**TERMS OF REFERENCE**

**For a** **Strategic Media Analytic Expert**

**to assist The National Agency for Corruption Prevention’s**

**communication efforts**

**EU Anti-Corruption Initiative (EUACI)**

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

In November 2023, the EU recognised Ukraine's progress and recommended opening accession negotiations. This marked a significant step in EU-Ukraine relations, with accession negotiations beginning the following months. The fight against corruption remains a priority in this process. The need to communicate about the progress made and correct false information requires strong communication efforts.

The NACP is one of the key partners of the EUACI in the Intervention Area “Support to anti-corruption institutions”. Effective communication of its and other anti-corruption institutions’ activities and achievements is important for providing a proper understanding of the anti-corruption work at national and international level.

The EUACI seeks to provide technical support to enhance the NACP’s communication capacity, ensuring accurate information to international stakeholders. To achieve this, the EUACI proposes procuring the services of a Strategic media analytics. It will focus on strengthening media engagement, strategic messaging, and providing analytical support to NACP. It will also provide coordination with relevant stakeholders, including the Office of Deputy Prime Minister for European and Euro-Atlantic Integration of Ukraine (DPM) and the Government Office for Coordination of European and Euro-Atlantic Integration (GOCEEI).

The Expert is expected to work closely together with a Strategic Communication and Media Monitoring Expert.

1. **Contracting authority**

The Contracting Authority is the EUACI on behalf of the Ministry of Foreign Affairs of Denmark.

1. **Objective**

The objective of this assignment is to improve the communication of Ukraine’s achievements in the field of anti-corruption by strengthening the analytical media and communication work.

The sub-objective is to provide communication support to the NACP (national and international media) and provide coordination with other relevant stakeholders in order to:

* Emphasize the results achieved and address false information about corruption in Ukraine.
* Improve the NACP’s ability to communicate about its and other anti-corruption institutions anti-corruption efforts to an international audiences.
* Ensure data-driven, analytical, and proactive engagement with media.
* Strengthen the effectiveness of Ukraine’s communication about its anticorruption reforms.

1. **Scope of Work**

The selected contractor is expected to provide media analytics services to the NACP**,** including but not limited to:

* developing Ukrainian and international media analytics reports for the NACP based on the media monitoring provided by other resources on a regular basis, including weekly, quarterly, and annual reports, as well as thematic analyses upon request.
* providing recommendations regarding NACP's presence in the public sphere, conducting ongoing assessments of reputation risks and threats through the analysis of open sources, including international, both on an operational and systematic basis.
* contributing to the formulation of tasks for sociological research commissioned by NACP, ensuring alignment with organizational objectives.
* analyzing the findings of sociological studies related to anti-corruption efforts and generate recommendations for their practical application within NACP's initiatives.
* analyze disinformation narratives in the media environment in Ukraine and abroad and propose ways to refute or counter them.
* annually prepare and conduct a reputational audit of the NACP.
* providing analytical support for the implementation of the Communication Strategy in the realm of anti-corruption efforts until 2025, as well as for the execution of information campaigns within the strategy's framework.
* participating in the development of the Communication Strategy for Preventing and Combating Corruption for 2026-2030.
* providing relevant capacity building to NACP Communication team in the area of media analytics, for instance mentoring and coaching or through training sessions on countering disinformation or working with reputational risks.

1. **Outputs and Deliverables**

* weekly, quarterly, annual analytical reports, thematic analytical briefs upon request, based on media monitoring data.
* Written recommendations on the NACP's presence in the public space with an assessment of reputational risks and threats.
* analytical briefs on the results of sociological research related to anti-corruption activities.
* quarterly assessment of the implementation of the Communication Strategy for Preventing and Combating Corruption for the period up to 2025
* input to the communication Strategy for Preventing and Combating Corruption for the period up to 2030
* Reputational audit of the NACP with a survey of key stakeholders
* analysis of disinformation narratives on corruption in foreign and Ukrainian sources with proposals for countering them on an ad hoc basis.

The above list is indicative and non-exhaustive. The EUACI reserves the right to request other deliverables not explicitly mentioned but related to the general purpose of the assignment.

During the assignment, the expert will work closely with the appropriate NACP communication team and the EUACI communication expert, and shall perform on-site visits and engage in offline meetings in Kyiv. The expert will not represent the NACP or the EUACI.

Language of service provision: Ukrainian, English.

1. **Required to the Service Provider(s)**

The contract can be awarded to a single expert, a group of experts or organization meeting the following criteria:

* 3+ years experience in providing media analytic services.
* Experience in international media communication work.
* Relevant education as a minimum Master’s Degree / Academic level in Communication, PR, journalism, political science or similar.
* Experience in working with media analytics, media audience and sociological aspects.
* Understanding of anti-corruption reform processes in Ukraine and knowledge of anti-corruption infrastructure in Ukraine will be an asset.
* Experience from working with countering disinformation and propaganda will be an asset;
* Strong analytical, communication and negotiation skills.
* High degree of integrity.
* Profound commitment to working with Ukrainian public institutions while demonstrating the understanding of the context in which they operate.
* Fluency in Ukrainian and English, both oral and written.

1. **Evaluation criteria**

Criterion 1: Professional experience as presented in submitted documents (70%), consisting of the length of experience and the proven track record of practical achievements in the given field;

Criterion 2: Financial offer (30%).

1. **Timing, Estimated Budget, and Level of Effort**

The duration of this assignment is estimated to be 9 months of 2025 with possibility of extension and is expected to commence in March 2025 (the date of signing the contract). The contract will be up to 100 working days.

The total contract budget cannot exceed EUR 15,000.

The daily fee of the expert cannot exceed EUR 150.

The final budget will be calculated based on an expert’s daily/hourly rate. The rates agreed during the conclusion of the contract are final and not subject to review.

Payment on a monthly basis based on time sheets and deliverables.

1. **Bidding details:**

The bidder must submit an application with the following information to be considered:

* Brief motivation letter explaining relevant experience in communication;
* CV(s) max 3 pages in English;
* Financial offer calculated based on daily/hourly rate;
* Registration documents certifying the legal status of a potential contractor (both for individuals and legal entities).

1. **How to apply:**

The deadline for submitting the proposals is 13 March 2025, 18:00 Kyiv time.

The proposals shall be submitted within the above deadline to euaci@um.dk and yanryz@um.dk indicating the subject line “Tender: “Strategic Communication Expert support to NACP”.

The applicants will receive an auto-reply from euaci@um.dk when the application is received. If an auto-reply is not received, please contact the EUACI.

Bidding language: English.

Any clarification questions for the bid request should be addressed to euaci@um.dk and yanryz@um.dk, no later than 6 March 2025, 18:00 Kyiv time.