



Call for Proposals to Conduct Civil Society Communication Campaign in Ukraine (Pilot Country)

This campaign is commissioned within the framework of the EU funded project **Eastern Partnership Civil Society Facility – Regional Actions** (www.EaPCivilSociety.eu) (hereinafter referred to as **the Project**). The Eastern Partnership (EaP) is a joint policy initiative between the European Union and its six Eastern neighbours: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

1. About Eastern Partnership Civil Society Facility project:

The overall objective of the project is to strengthen and promote civil society's role in reforms and democratic changes taking place in the Eastern Neighbourhood countries, through increased participation in the fulfilment of Neighbourhood Policy objectives.

The purpose of this project is to act as integrator and capitalisation centre, creating synergies between the various bilateral and regional initiatives for civil society and contributing to the replication and sustainability of their results.

The project aims to collect and develop initiatives for capitalisation on the previous experience of EU projects/ grants along the following main results areas: mapping studies, e-learning for and training of Civil Society Organisations (CSOs), hackathons on IT applications for CSO's better involvement in holding governments to account, administering Civil Society Fellowships and promoting the role of CSOs in the democratic changes in their countries.

The project is funded by the European Union and is implemented by the consortium led by GDSI Limited.

Terms of Reference

2. General background of the assignment:

During the missions to the six EaP countries, the Project identified key issues to be addressed related to the public perception and image of CSOs in the EaP countries. The key findings are:

- In general, **public perception of CSOs** in EaP countries varies from neutral (e.g. Armenia and Georgia) to quite positive and rather supportive (e.g. Ukraine and Moldova).
- In all countries, **knowledge of CSOs** and the role of civil society **outside the capitals is lower**.
- **Citizens are mostly unaware of the CSOs' nature or their contribution** to democratic changes in the countries.





- **People trust** more those CSOs working in the communities **where direct engagement and the impact are visible**.
- CSOs in all countries acknowledged their **inadequate storytelling abilities** resulting in bad communication with beneficiaries, lack of coverage in mass media, low visibility of ongoing projects and lack of public awareness of their work.

To increase public awareness of civil society actors' activities/initiatives, to improve the public image of CSOs in EaP countries and to support CSOs in their communication activities, the Project aims to contract a service provider (a Consultant) to prepare and conduct a Civil Society Communication Campaign in Ukraine as a pilot country. Following the launch of the campaign in Ukraine, similar campaigns will be conducted in at least three other EaP countries (Armenia, Georgia and Moldova). Please see point 12 of this ToR for more details.

3. Contracting authority

The Contracting Authority for this assignment is the *EaP Civil Society Facility-Regional Actions* project, being implemented by the consortium led by GDSI limited.

4. Beneficiary

DG NEAR, European Commission.

5. Objectives of this Campaign

- To **raise awareness among the target groups** of the good work of civil society organisations and contribute to a **positive public perception of CSOs** as actors of change, community mobilisers and service providers;
- To have a **call for action** for young people to get involved in civic initiatives.
- To challenge **the popular belief that civic activities can have no real influence** and participating in an activity bent on improving social and political realities is a waste of time and not the responsibility of citizens.

These elements are closely interrelated: by showing good examples of civic initiatives with a concrete positive impact, young people are more likely to be persuaded to get involved in their own communities.

6. Target Groups for this Campaign

The target audience of the communication campaign is **the most potentially active portion of the population and the potential agents of change**:

- **young people (age of 20-35);**
- **both men and women;**
- **people with higher education (or with an intention to have it).**





7. Key messages to be delivered:

The key messages will be built around the slogan:

Civil Society is YOU

The Contractor shall propose key messages demonstrating the following ideas:

- Civil society organisations / civic initiatives have very tangible positive impacts on the lives of communities and groups;
- Civic initiatives *can* have an influence on how things develop (the power of the many). The message should be developed along the lines of Margaret Mead's famous quote: "*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.*"
- Civic engagement is worth young people's time and energy;
- Civic activity is about improving your own life and the lives of those around you.

