**TERMS OF REFERENCE**

**for the development and implementation of a communication campaign**

**regarding the launching of E-Reception Halls in 4 Integrity Cities**

1. **INTRODUCTION**

The EUACI is a joint EU and Government of Denmark financed programme aimed at supporting Ukraine in its efforts to reduce corruption at the national and local level through the empowerment of citizens, civil society, businesses, and state institutions.

The overall objective of the EU Anti-Corruption Initiative is to improve the implementation of Ukraine’s anti-corruption policy by supporting the key anti-corruption state institutions: strengthening oversight of reform implementation by Parliament; support government for integrity Recovery of Ukraine, at the national and local level supporting civil society, investigative media and local governments, thus substantially improving Ukraine’s overall performance in the fight against corruption.

In four cities (Zhytomyr, Nikopol, Chervonohrad, Chernivtsi), EUACI is working with city mayors and city councils as well as civil society to strengthen transparency, accountability and virtues.

Among the activities provided is technical assistance services to the cities of Nikopol, Chervonohrad, Zhytomyr and Chernivtsi with the purpose of helping these cities develop and implement an electronic reception hall (E-Reception Hall). The web platform was developed within the framework of the Integrity Cities of the EUACI. The E-reception is designed for receiving, processing, and disclosing information within the framework of bilateral interaction between the City Council, its executive bodies, and subordinate enterprises (MOEs), institutions, organizations, and residents of the territorial community, legal and physical persons, aiming to:

* optimize the feedback process using modern digital tools;
* organize the accumulation of information, its systematization, and priority setting for responding to requests from residents of the territorial community, legal and physical persons;
* organize effective monitoring of the response of staff to requests and inquiries from residents of the territorial community;
* e-Reception Hall is a tool for digital communication between local authorities and citizens and will thus contribute to closing gaps for corruption that could appear in case of physical contacts.

1. **OBJECTIVE**

**The procurement’s primary objective is** to develop and implement a communication campaign that will help promote the e-Reception Hall among target audiences.

**The aim of the procurement is** also to increase the visibility of EUACI as a reliable partner in implementing tools for transparency, accountability and integrity.

The beneficiaries are Chervonohrad City Council, Nikopol City Council, Zhytomyr City Council and Chernivtsi City Council.

**Tasks of the Campaign**

* To inform the audience about the e-Reception Hall and its benefits in interaction with local authorities.
* Increase awareness of the functionality and capabilities of the web platform.
* To engage as many potential users as possible in actively using the e-Reception Hall to resolve their issues.
* Establish communication between the citizens and local authorities as to the use of the e-Reception Hall.

**Target audience**

|  |  |
| --- | --- |
| **The public (users of the platform)** | |
| Audience 1 | Audience 2 |
| * men and women ≈ 25-40 years of age * live in the cities of Zhytomyr/Chernivohrad/Nikopol/Chernivtsi * most often receive services online through Diia * relevant administrative services: civil registration, business registration, passport services, social protection | * men and women ≈ 50+ years old * live in the cities of Zhytomyr/Chernivohrad/Nikopol/Chernivtsi * most often receive services in physical ASC offices, at the post office, and in the city council * relevant administrative services: social services, property and land issues, notary services |
| Involvement of users in the system: registration, submission of appeals, communication with the authorities. | |

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| **Media** |
| Regional level |
| Coverage of the system's work through the prism of its impact on satisfying administrative requests from citizens |

1. **SCOPE OF WORK AND EXPECTED DELIVERABLES**

Development of the concept of the communication campaign to promote the **e-Reception Hall** based on the situational analysis in each city, media monitoring, sessions and interviews with the team of representatives of the city and EUACI. The concept should be agreed and approved by the Client after being developed by the Contractor.

**Main tasks within the communication campaign:**

* development of advert layouts for placement on outdoor media in the city;
* ensuring media activity in the information space of the region and partially the country;
* creation of advertising posts with appropriate visuals for social media;
* organizing information events with local bloggers;
* development of educational materials for system users;
* development of handouts for placement in places of administrative service provision;
* media monitoring;

**Expected deliverables:**

1. a common communication campaign concept for 4 cities;

2. layouts of visual materials for all 4 cities:

* + 5 layouts for billboards;
  + 10 layouts for citylights;
  + 10 layouts for A2 posters;

3. information materials placed in regional media in each of 4 cities:

* + 6 news columns for every city – in total 24 pcs ;
  + 5 author's blogs for every city – in total 20 pcs;

1. posts (contains text and pictures) for social media of each of 4 cities:
   * platform description – 1 for every city – in total 4 pcs;
   * platform functionality – 1 for every city – in total 4 pcs;
   * step-by-step instructions on how to use the platform – 1 for every city – in total 4 pcs;
   * dynamics of platform usage (with infographics) – 6 pcs for every city – in total 24 pcs;
   * analytical materials on topics/types of appeals – 6 pcs for every city – in total 24 pcs;
   * consulting support (answers to frequently asked questions) – 6 pcs for every city – in total 24 pcs;
   * personal mini-stories of the platform users (to demonstrate the effectiveness and convenience of the platform using specific examples) – 4 pcs for every city – in total 16 pcs

*\*Posts are created based on information provided by representatives of each city. Each post must be unique, including text and accompanying visuals.*

5. educational product for users:

* + 1 short video tutorial adapted to the specifics of the platform of each of the 4 cities;
  + 1 short visual guide adapted for publication in local social media in each of the 4 cities;

6. handouts:

* + leaflet: 2 versions for each city – in total 8 pcs;

7. weekly media monitoring reports – 20-24 copies (depending on the date of the campaign launch);

**4. TIMEFRAME**

The campaign is expected to be developed in February 2024, runs for 5 months and terminates before the end of July 2024.

1. **BUDGET**

The estimated cost of the Campaign should not exceed EUR 30,000 at the official exchange rate of the National Bank of Ukraine on the date of submission of the proposal. Services include the development of the campaign concept, visual layouts and information materials.

Printing and placement of advertising layouts on external media will be provided by the Customer.

**Payments**

All the payments under the Contract shall be made in UAH (Ukrainian Hryvnia) according to the official NBU exchange rate published on the business day of the invoice issuance by the Contractor.

The EUACI has a VAT exemption as an international technical assistance program.

# **BIDS EVALUATION CRITERIA**

Bids will be evaluated in accordance with the criteria provided below:

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| **#** | **Criteria** | **Weight** |
| 1 | Budget | 20% |
| 2 | Portfolio | 50% |
| 3 | Team CVs | 30% |

**How to apply**

The proposals with

1) methodology of project implementation,

2) portfolio of the tender participant,

3) CV of the core team) shall be submitted in electronic format only within the below deadline to the email: [dmyiak@um.dk](mailto:dmyiak@um.dk), cc: [yanryz@um.dk](mailto:yanryz@um.dk) indicating the subject line “communication campaign «E-Reception Hall».

Any clarification questions for the bid request should be addressed: [dmyiak@um.dk](mailto:dmyiak@um.dk) , cc: [yanryz@um.dk](mailto:yanryz@um.dk), no later than 19 January 2023, 18:00 Kyiv time.

**The deadline for submitting proposals is 30 January 2024, 18:00 Kyiv time.**

Bidding language: **English or Ukrainian**.