

**Update of the brand book and development of other content for the High Anti-Corruption Court of Ukraine**

**Terms of Reference**

17 November 2022

# Background and context

* 1. **General overview**

Ukraine has embarked on the path toward combatting corruption following the Revolution of Dignity in 2014. This process included the introduction of the comprehensive anti-corruption reform measures and establishing new anti-corruption institutions.

Since 2017, Denmark and the EU in the framework of the programme “EU Anti-Corruption Initiative in Ukraine” (EUACI) in its Phase I (2017-2020) implemented by the Danish International Development Agency using the indirect implementation modality, worked extensively on assisting the Ukrainian Government in putting into life its anti-corruption agenda and with building the capacities of the new anti-corruption institutions to fight corruption in the country.

One of the main focuses of the EUACI during the Phase I was supporting the process of the establishment and putting into operation of the High Anti-Corruption Court of Ukraine (HACC), a specialized court of 38 judges mandated with adjudicating high-level corruption cases investigated by the National Anti-Corruption Bureau of Ukraine and prosecuted by the Specialized Anti-Corruption Prosecution Office. HACC completes the chain of specialized bodies in the criminal justice chain established for effective investigation, prosecution, and adjudication of high-level corruption cases in Ukraine.

Based on the significant positive results attained during the Phase I, including the operational launch of HACC and functioning of its both chambers, Denmark and the EU made a decision to engage in a second phase of the programme aimed at sustaining existing results and further expanding the support to newly established anti-corruption institutions. As in Phase I, Denmark is implementing the programme on behalf of the EU and is using an indirect implementation modality based on Danish guidelines.

One of the key areas of EUACI’s support of HACC is the enhansment of capacity in public communications. Among other activities, the EUACI has assisted with the development of HACC's communication strategy and brand book.

* 1. **Contracting authority**

The contracting authority is the European Union Anti-Corruption Initiative in Ukraine.

* 1. **Beneficiary**

The beneficiary is the High Anti-Corruption Court of Ukraine.

# Objective

The main objective of the technical support to be provided to HACC within the framework of this engagement is to contribute to the effective public communication of HACC. The assignment will contribute towards this end by ensuring that HACC has modern, relevant and up-to-date visual materials and templates, including the brand book, to enhance its public communications.

1. **Scope of work and expected deliverables**

All activities under this assignment should take into account the specific composition of HACC as a high specialized court composed of HACC as a first instance court and an Appellate Chamber.

**Scope of work**

* Audit of application of the existing brand book of HACC, visual templates used on HACC website and social media, photos, illustrations, and videos;
* Update or create identified set of content;
* Provide training, guidance, and mentorship with the application of an updated brand book and other developed content for 3 months;
* Recommend possible ways of improving the application of the updated brand book (such as, improving business processes related to communications, procurement of equipment or software, additional trainings, etc. ).

A contractor will be expected to work in close coordination with EUACI representatives and consultants, HACC’s chief of staff and communication experts and will be required to report on the implementation of tasks.

**Expected deliverables:**

* + Report (presentation) on results of the audit of the application of the existing brand book of HACC, visual templates used on HACC website and social media, photos, illustrations, and videos, with suggestions of items to be updated/developed.
	+ Updated brand book of HACC;
	+ Templates of visuals for publications of HACC on social media and website (at least 10);
	+ Intro, outro, and transitions for HACC’s videos;
	+ Set of stickers/icons for HACC’s Telegram channel and other needs;
	+ Bank of photos of HACC’s courtrooms, premises (100 images), and key staff (30 persons).
	+ Production of basic set of items to promote new visual branding of HACC (press wall, pins, folders, etc.).
1. **Timeline**

The intended commencement date is the date of signature of the contract with a service provider . The period of implementation of the contract will be six months.

# Bidding details

The bidder must submit the following information to be considered:

1. The CVs (no more than three pages for each person) of the key team members who will be involved in the project. List the names, project titles, key duties on this assignment, and amount of time dedicated to this project.
2. A list of assignments similar to this project executed in the last five years.
3. Provide a detailed description of the methodology of work and the timeline of the project.
4. Provide a budget for the services in EUR, inclusive of all taxes or other such charges. Maximal budget for this assignment is 7000 EUR (up to 2000 EUR for production of basic set of items to promote new visual branding of HACC).

# How to apply

The deadline for submitting the proposals is 2 December 2022, 18:00 Kyiv time.

The proposals shall be submitted within the above deadline to EUACI@um.dk, cc: yana.ryzak@gmail.com, indicating the subject line “**HACC brand book**”.

Bidding language: English.

Any clarification questions for the bid request should be addressed to EUACI@um.dk, cc: yana.ryzak@gmail.com no later than 25 November 2022, 18:00 Kyiv time.

# Evaluation criteria

Bids will be evaluated under the criteria provided below:

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| **#** | **Criteria** | **Weight** |
| 1 | Portfolio of completed projects  | 40% |
| 2 | Key delivery team members - relevant experience, skills and competencies | 15% |
| 3 | Proposed workplan and detailed timeline | 15% |
| 4 | Proposed budget | 30% |