

**APPENDIX I**  
Business and Technical Requirements

Deliverables ▼	Deadline for delivery ▼
<p><b>1. Communication strategy development</b></p> <p><u>Deliverable 1:</u> Provide support in the development of the Ombudsperson’s Office Communication strategy that cover in full the Ombudsperson’s Office mandate reflecting the specifics of each component/direction of its work.</p> <p>The Provider is expected to analyse the scope of the Ombudsperson’s Office mandate and components/directions of its activity, assess the level of awareness and perception of the t Ombudsperson institution by public based on which to develop the Communication strategy and action plan for its implementation.</p> <p>Development of the Communication strategy will comprise of two stages that include:</p> <p>I-st stage:</p> <ul style="list-style-type: none"> <li>• Defining priority directions and further steps for the Ombudsperson’s Office development in the current military context based on which the communication to be built;</li> <li>• Determine the society demands and role of the Ombudsperson Office in addressing them; suggest the clear communication tools and concrete actions to address these demands;</li> <li>• Determine 5-7 first communication steps providing for a clear vision of their implementation by the end of the year;</li> <li>• Defining GR-cooperation/directions of work for joint communications;</li> <li>• Assisting in drafting crisis response: topics, problems, spokesman’s level of preparation and behaviors pattern in a crisis situation;</li> <li>• Defining philosophy of the Ombudsperson’s Office brand to make the positioning of the institution clear and easy precepted by society.</li> <li>• Develop a new brand identity and visuals for all Ombudsperson’s Office communication activity.</li> </ul> <p>II-d stage :</p>	<p>20 December 2022</p>

<ul style="list-style-type: none"> <li>• Relaunch of the official website based on the new brand identity and visuals;</li> <li>• Relaunch of the official accounts in social networks;</li> <li>• Relaunch the mode the Ombudsperson's Office presents the concrete results of its work in line with its new strategy/philosophy.</li> </ul> <p><u>As a result of this deliverable</u>, the Communication strategy including the action plan for its implementation should be developed and presented in e-format (ppt, pdf) to the Project and the Ombudspersons office.</p>	
<p><b>2. Re-launching of the Ombudsperson's Office brand identity</b></p> <p><u>Deliverable 2:</u> Develop a new Ombudsperson's Office brand identity based on the chosen strategy and concept of its further development to be represented in stylistically unified format with underlined specifics of each component/direction of the Ombudsperson's Office work.</p> <p>The Provider is expected to elaborate;</p> <ul style="list-style-type: none"> <li>• the Brandbook (brand guidelines) for the use of logos, fonts and colour schemes for each component/direction of the Ombudsperson's Office activity which will be further used in online and offline communication.</li> </ul> <p>When the draft of the Brandbook is ready, the Provider is expected to publish it for the Ombudsperson's review under the temporary link which will expire after two weeks within which all recommendations of the Ombudsperson's Office to be integrated.</p> <p><u>As a result of this deliverable</u>, two hard copies of the final Brandbook version should be presented to the Project and the Ombudsperson's Office.</p>	<p>20 December 2022</p>
<p><b>3. Strengthening the Communication and public relation unit of the Ombudsperson's Office</b></p>	<p>20 December 2022</p>

Deliverable 3: Consultancy services in the development and strengthening of the Ombudsperson's Office Communication and Public Relations Unit as well as current communication to be provided in the following way:

- Revision of the Unit structure to increase the efficiency of its work;
- Development and assistance in implementation of the efficient interaction/communication model with citizens;
- Development and assistance in implementation of the efficient interaction model with the media at the level of the Ombudsperson's Office press service (new approaches, strategies etc.);
- Development of the efficient communication models at the regional level (introduction of the new ways and means of spread, exchange and collection of information, reporting, etc.)
- Development of the efficient internal interaction at the level of the Ombudsperson Office and its regional offices;
- Assistance in the building up of the government relations (GR) communications with other institutions.
- Provision of the consultancy services on the current communication of the Ombudsperson's Office;
- Provision of the training sessions on the effective communication for the staff members of the Unit.

As a result of this deliverable, the recommendations on the efficient communication models (internal and external as well as at the central and local levels) to be presented to the Ombudsperson's Office with the a series of the on-line training sessions which covers the topics above to be delivered to the staff of the Communication and Public Relations Unit of the Ombudsperson's Office

*The exact dates of the training sessions are subject for further agreement with the Ombudsperson.*