



**National Democratic Institute
Request for Proposal (RFP)
Art Exhibition on Gender Equality in Ukraine**

RFP Release Date: September 28, 2021

BACKGROUND

The National Democratic Institute (NDI or the Institute) has actively supported Ukrainian efforts to strengthen democratic institutions and advance democratic reforms through supporting good governance and citizen engagement, political party strengthening and civil society development, election monitoring and strengthening the political participation of women.

NDI is supporting activities around the 30th anniversary of Ukraine's independence. These activities aimed to highlight the role of the Verkhovna Rada of Ukraine (VRU) in gender policy development and to recognize the 10th anniversary of the Equal Opportunities Caucus' (EOC) establishment. NDI is seeking to identify a service provider(s) that will help to prepare, implement and promote an art exhibition dedicated to the role of Parliament in ensuring equal rights in Ukraine.

SUMMARY

In order to inform and raise the awareness about the achievements in the field of equal rights and opportunities for women and men in Ukraine since independence and the role of the VRU and EOC in this process, NDI is seeking a vendor to organize a creative art exhibition or installation that would present key historical events, initiatives, and achievements.

The exhibition is intended to be a visual illustration of the history of gender policy in Ukraine as a result of the roles of the VRU and EOC efforts since independence. This exhibition will be based on an ongoing research study that is exploring the enactment of legislation supporting equal rights opportunities for women and men in various spheres of public life during all parliamentary convocations since independence.

The exhibition is aimed to become a creative object that will depict the chronology of events and convey the spirit of parliamentary debate at different times in its history, when legislation on equal rights and opportunities for women and men was being considered, as well as highlight key achievements and progress of the state and society through use of quotes and photos of the actors in these events, including brief information about the adopted legislative acts. The exhibition should visually highlight the results of the research about the role of the VRU and EOC in the implementation of equal rights and opportunities policies for women and men. The exhibition should raise awareness and be easily understood by the general public, but also provide those with specialized knowledge of the topic with appropriate depth. It must be portable and suitable for storage and further presentation in the regions of Ukraine.

As a result of the research study, information and materials related to the VRU and EOC's progress towards gender equality in Ukraine will be provided to the selected vendor, such as relevant laws passed in the last 30 years, institutional mechanisms of gender equality, transcripts from interviews with key stakeholders, photos and other multimedia. These will be available to the vendor to be systematized and used in the design and production of the art exhibition.

GENERAL SCOPE OF WORK

NDI intends to procure the services of a reputable and qualified vendor to create, design, and publicize an art exhibit on the history of gender equality in Ukraine since independence. The selected vendor will be responsible for:

1. Production, Opening and Exposition

- 1.1. Develop the technical concept for the exhibition.
The exhibition must remain on display in the VRU or other premises for a month or more, as well as be suitable for further storage and portable. The exhibition may contain AR components to achieve the objectives of the project
- 1.2. Design and produce the content based on NDI's approved concept of the exhibition using research materials (archive photos, descriptions of key events and bills, quotes, etc.).
Content and visual materials prepared for the exhibition should be adaptable for distribution on social media in order to promote the project. This work should take place in coordination with NDI and project partners, as well as take into account the concept of the study.
- 1.3. Produce the exhibition, development of the technical model and all materials necessary to ensure the production of the exhibition in accordance with the concept. Supervision and support of the technical vendor(s) for the production of the exhibition.
The production of the exhibition should be completed by December 20, 2021.
- 1.4. Technical support (installation/dismantling) of the exhibition and onsite support for the exhibition opening, ensuring logistics and technical support (i.e.light, sound, microphones, cameras, etc.).
- 1.5. Obtaining permits to set up an exhibition and/or other elements of the campaign.
- 1.6. Providing guides for the exhibition on the opening day (two people), preparing guides to communicate with guests and journalists on the opening day, including writing a script for guides.
Preparing guides to communicate with visitors should include the ability to present the exhibition, tell visitors about the initiative and idea.

