



Terms of Reference

for a Service Provider in the field of communication and media to Promote New Functionalities of E-Reception Halls in Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol

1. BACKGROUND AND CONTEXT

General overview

The European Union Anti-Corruption Initiative (EUACI) in Ukraine is a joint EU and Government of Denmark financed programme aimed at supporting Ukraine to reduce corruption at the national and local level through the empowerment of citizens, civil society, businesses, and state institutions. In January 2024, the EUACI entered into phase III that runs until mid-2027.

The partnership with Integrity Cities

The seven Integrity Cities which are the EUACI partners are Chernivtsi, Sheptytskyi, Mykolaiv, Zhytomyr, Nikopol, Poltava and Mariupol.

During phases I and II, the EUACI worked with these cities to strengthen their systems and tools for enhancing integrity, transparency, and accountability. The partnership continues in the current III phase, focusing on the continued development of the various integrity tools launched during previous phases and the implementation of new tools. Currently, there are no activities in Mariupol.

Among the activities provided is technical assistance services to the cities of Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol 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 to receive, process, and disclose information within a framework of two-way interaction between the City Council, its executive bodies, and subordinate municipal enterprises (MoEs), institutions, and organizations, on the one hand, and residents of the territorial community, as well as legal entities and individuals.

In 2024, the EUACI has already completed the promotion campaign in the cities to raise awareness of locals about this IT tool. The campaign brought good results.

In 2025, the EUACI upgraded the tool by introducing new services and enhanced functionalities. Starting in early 2026, all four cities began delivering four pilot services, selected by each municipality, through their E-Reception Halls to residents of Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol. The system was also improved to allow municipal officers to independently add new services in the future without the EUACI support.

This tender aims to support Integrity Cities in implementing a series of promotional activities to raise public awareness of the launch of pilot electronic services and to increase the use of E-



Reception Halls among residents. The initiative is intended to catalyse the broader digitalization of municipal services and encourage wider adoption of E-Reception Halls across the four cities.

These Terms of Reference (ToR) provide more details about the assignment.

2. OBJECTIVE

The objective of this assignment is to support the Integrity Cities in organizing and delivering a series of promotional activities aimed at raising public awareness of the launch of pilot electronic services and increasing the use of E-Reception Halls among local residents. It also seeks to enhance the visibility of the EUACI as a trusted partner in advancing transparency, accountability, and integrity.

The beneficiaries of this assignment are the City Councils of Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol.

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 IT tool.
- To engage new users to the e-Reception Hall to resolve their issues.
- To improve communication between the citizens and local authorities as to the use of the e-Reception Hall.

Target Audience (Platform Users)

Audience 1

Business owners (cafes, shops, pharmacies), advertising agencies, developers, homeowners' association representatives, private homeowners; based in Chernivtsi/Zhytomyr; most commonly receive services at CNAP offices or the city council; relevant services: signage and advertising permits, tree removal, facade renovation.

Audience 2

Parties to property transactions (buyers, sellers, heirs, individuals privatising housing); based in Zhytomyr/Sheptytskyi/Nikopol/Chernivtsi; most commonly receive services via Diia, CNAP offices or the city council; relevant services: privatisation, housing registration, archival extracts.

Audience 3

Military and veterans, internally displaced persons, families and other vulnerable groups; based in Zhytomyr/Sheptytskyi/Nikopol/Chernivtsi; most commonly receive services via Diia, CNAP offices or the city council; relevant services: financial assistance, benefits, housing and residence registration, personal data updates.

This program is financed by the **European Union**
and co-financed and implemented by **DANIDA**



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3. SCOPE OF WORK AND EXPECTED DELIVERABLES

Develop a concept and implement a communication campaign to promote the E-Reception hall and new services in every city. The concept must be agreed upon and approved by the EUACI, after which the Contractor proceeds with implementing the approved concept, including planning, production, and placement of communication materials.

Core objectives of the communication campaign:

- a unified communication campaign concept for 4 cities (Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol);
- ensuring media activity within the region's information space (TV and radio features, publication of articles in popular online and print media, activity in the largest local community groups on Facebook, Telegram, and Viber);
- engaging local bloggers to create content on their social media pages about their personal experience with the "E-Reception";
- production of an animated video and its adaptation for various digital platforms;
- printing and delivery of finished promotional materials, as well as refinement (adaptation) of existing visual materials to required formats (posters, booklets, etc.), followed by printing and delivery;
- reporting on the number of publications, reach, and analysis of feedback from city residents.

EXPECTED DELIVERABLES:

1. A unified communication campaign concept for 4 cities (Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol).

2. Visual material mockups:

- 4 mockups for booklets, Euro-booklet A4;
- 3 mockups for posters, size A2;
- 2 mockups for stickers, size A5;
- 1 mockups for Billboard 3*6 m.

