**TERMS OF REFERENCE**

**for the development and implementation of an anti-corruption communication campaign on behalf of the National Agency of Corruption Prevention** **(NACP)**

**1. INTRODUCTION**

Insufficient awareness and understanding of the peculiarities of anti-corruption reform among Ukrainian citizens lead to distorted perception of corruption and low level of support for reforms in society.

In such circumstances, it is important to ensure effective and coordinated communication between public authorities and local governments, as well as the involvement of Ukrainian citizens in this process.

In December 2023, the Government of Ukraine approved the Strategy for Communication in the Field of Corruption Prevention until 2025 prepared by NACP. The goal of the Strategy is to emphasize that preventing corruption and eliminating its causes is more effective than fighting its consequences. The Strategy also aims to increase the level of trust in government agencies and anti-corruption initiatives and reducing the level of tolerance to corruption and promoting virtuous behavior in society.

The campaign will help to achieve strategic objective 1.2.1.3. of the State Anti-Corruption Program: "The overall level of tolerance for corruption in Ukraine has decreased due to the dissemination of information to the public about the negative consequences of corruption and corruption-related offenses (for society and the state, as well as for the perpetrators of such offenses), as well as about the importance of ensuring public control over the activities of executive authorities and local self-government bodies", as well as Goal 2 of the Communication Strategy for Preventing and Combating Corruption until 2025: "The level of corruption and tolerance to any of its manifestations has decreased. Integrity is promoted as a social norm".

**2. OVERALL OBJECTIVE AND EXPECTED RESULTS OF THE CAMPAIGN**

The main goal of the campaign is to develop and implement an awareness-raising campaign to strengthen the role of citizens in preventing and combating corruption. The campaign aims to raise awareness of tools for public control over state and local authorities, motivate citizen participation, and improve the quality of control.

**Campaign objectives**

1. To raise public awareness of:

* negative consequences of corruption, lack of public involvement and control as a favorable condition for corrupt practices;
* existing tools for controlling the activities of state authorities and local self-government bodies, mechanisms for participation in policy making and implementation at the local and national level, which allow preventing and combating corruption;
* real benefits for the safety and well-being of citizens through prevention of corruption.

2. To motivate citizens to participate in combating and preventing corruption.

**Target audiences**

* Residents of local communities;
* Youth;
* Media;
* Civil society activists.

**3. SCOPE OF WORK AND EXPECTED RESULTS**

Main tasks within the communication campaign:

* Develop the concept of the communication campaign, including narrative and messages based on sociological data, media monitoring, and focus groups. The concept must be agreed and approved by the NACP and the EUACI;
* Create advertising layouts for outdoor media;
* Create advertising posts and visuals for social networks;
* Create videos for TV, social media and public places;
* Ensure media activity in the country's information space;
* Develop explanatory handouts for administrative buildings.

Expected results:

1. A unified concept for the awareness-raising campaign;

2. Layouts of visual materials and their placement:

* 5 layouts for billboards;
* 5 layouts for citylights;

3. Information materials published in national media:

- 5 author's columns (blogs) in 5 national online media with a daily audience reach of at least 100 thousand.

- An interactive project with a national media outlet that involves a survey of readers on their awareness of the instruments of public oversight (e.g: [Перевірте свої знання Конституції України: ТЕСТ | Українська правда \_Життя (pravda.com.ua)](https://life.pravda.com.ua/society/2023/06/23/255004/));

- 3 news stories on national TV channels;

4. Posts (text and visuals) in social media (the content should include explanations on how a particular tool works, as well as a description of real-life examples of its use and results) dedicated to the following tools:

- Participatory budgeting - 2 posts;

- Public hearings - 2 posts;

- Local initiatives - 2 posts;

- Electronic petitions - 2 posts;

- General meetings of citizens - 2 posts;

- Public expertise - 2 posts;

- Consultations with the public - 2 posts;

- Requests for public information - 2 posts;

- Public Council - 2 posts;

- Register of declarations and lifestyle monitoring - 2 posts;

- Public control over the reconstruction process - 2 posts;

- Control over state and municipal expenditures - 2 posts;

- Corruption Whistleblower Reporting Portal - 2 posts.

In total - 26 original posts posted on social media (advertising parameters and channels for posting materials are additionally discussed with the Customer at the stage of presentation of the communication campaign concept)

Posts are created based on the basic information provided by the Customer. Each post must be unique, including text and accompanying visual materials.

5. Animated videos (duration - 1 minute):

* 1 video dedicated to tools that work at the local level and 1 video dedicated to tools that work at the national level

OR

* 1 role-playing video that highlights the harmful consequences of the lack of public control over public institutions and explains the benefits of using the available control tools.

The final decision on the video format will be made after the presentation of the concept.

Placing the video on TV screens in Intercity+ trains

6. Handouts:

- Brochure layout - 1 pc.

\* The number of printed copies is determined and agreed upon at the stage of the concept presentation.

**4. TIMELINE**

The campaign is expected to be implemented during March – June 2024.

**5. 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.

**6. BIDS EVALUATION CRITERIA**

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

# Criteria Weight

1 Budget 20%

2 Portfolio 50%

3 Team CVs 30%

**How to apply**

The proposals with:

1) budget and 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: yanryz@um.dk indicating the subject line “**anti-corruption communication campaign on behalf of the NACP**».

Any clarification questions for the bid request should be addressed: yanryz@um.dk, no later than 14 March 2024, 18:00 Kyiv time.

The deadline for submitting proposals is 21 March 2024, 18:00 Kyiv time.

Bidding language: English or Ukrainian.