**National communication consultant for building communication capacity of the National Agency on Corruption Prevention**

**Terms of Reference**

1. **Background**

Supporting anti-corruption efforts in Ukraine is a high political priority for the European Union. By combating corruption, the EU contributes to the consolidation of democracy and economic growth of Ukraine, as well as successful approximation of Ukraine with the EU.

Based on the significant results of the joint Danish and EU Anti-Corruption Initiative (EUACI) in Phase I 2017-2020, Denmark and the EU engaged in a second phase of the programme aimed at sustaining existing results and further expanding the support to newly established institutions, support to municipalities, civil society, media and the business sector. EUACI Phase II builds on the Ukrainian anti-corruption reform agenda and is intended for implementation on 24 May 2020 – 8 July 2024.

In October 2019, the Ukrainian Parliament amended the Law on Corruption Prevention to ensure the effectiveness of the corruption prevention institutional mechanism by relaunching the agency. EUACI has been actively supporting the restructuring process of the agency following these legislative amendments. Relaunch of the agency and open and competitive NACP Head selection process re-established the trust among many international actors to re-engage with the agency. NACP is using this opportunity to invigorate the agency by designing and implementing a number of reforms in different areas of the competences of the agency in order to ensure the effectiveness of the corruption prevention institutional mechanism and deliver real and substantial results.

EUACI supports key areas of NACP’s multi-pronged mandate, including strengthening the governance and administrative and institutional capacities to ensure sustainable institutional development of NACP.

Awaiting the adoption of the Anti-corruption Strategy for 2021-2025, the Communications and Information Policy Unit of the National Agency is going to develop a complex framework for informing the public and other stakeholders about the influence and progress with implementation of this strategic document in strong cooperation with other authorities. Also, the NACP plans to launch a digital product that is vital for enhancing corruption prevention mechanisms - the Portal for Anti-corruption Officers. To ensure the effective functioning of these instruments, the NACP will have to organize their comprehensive promotion with informational and educational products among the target audiences.

1. **Objective**

The main objective of the technical support to be provided to the NACP within this engagement is to build capacity of the Communications and Information Policy Unit This support will strengthen the ability of the National Agency to inform the stakeholders and public about the important developments and possibilities for cooperation, raise awareness of target groups and increase the impact of the NACP in prevention of corruption in Ukraine.

1. **Scope of work**
2. In cooperation with the EUACI, provision of support to National Agency’s strategic communications in development of the communication plans in accordance with the NACP’s Communications Strategy for effective coverage of the following topics:
   * draft Anti-corruption Strategy for 2021-2025;
   * NACP’s activities on anti-corruption expertise;
   * activities of the Anti-corruption officers.
3. Strengthening the capacity of the Communications and Information Policy Unit in production of the communication materials targeting stakeholders in accordance with the developed communication plans (press releases, social media posts, success stories, graphic and video products etc.) for the NACP communication channels.
4. Analysis of effect and feedback of target groups on conducted communication activities, provision of recommendations for adjusting further communications and maximizing the impact.
5. Based on conducted analysis, support to the NACP representatives in development of the educational materials for anti-corruption officers, including user-friendly explanations to the laws in a clear and comprehensive manner.
6. Engagement and cooperation with the regional stakeholders to highlight the results of anti-corruption officers’ work.
7. Support to establishment and ensuring cooperation with media on both state and local level to increase public awareness about NACP’s activities and achievements in target spheres.
8. **Expected deliverables:**
9. In accordance with the NACP’s Communications Strategy, provided recommendations and developed three plans on effective communication for relevant stakeholders of the following NACP initiatives:
   * draft Anti-corruption Strategy for 2021-2025;
   * Anti-corruption expertise;
   * activities of the Anti-corruption officers.
10. Provided expert support on a daily basis to strengthen the capacity of the NACP in implementation of the developed annual plans.
11. At least 50 communication products (press releases, social media posts, success stories, etc.) developed for the official website of the NACP and its pages in social networks during the period of the assignment.
12. Developed terms of references for the production of other communication products (video and graphic content, internal brand) within abovementioned topics.
13. As a result of conducted analysis, prepared report on the anti-corruption officers’ image, needs and interests.
14. Prepared list of the required educational materials for anti-corruption officers within launch of the specialized Portal, including user-friendly explanations to the laws, and provide support to their production.
15. Established cooperation with at least 10 media outlets on both state and local level to increase public awareness about NACP’s activities and achievements in target spheres.
16. **Timeline**

The period of implementation of the contract will be 12 months, with the duration of 120 working days. The intended commencement date is the date of signature of the contract with the consultant.

1. **Professional Requirements**
   * University degree (at least bachelor’s degree or equivalent) in the relevant field of expertise;
   * A minimum of 3 years of professional experience of working in the relevant field (communications, internal communication, community management, social media management or other);
   * Experience in working and collaborating with stakeholders including government, civil society, and international organizations;
   * Previous experience with anti-corruption projects and institutions will be an advantage;
   * Fluency in written and oral Ukrainian and English.
2. **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 sections "Objective" and "Expected Deliverables" herein respectively. Moreover, the performance of the contractors will be judged upon successful implementation of all the specific activities indicated above.

Special requirements

By signing the contract, the contractors agree to hold in trust and confidence any information or documents ("confidential information"), disclosed to the contractors or discovered by the contractors or prepared by the contractors 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.

The contractor reports to the EUACI. The contractor shall be briefed prior to starting with the assignment. The contractor shall de-brief the EUACI prior to finalizing the assignment.

The contractor shall immediately inform the EUACI after 50% and again after 75% use of the overall foreseen working days under this contract.

1. **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 proposals is **29 October 2021, 18:00 Kyiv time**.

The proposal shall include an expert’s CV, three examples of press releases or posts or produced news, financial information/budget for the assignment with an indication of days and fees, motivation letter and should be submitted within the above deadline to [olekom@um.dk](mailto:olekom@um.dk) with CC to [anadem@um.dk](mailto:anadem@um.dk) with the subject NACP Communication Consultant.

Bidding language: English.

Clarification questions

Any clarification questions regarding the bid request should be addressed to Oleksandr Komarov, [olekom@um.dk](mailto:vikpop@um.dk) not later than 26 October 2021, 17:00 Kyiv time.