8. Scope of Work

The scope of work of the assignment is as follows:

1. To develop a detailed communication strategy based on the key messages for the campaign based on the above assumptions.
2. To develop and produce an animation or a short video focusing on the call for action for young people to get involved in civic initiatives.
3. To produce at least 5 video clips showcasing the positive impact of civic initiatives ensuring a good geographic coverage of examples (*NOTE*: selection of CSOs to be presented in the video will be made by the Project); to ensure the videos produced receive the status of the social ad.
4. To develop an audio clip focusing on the call for action for young people to get involved in civic initiatives; to ensure the clip receives the status of social advertisement.
5. To produce at least 10 photo stories (with the description of an initiative and the interviews with a CSO representative and a beneficiary) showcasing the positive impact of civic initiatives (*NOTE*: selection of civil society organisations CSOs to be presented in the photo stories will be made by the Project).
6. To design visual materials for spreading over social networks and outdoor media ad placement; to ensure materials receive the status of the social ad.
7. To offer and implement a strategy of dissemination among the target audience via use of outdoor advertising, social networks and digital tools.
8. To offer and implement the media plan of the communication campaign.
9. To launch and roll out the communication campaign.
10. To offer the indicators of achievements and conduct the monitoring of the communication campaign.





9. Content and key channels of communication:

- 1) The **animation or short video (Task 2)** shall focus on the call for action for young people to get involved in civic initiatives and will have an estimated duration of around 10-15 seconds, allowing for:
 - standalone distribution via the video boards present in the metro stations and cars;
 - integration at the end of the videos showcasing the good work of civil society.

The Contractor shall try to engage a public figure (musician, actor, TV presenter, etc.) to deliver the call for action. Those approached should appeal to the young target audience on which the campaign is focusing. The proposal to be submitted should include several suggestions for who the public figure could be.

- 2) **Videos showcasing the positive impact of civic initiatives (Task 3):**
 - **New tailor-made videos** specifically produced for the purpose of this campaign. Five videos of around 3-5 mins each shall be produced, ensuring a good geographic coverage of examples. The proposed structure of the videos, to be finalised after discussions with the Project team is as follows:
 - Presenting the problem that the project / initiative was trying to address (the 'before')
 - Presenting the solution of the respective CSO / group.
 - Discussing / presenting the main challenges. What was hard and how were difficulties overcome?
 - Presenting the situation now (the 'after').
 - Call for action to get civically involved – the animation / short video mentioned above.
 - **Each video shall feature one civil society organisation (CSO) or a civic initiative** ensuring a good geographic coverage of examples (at least 5 CSOs from 5 cities of Ukraine). The selection of CSOs/initiative to be presented in the video will be made by the Project, however potential contractors are invited to make relevant suggestion on good examples of civic initiatives.
- 3) **Photo stories (Task 5)** showcasing the positive impact of civic initiatives:
 - **New tailor-made photo stories** shall be produced for the purpose of this campaign to extend its coverage by promoting the work for more CSOs rather than just the five showcased in the tailor-made videos. The photo stories should include photos, description of an initiative and the interviews with a CSO representative and a beneficiary of this initiative. The selection of CSOs/initiative to be presented in the video will be made by the Project, however potential contractors are invited to make relevant suggestion on good examples of civic initiatives.
 - The campaign will have a **landing page on the Exposure platform** that will include all the videos and photo stories produced.
- 4) As mentioned in p.8 *Scope of Work* of this ToR, it is expected that some of the products in this campaign will have the status of social advertising. Therefore, we rely on free placement of social advertising based on the negotiations of the Contractor with owners of advertising platforms (city lights, metro/busses, radio channels, online platforms etc.). However, we ask applicants to prepare two options of the budget: Option 1 in case the campaign is accepted as a social ad; and Option 2 in case the campaign is carried out on commercial terms.





The assumption mentioned above imposes certain limitations on which channels we expect to be used for communicating with the target audience. As a minimum, the following channels shall be covered:

- a. social networks and the internet;
 - b. social advertising on external media (city lights, metro/busses etc.);
 - c. social advertising on the radio;
 - d. direct dissemination of the campaign materials to young people.
- 5) We expect the development of non-standard creative concepts to enhance the effect of the communication campaign.

