**TERMS OF REFERENCE**

**for Digital Content Creation Services**

**Background and context:**

The EU Anti-Corruption Initiative (EUACI) is the flagship EU program in Ukraine funded by the EU, co-funded and implemented by the Ministry of Foreign Affairs of Denmark. The EUACI Phase III strategic objectives are that: corruption in Ukraine is reduced; Ukraine advances with anti-corruption reform; and reconstruction in war-affected areas of Ukraine is implemented within a framework that incorporates transparency, accountability, and integrity.

The EUACI works in four Intervention Areas, namely:

1. Support to anti-corruption institutions (key partners: the National Anti-Corruption Bureau of Ukraine, the Specialized Anti-Corruption Prosecutor Office, the High Anti-Corruption Court, and the National Agency on Corruption Prevention).
2. Support to promote transparency and accountability of the reconstruction process (key partners: the Ministry for Communities and Territories Development of Ukraine, the Agency for Restoration, and the city of Mykolaiv).
3. Support to Integrity Cities (Mykolaiv, Zhytomyr, Chernivtsi, Sheptytskyi, Mariupol and Nikopol City Councils).
4. Support to civil society and investigative media.

Among its activities, the EUACI is providing support to Ukrainian partners in the field of EU integration and accession.

To strengthen public awareness of the EUACI’s and EUACI partners’ efforts, build trust in anti-corruption reforms, as well as to create a platform for effective learning and exchange of ideas, the EUACI organizes multiple events, conferences, and public awareness campaigns. Since 2020, in cooperation with partners the EUACI has co-organized over 60 public events, launched 10 national media campaigns, and received 4 national and international awards.

To ensure a consistent and professional communication support, the EUACI is seeking the services of creative agencies or private entrepreneurs to create visual, graphic and video content.

**Objective:**

The primary objective of this contract is to provide comprehensive digital content support for the EUACI and the EUACI partners, ensuring a coherent and recognizable design style across various materials. The selected service provider will develop visual elements, printed materials, digital assets, provide photo and video.

**Scope of work:**

The EUACI is seeking proposals from qualified vendors to assist communication activities of the EUACI and its partners by providing on-call digital content creation services. The developed content will further be published on multiple communication channels to disseminate informational content to the citizens.

It is expected that the qualified vendor will be responsible for the development of the different content types, which include, but are not entirely limited to:

* Video
* Photo
* Event branding and visual identity development
* Design content for event merchandise and branded items
* Layout of booklets, presentations, infographics etc.

All content must align with EUACI’s branding guidelines or its partners. The contractors will work closely with the EUACI’s Communication Expert and will report to the EUACI. The EUACI shall *own any and all intellectual and other property rights to any content developed* by the bidder in connection with the execution of this contract.

The successful vendors will need to acquire their own software, licenses and hardware to perform the work.

Each activity of the contractor will be agreed in advance, including the budget for this activity. The contract will be as a framework contract with a number of products to be delivered as requested by the EUACI.

**Deliverables:**

* Producing and editing high quality video content (at least 5 videos);
* Producing and editing high quality photo content (at least 5 shootings);
* Providing high quality graphic design and branding services;
* Providing and editing high quality layouts of booklets, presentations, etc. (at least 10 pieces);
* Providing and editing high quality infographic production (at least 20 pieces);
* Professional consultancy on the relevance of the content to be developed with regard to social media engagement, ad placement, strategy and success metrics;
* Introducing new and emerging forms of content as well as other related services.

**Requirements to the Service Provider/s:**

* The contract can be awarded to creative agencies or private entrepreneurs who are registered as private entrepreneurs or LLCs under Ukrainian legislation.
* Proven experience in event branding and content creation.
* Strong portfolio showcasing branding projects, printed materials, photo and video content.
* Experience working with international organizations, NGOs, or public sector projects will be considered an advantage.
* Ability to provide creative, high-quality, and innovative content solutions tailored to different event formats.
* Ability to meet tight deadlines and provide revisions based on feedback.

**Timeline:**

The intended commencement date is the date of signature of contracts with the selected service provider(s). The total duration of the contract is **12 months.**

**Budget**

The contractors will be paid by the units of provided services. The total contract budget cannot exceed **EUR 15 000.**

# Bidding details:

The bidder or team of bidders must submit the following information:

* CV(s) or company profile detailing relevant experience and expertise;
* Portfolio showcasing relevant cases;
* Financial proposal, including estimated costs for different types of deliverables mentioned above (shooting and production of video contents (per working hours), photo content (per working hours), graphic design and branding services (per units or working hours), layouts of booklets, presentations, infographics (per unit)).

# How to apply:

The deadline for submitting the proposals is **10 March 2025**

The proposals shall be submitted within the above deadline to [euaci@um.dk](mailto:euaci@um.dk) and [yanryz@um.dk](mailto:yanryz@um.dk), indicating the subject line “Tender: ‘**Digital Content Creation Services’**.

The applicant will receive an auto-reply from euaci@um.dk when the application is received.

If an auto-reply is not received, please re-submit your application or contact the EUACI.

Bidding language: **English**.

Any clarification questions for the bid request should be addressed to [euaci@um.dk](mailto:euaci@um.dk) and [yanryz@um.dk](mailto:yanryz@um.dk), **no later than 5 March 2025.**

# Evaluation criteria:

Bids will be evaluated under the criteria provided below:

|  |  |  |
| --- | --- | --- |
| **#** | **Criteria** | **Weight** |
| 1 | Criterion 1: Professional experience and portfolio | 70% |
| 2 | Criterion 2: Financial offer | 30% |