



Request for Proposals

on

Media support services to the National Public Information
Campaign

Issued: December 17, 2019

Responses Due: January 15, by 6:00 pm EET

**Vendors may email questions and responses to the following
contact:**

Viktoriia Salikhova, LGBTI Inclusion Senior Program Officer

Contact information

vsalikhova@ndi.org

I. About NDI

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

II. Introduction

The National Democratic Institute for International Affairs (NDI) seeks a company to provide media support to the public information campaign that aims at increasing the level of acceptance of the LGBT+ community in Ukraine. The selected vendor will work closely with the NDI LGBT+ Inclusion Program to develop and implement all components of the media support. The media support will be held nationally, targeting urban young Ukrainians with unformed or partially formed opinions regarding LGBT+ people.

When all citizens are equally able to participate in social and political processes and decision making, policies are more likely to be transparent and responsive to their needs, thereby advancing democracy and stability. Regardless of the profound societal changes that happened in Ukraine after the Revolution of Dignity, Ukraine's LGBT+ communities continue to face stigmatization, discrimination, hate crimes and are generally underrepresented in social and political life.

To promote the inclusion of LGBT+ communities in Ukraine, NDI has been implementing a three-year LGBT+ Inclusion program funded by the governments of the U.K. and Sweden. Through these efforts, NDI partners with CSOs across Ukraine to develop their capacities in public outreach, evidence-based communication, and project planning. After 2 years of the program, LGBT Inclusion program partners and NDI recognize the need to communicate the messages of equality and human rights to a wider audience. There is a momentum that allows for the mobilization of a critical mass of people who are ready to stand against discrimination and for equality and to be advocates of change. An evidence-based public information campaign has been developed to ensure the sustainability of existing achievements and support efforts on advancing equality for LGBT+ people in Ukraine.

The information campaign will be launched in February 2020 and will aim at amplifying the voices of the community and allies who are ready to support LGBT people publicly. The campaign products are digital and include video, audio and textual materials featuring personal stories of LGBT people and messages of support voiced by allies. The main task of the selected vendor will be to support existing messages and successes of the campaign through various media channels and using multiple engagement tools to ensure long-lasting effect and sustainability of the campaign products.

III. Scope of Work

NDI is seeking a vendor to provide media support to the information campaign on increasing acceptance for LGBT+ people. The vendor will work closely with the NDI LGBT+ Inclusion Program to develop and implement media support plan, including the development of digital media strategy; analysis, selection and cooperation with various media outlets; creation and support of content in social networks (Facebook, Instagram, etc.); and other related services. NDI will appreciate the incorporation of creative tools and ideas which would reinforce existing efforts. The campaign will be held nationally targeting urban young Ukrainians with unformed or partially formed opinions regarding LGBT+ people.

The overarching goal of the campaign is to expand the reach of the current Inclusion program to further shift people's perception of LGBT+ people resulting in an increased level of acceptance of LGBT+ people in Ukrainian society.

Objective 1. To raise public awareness to counter existing disinformation attacks that exacerbate societal divisions and negatively affect LGBT+ communities.

Objective 2. To provide information about the lives and experiences of LGBT+ people to counter existing beliefs and attitudes and open up space for dialogue and engagement.

Objective 3. To promote ideas of equality for LGBT+ people among the public

The media support efforts have to contribute to the overall campaign goal and objectives and maximize the scale of the campaign and its expected results.

The target audience of the campaign is urban Ukrainian women and men, age 18-50; non-LGBT+; EU-oriented; do not have a strong negative or positive opinion on LGBT+ issues.

The campaign is the first nationwide public information activity that is specifically focused on the equality and human rights of LGBT+ people in Ukraine. The campaign is evidence-based and creative, promoting innovative content and having the potential to become viral and to have a long-lasting effect on Ukrainian society. The goal of the campaign and of media support component is to move away from traditional public information campaign formats and promote people-to-people communication, and utilize innovative digital formats of campaigning. This approach will allow for a more interactive format of campaigning that is not always possible when deploying conventional campaign tools.

The media support plan should go in line with the campaign products that are being developed at the moment. The plan should be factual, deploy different tools and have clear measurable and realistic outcomes. NDI will provide the selected vendor with relevant programmatic reports and research data sets. The successful candidates will also be provided with all the necessary details regarding the campaign products.

The media support plan is sought to be mostly digital using but not limited to such platforms as Facebook and Instagram and supported by digital media outlets.

NDI sees various speakers as messengers and multipliers of the campaign. According to NDI research and consultations with stakeholders and experts, individual non-LGBT+ allies are powerful and appealing speakers standing in a line with celebrities and opinion leaders. Thus, it is essential to have some tools for the engagement of allies and supporters of the LGBT+ community in the program regions. The vendor is required to suggest tools for media engagement of such speakers both on the national and local levels.

NDI expects the vendor to develop a detailed monitoring and evaluation plan, which will set expected outcomes and outputs of the campaign as well as indicators to measure the short and long-term impact. NDI will provide the finalist with detailed monitoring and evaluation plan of

the Inclusion Program. For the bidding proposal, the participating agencies are required to provide a brief description of their monitoring and evaluation approach.

The budget ceiling for this work (including media buy and all material development) is USD \$120,000 inclusive of VAT. The participating agency shall submit a budget estimate featuring general budget lines as a part of the bidding proposal. Cost-effectiveness and percentage of administrative cost in particular will be a significant component of the proposal review process.

IV. Criteria for Vendor Selection

All submitted bidding proposals will be evaluated according to the following criteria:

- Reputation and experience;
- Overall creativity of technical proposal and strategic approach;
- Demonstrated understanding of LGBT+ topic and overall context;
- Cost-effectiveness;
- Approach to measuring impact;
- Adequate timeline for the development and implementation of the campaign;
- Understanding the value of equality.

V. Proposal Guidelines and Submission Process

To undertake this work, the participating agency should provide a creative and financial proposal for the work as listed below.

A proposal in English outlining how the service provider will address all elements described in the above Scope of Work demonstrating the following:

- Big picture - overall approach to media support services to reinforce and promote the information campaign products;
- Description of various components of the media support and how these ideas coordinate with each other;
- Brief description of the strategies to engage with opinion leaders;
- A timeline for the preparation, implementation, and evaluation of the media support for the campaign;
- Brief description of the approach to monitoring and evaluation of the media support efforts;
- A budget estimate, reflecting the amount of administrative cost, cost for development and placement;

- Relevant past experience to include: (1) examples of similar projects; (2) list of clients.
- A contact name, email address, and telephone number to facilitate communication between NDI and the prospective contractor.
- A brief outline of the company, including:
 - Full legal name and address of the company or individual.
 - Corporate and tax registration documents.
 - Full name of the legal representative (president or managing director) of the company (not applicable for individuals).

The deadline for submission of all offers is January 15, 2020, 6 p.m EET. All offers must be submitted preferably in English to Viktoriia Salikhova, LGBT+ Inclusion Senior Program Officer by the following email vsalikhova@ndi.org

NDI will organize a briefing upon request with interested companies on the week of January 8th. That will include information on NDI related research and products of the campaign.

The estimated timeline of the bidding process and campaign start/end date is provided below:

RFP is posted online	December 17, 2019
RFP due	January 15, 2020
Review of the bidding proposals	January 15 - 21, 2020 *
Selection of the company	January 22, 2020 *
Development of the media plan	January 27 - February 15, 2020 *
Launch of the campaign	February 15 - 29, 2020 *
End of the active phase of the campaign	June-July 2020 *

* These are estimated dates and may vary at NDI's discretion.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award.