10. List of potential activities:

The possible activities may include but are not limited to:

- 1) Placement of the video/audio clips in social media, online resources, etc.;
- 2) Social media activities, including visuals for the Project social media accounts and third-parties' accounts: YouTube channels, infographics, Facebook, Twitter, Instagram and others;
- 3) City lights in the places of mass gathering (train stations, metro, buses, etc.);
- 4) Placement of video and visual materials in universities, schools etc.;
- 5) SEO and SMM, contextual advertising in popular online media;
- 6) Other activities proposed by the Consultant.

11. Key outputs of the assignment:

- Animation, video clips, audio clips, visual materials of the campaign;
- Dissemination strategy and media plan of campaign;
- Monitoring report of the communication campaign.

12. EaP dimension of the campaign:

As stated above, Ukraine has been selected as a pilot country for this communication campaign. Following the launch of the campaign in Ukraine, similar campaigns will be conducted in at least 3 other EaP countries (Armenia, Georgia and Moldova). The Project may also consider the need to conduct a similar campaign in Azerbaijan and Belarus at a later stage.

13. Timing of activities:

The assignment shall start in May-June 2019. The Contractor shall propose the detailed schedule of the communication campaign.





14. Eligibility criteria:

Marketing, PR, advertising and creative agencies and other companies with relevant experience based in the EU or Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) with proven experience in conducting national campaigns in social or civic society sphere.

15. Language requirements:

The primary language of the assignment is English. All written outputs shall be provided in English. The communication campaign will be implemented in the Ukrainian language. Whenever it is possible English subtitles/descriptions shall be produced.

16. Expressing Interest:

Interested organisations are invited to apply to express their interest by writing to: welcome@EaPCivilSociety.eu with the following information:

Technical:

1. RATIONALE: Any comments you have on the description of the assignment for the successful execution of activities, in particular regarding the objective and purpose, thus demonstrating the degree of understanding of the assignment. An explanation of the risks and assumptions affecting the execution of the assignment.
2. STRATEGY: An outline of the approach proposed for the assignment implementation. A list of the proposed tasks considered necessary to achieve the objectives, their sequence, duration, proposed inputs, and outputs to be produced.
3. SUGGESTED CREATIVE CONCEPT(S) of the campaign with detailed key message(s) and mock-ups of visualization options, and the draft media plan (when making the suggestions please try to integrate the visual elements of the Project (please see our recent leaflet for your information: <http://eapcivilsociety.eu/library/publications/2017-2018-in-a-nutshell.html>).
4. EXPERT(S): Profile(s) and CV of expert(s) proposed for the implementation of the assignment. Justification for engagement of proposed expert(s).
5. TIMETABLE OF WORK: The timing, sequence and duration of the proposed tasks, taking into account travel time. The identification and timing of major milestones in executing the assignment. The expected number of working days required.
6. PRESENTATION of organisation's experience on similar assignments.
7. EXAMPLES of previous similar work.

Financial:

8. ITEMISED BUDGET requested for this assignment.

17. Applications evaluation:

The selection of the Contractor for this assignment will be done in accordance with the Quality and Cost Based selection method, in line with the following points:





Criteria, sub-criteria, and point system for the evaluation of the applications	Points
1. Rationale	5
2. Strategy	25
3. Creative Concept	20
4. Expert(s)	30
5. Timetable	5
6. Specific experience of the Consultant relevant to the assignment	15

The weights given to the technical and financial parts of the application are:

T = 0.8 and

P = 0.2

No subcontracting is allowed in the implementation of this assignment. However, several companies can submit a proposal in partnership. When several entities are involved, a clear division of tasks and roles should be indicated in the strategy.

Successful applicants will be invited for contract negotiation.

18. Deadline:

Interested organisations can request clarifications on this assignment by writing to the above address up to 29 April, 2019 before 12:00 CET.

The deadline for submitting the applications is 6 May 2019 at 12:00 CET by e-mail to welcome@EaPCivilSociety.eu