3. Development and placement of informational materials covering: new services, usage instructions, usage dynamics, personal mini-stories from users, etc.:

- At least 4 publications in local media for each of the 4 cities – total number of publications: 16;
- Development and placement of 4 informational posts in local groups (Facebook, Telegram, Viber) for each of the 4 cities (16 posts in total), published on behalf of real users (UGC), with mandatory further distribution (reposting) of each post in 2–6 local groups within the respective city.

Posts and publications are created based on information provided by representatives of each city. Each post must be unique, including both the text and accompanying visuals. Representatives from the cities may be engaged for TV and radio features. The list of media and groups is to be agreed upon with the Customer.

4. Engagement of at least 3 local opinion leaders for each of the 4 cities, each required to publish a minimum of 1 post describing their personal experience – total number of posts: 12.





Opinion leaders must have a clear connection to the specific city (residency, active community involvement, with at least 40–60% of their blog audience based locally). Communication platforms may include any social media (Instagram, Facebook, TikTok, Threads, Telegram, YouTube, Viber). The Contractor is required to conduct an audit to ensure the blogger has no anti-Ukrainian content. The Customer may reject any candidate, and the Contractor is obligated to propose an alternative. Substitution of a real blogger with a digital persona is permitted (in particular on Threads). In the event of such a substitution, the minimum reach of each authored post must be at least 8,000 views.

5. A single animated video for all 4 cities with a universal storyline (Problem → Solution via E-Reception), including subtitles and voiceover (up to 30 seconds). Subtitles and key visual elements must be within the "safe zone" (not obstructed by social media interface elements). The Contractor shall provide the final video in the following 3 formats:

- Horizontal 16:9, 1920x1080 (MP4, H.264);
- Horizontal 16:9, 1920x1080 (MP4, H.264): silent version;
- audio track (MP3/WAV) for audio broadcasting.

6. The Contractor shall propose the most effective channels for broadcasting the produced animated video and its audio track, including local TV, radio, digital screens in public transport (minibuses/marshrutkas), digital display boards at public transport stops, or other relevant public spaces in each of the 4 cities. The Contractor shall identify suitable placement options, evaluate their reach and cost-effectiveness within the available budget, and present a reasoned recommendation to the Customer for approval prior to implementation. Confirmation of placement shall be included in the Final Campaign Report.

7. Printing and delivery of ready-made promotional materials according to the specification. The distribution and placement of all printed materials at locations within the cities will be carried out directly by the city councils.

8. Final Communication Campaign Report, which includes: links to all media publications and influencer posts, statistics on views, reach, and engagement (where applicable), as well as an analysis of residents' feedback from comments.

4. TIMELINE

The campaign is expected to be launched in **May 2026**, run for up to **4 months**, and be completed by the end of **August 2026**. All printed and video materials must be delivered and broadcast by the end of **July 2026**.

5. REPORTING, MANAGEMENT AND PAYMENTS

Payment will be made in a maximum of two parts.

The first instalment, representing a maximum of 30% of the total contract value, will be made after receipt of the Consultant's updated work plan, and invoice.





The second and final payment will be made upon receipt and approval of the Final Report with all other supporting documents, including a Final Invoice.

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.

6. SELECTION PROCEDURE

The maximum budget available for this assignment is **EUR 12,000.00**. At least, EUR 4,000 must be paid for printing materials.

The budget covers all activities and deliverables outlined in this assignment, including: the development of the communication campaign concept; creation and placement of informational materials in local media and community groups; blogger engagement and coordination; development, production, and adaptation of the animated video across all required formats; design and adaptation of visual materials (booklets, posters, stickers); the printing of promotional materials and their delivery to each of the four partner cities — Zhytomyr, Chernivtsi, Sheptytskyi, and Nikopol; final campaign reporting.

The contract period is from **May to August 2026**. The Consultant will provide services for **4 months**.

Candidates 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

Proposals should include:

- 1) methodology of project implementation with possible deadlines and budget;
- 2) portfolio of the tender participant;
- 3) CV of the core team (maximum three pages in total).

To apply, please send all the documents listed above to euaci@um.dk, cc ulytyb@um.dk indicating the subject line "**Promotion of E-Reception Halls in four Integrity Cities_NAME**".





If the requested documents are not submitted in line with the request above, the bid will not be considered.

The deadline for submitting the proposals is **29 April 2026, 18:00** Kyiv time.

Any clarification questions for the bid request should be addressed to euaci@um.dk, cc yanryz@um.dk no later than **22 April 2026, 18:00** Kyiv time.

To ensure your documents were successfully received, please check that you receive an auto-reply from our system.

Please note that the name of the winner of the tender will be published on the EUACI's website.

Bidding language: English

This program is financed by the **European Union**
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