratives;
* Planning sessions;
* Written report with the recommendations to the EUACI/NACP regarding further possible areas of intervention.

The above list is indicative and non-exhaustive. The EUACI reserves the right to request other deliverables not explicitly mentioned but related to the general purpose of the assignment.

During the assignment, the consultant shall work closely with the appropriate NACP and EUACI management, and shall perform on-site visits and engage in offline meetings in Kyiv.

Language of service provision: Ukrainian, English.

1. **Qualifications Required and Assessment**

Interested candidates shall demonstrate that they fulfil the following criteria:

* 3+ year experience in providing communication services, including producing communication materials with the use of software for basic graphic design.
* Experience in working on engagements targeted at the international audiences.
* Relevant education as a minimum Master’s Degree / Academic level in Communication, PR, GR, Management. A contractor may achieve eligibility under this criterion by demonstrating 6+ year experience in working / providing services within communication;
* Understanding of anti-corruption reform processes in Ukraine and knowledge of anti-corruption infrastructure in Ukraine;
* Experience from working with countering disinformation and propaganda will be an asset;
* Strong communication and negotiation skills;
* High degree of integrity;
* Profound commitment to working with Ukrainian public institutions while demonstrating the understanding of the context in which they operate;
* Fluency in Ukrainian and English, both oral and written.
* Experience in working with / at Ukraine’s public institutions is desirable.

**Award criteria**

• Criterion 1: Professional experience as presented in submitted documents (70%), consisting of the length of experience and the proven track record of practical achievements in the given field;

• Criterion 2: Financial offer (30%);

1. **Timing, Estimated Budget, and Level of Effort**

The duration of this assignment is estimated to be 6 months of 2024 with possibility of extension and is expected to commence in July 2024 (the date of signing the contract). The contract will be a framework contract with up to 120 working days.

The total budget will be calculated based on a consultant’s daily/hourly rate. The rates agreed during the conclusion of the contract are final and not subject to review.

1. **Tender procedures**

Based on the request executed by an EUACI representative, interested persons shall send the following documents to the EUACI electronically to yanryz@um.dk, before **18:00** **Kyiv time on 1 July 2024**, with the email subject: “Strategic Communication Expert – NACP international communication efforts”

* Brief motivation letter demonstrating the person’s understanding of the EUACI and NACP/DPM/GOCCEI needs as well as explicitly stating their compliance with the eligibility criteria listed along with the examples of at least previous contractual assignments in the given field;
* CV(s) in English;
* Financial offer calculated based on daily/hourly rate;
* Registration documents certifying the legal status of a potential contractor (both for individuals and legal entities).

All documents shall be submitted in English.