



**National Democratic Institute
Request for Proposal (RFP)**

**Creative Representation of the Research
Findings on Gender Equality in Ukraine**

RFP Release Date: November 22, 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 aimed to highlight and promote gender policy development in Ukraine throughout 30 years of the country's independence. The Verkhovna Rada of Ukraine (VRU) and the Equal Opportunities Caucus (EOC) serve as key mechanisms to achieving equal rights and opportunities for women and men in Ukraine by initiating the processes of state gender policy development. NDI is seeking to identify a service provider(s) that will help to creatively represent the research findings on 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 representation that would draw attention to the key historical events, initiatives, and achievements.

The creative representation is intended to be a mechanism to highlight the history of gender policy in Ukraine as a result of the roles of the VRU and EOC efforts since independence. This creative representation will be based on the findings of the research study which was 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 goal of the creative representation is a physical installation/object that depicts the legislation chronology on equal rights and opportunities and conveys the spirit of the parliamentary debate at those times. To accomplish this, the product should:

- 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.

- 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.
- raise awareness and be easily understood by the general public, but also provide those with specialized knowledge of the topic with appropriate depth.
- 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 creative representation. The list of the most significant events and processes in the development of state gender policy during 1991-2021 can be found [here](#).

GENERAL SCOPE OF WORK

NDI intends to procure the services of a reputable and qualified vendor to creatively represent the research in a physical installation findings 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 creative representation.
The installation/object must remain on display in the VRU or similar premises for at least a month, as well as be suitable for further storage and portable use in the future.
- 1.2. Design and produce the content based on NDI's approved concept of the installation/object using research materials (archive photos, descriptions of key events and bills, quotes, etc.).
Content and visual materials prepared for the installation/object 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 installation/object, develop the technical model and all materials necessary to ensure the production of the installation/object in accordance with the concept. Supervision and support of the technical vendor(s) for the production of the installation/object.
The production of the installation/object should be completed by February 20, 2022.
- 1.4. Technical support (installation/dismantling) of the installation/object and onsite support for the installation/object opening, ensuring logistics and technical support (i.e.light, sound, microphones, cameras, etc.).

- 1.5. Obtaining permits to set up installation/object and/or other elements of the campaign.
- 1.6. Providing guides for the installation/object 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 installation/object, tell visitors about the initiative and idea.

2. Coverage and Promotion

- 2.1. Development of the idea, format, and scenario of the installation/object opening. Coordination with technical vendor(s) regarding the live broadcast of the opening. Coordinate an online broadcasting for the installation/object 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 installation/object through media and social media networks. This plan would include:
 - installation/object-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 (installation/object announcement, materials on installation/object and research, videos, infographics, etc.) about the installation/object.
 - 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 installation/object 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 February 28, 2022 with vendor support expected until March 18, 2022. If agreed upon with NDI and the production schedule allows, the launch date could be moved up.

TIMELINE

Submissions are due by December 10, 2021. Early submissions are encouraged.

The vendor agreement is expected to start in mid-January for approximately 2 months.

Planned Opening Date: *February 28, 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. The proposals should include:

1. Examples (up to 3) of previous social-impact campaigns in human rights, gender equality, inclusion, disinformation, etc and information on campaigns' outreach, as well as creative team members list worked on these campaigns and current team composition.
Note: while choosing the samples of the previous social-impact campaigns, please provide examples that are similar in scope to the aims of this RFP and refer to visual representation, e.g. installation, presentation, exhibition, etc.
2. Hourly rate in US dollars for the preparation of the creative component of the campaign outlined in the RFP and the approximate number of hours required for a creative component preparation.
3. If available, recommendations of the previous clients (up to 3) OR list of previous clients (up to 3) with contact information for the reference.
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)

Based on the received proposals, NDI will select 3 finalists with which will work closely on the development of the draft creative concept, as well as receiving from the vendors the detailed financial proposal in accordance with the numbered tasks specified in the field "General Scope of Work". Out of 3 finalists, NDI will select one with which will sign the Agreement for campaign implementation.

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-UA21111001 - Proposal Submission". The deadline for submitting proposals is December 10, 2021. Questions regarding this RFP can be emailed by December 5, 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 previous experience in implementing social campaigns, previous and current team composition, provided feedback by the previous clients, as well as cost effectiveness of the creative component. 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.