2. Coverage and Promotion of the Exhibition

- 2.1. Development of the idea, format, and scenario of exhibition opening. Coordination with technical vendor(s) regarding the live broadcast of the opening. Coordinate an online broadcasting for the exhibition opening (if necessary). A vendor for the online broadcasting will be offered by NDI.
- 2.2. Develop and implement a media plan to promote the exhibition through media and social media networks. This plan would include:
 - Exhibition-specific pages/accounts on social media platforms, like Facebook and Instagram that attract interest in the installation.
 - Maintenance and content production for up to two (2) months (exhibition announcement, materials on exhibition and research, videos, infographics, etc.) about the exhibit.
 - Constant tracking and moderation of the pages.
 - Organization and implementation of advertising campaigns on social media (calculation for these expenses should include the development of an advertising campaign (targeting settings, coverage, other services, as well as reporting and *should not include* the amount of advertising costs on social networks, which will be paid directly by NDI).
- 2.3. Writing content about the exhibit for the national media with publication in five (5) separate out.
- 2.4. Reporting on the results of the campaign.

The idea, concept, and production of all materials within the project must be coordinated with the needs of the Customer and project partners and approved by the Customer at each stage of project planning and implementation.

The preliminary launch date for the event is December 20, 2021 with vendor support expected until January 14, 2022. If agreed upon with NDI and the production schedule allows, the launch date could be moved up.

TIMELINE

Submissions are due by October 12, 2021. Early submissions are encouraged.

The vendor agreement is expected to start in November for approximately 3 months.

Planned Exhibition Opening Date: *December 20, 2021.*

Location: Verkhovna Rada of Ukraine Building, Kyiv, 5 Hrushevskoho Street.

NDI reserves the right to contact bidders to seek additional information and clarifications based on the submission of proposals following the submission deadline.

REQUIRED QUALIFICATIONS AND PROPOSAL REQUIREMENTS

Potential vendors should submit a written proposal in English to NDI by the aforementioned deadline for full consideration. Proposals should indicate the bidder's qualifications to provide the services outlined in their proposal. The proposals should include:

1. Concept of the exhibition and campaign that meet the objectives of the project.
2. Budget in US dollars (indicating the exchange rate of Ukrainian Hryvnia on the date of the proposal). The financial proposal must be prepared in accordance with the numbered tasks specified in the field "General Scope of Work". Those calculations should include sufficient breakdowns to understand the cost per component.
3. Examples of previous campaigns and information on their outreach.
4. For legal entities and private entrepreneurs: copies of registration documents (extract from the State Register of private entrepreneurs, taxpayer identity card, other documents if available).
5. Recommendations of the largest clients (if available).

The budget for the tasks assigned to the vendor within the Scope of Work should not exceed **25,000 US dollars**. This cap includes all media buys, materials and content development. Proposals are not required to reach the ceiling, and cost-effectiveness/value-for-money will be a significant component of the proposal review process.

NDI may contact potential vendors for additional clarifications on submitted documents.

CONTACT DETAILS AND SUBMISSION DEADLINE

Please **submit proposals in English** via email to UKR_Procurement@ndi.org with the subject "Reference ID: P-UA28091701 - Proposal Submission". The deadline for submitting proposals is October 12, 2021. Questions regarding this RFP can be emailed by October 4, 2021 to the aforementioned email address. Answers to submitted questions will be shared with all vendors who have expressed an interest in the RFP via email.

NDI will evaluate bids based on the vendor's ability to meet the description of services needed, experience and price. NDI reserves the right to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI should not be liable for any costs associated with the preparation, transmittal, or presentation materials submitted in response to the RFP. NDI makes no certification as to the accuracy of any item and is not responsible or liable for any reliance on or use of the information or for any claims asserted therefrom. Bids are expected to be valid for up to six months from the publication date of the RFP.

Bidders must provide disclosure of any known past, present or future relationships with any parties associated with NDI. For example, applicants should disclose if a member of their Board is also a member of NDI's Board currently or in the past. The bidder also certifies that the prices offered were arrived at independently and without the purpose of restricting competition with other offerers, including but not limited to subsidiaries and that prices have not been and will not be knowingly disclosed to any other offerer unless required by law. Failure to comply with these requirements may result in NDI having to re-evaluate the selection of a potential bid.

INFORMATION ABOUT NDI

The National Democratic Institute is a nonprofit, nonpartisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. NDI has been supporting local democratization efforts in Ukraine since 1992.

For more information about NDI, please visit: www.ndi.org.