

# Implementation of a Nationwide Public Awareness Campaign on the impact of the decentralisation reform on national minorities in Ukraine

## Terms of the reference

### 1. Introduction

Following consultations with the Ukrainian national authorities (first and foremost the Ministry of Regional Development and the Ministry of Culture) and with selected non-governmental organisations (NGOs) as well as in view of the recommendations of the monitoring report of the Advisory Committee on the Framework Convention for the Protection of National Minorities (hereinafter referred to as the FCNM), the Council of Europe shall implement a short-term project regarding the impact of the on-going administrative and territorial reform (widely referred to as “decentralisation reform”) on national minorities in selected regions.

### 2. Background

The project mentioned above is a joint initiative of the Council of Europe Democratic Governance Department and Anti-Discrimination Department of the Directorate General of Democracy. It is implemented through the on-going Council of Europe Action Plan for Ukraine 2018-2021 through the Programme “Decentralisation and local government reform in Ukraine” and Project “Protecting national minorities, including Roma, and minority languages in Ukraine” (both funded by voluntary contributions) in co-ordination with the Council of Europe Office in Ukraine.

### 3. Action

Project implementation period: July - September 2020

*Due to the situation related to the spread of the COVID-19 and the subsequent measures taken by the national authorities to prevent and combat this infection, including quarantine, travel restrictions and mass gatherings, the details and proposed time of the activities may be subject to change (including some of the deliverables might be cancelled) and will be agreed at a later stage in close coordination with the relevant national authorities, selected Service Provider and the Council of Europe. To this end, the activities related to preparing and implementing the campaign should be done in a way respecting the measures taken by the national authorities.*

A communication campaign will be run country-wide with the aim to raise awareness about the decentralisation reform and its expected impact, including on national minorities (NM), among the NM communities and the general public, as well as promote the rights and freedoms which stem from the FCNM and effective participation of persons belonging to national minorities in discussions at local level.

In parallel to this campaign, and subject to a separate procurement procedure, Council of Europe will prepare an expert report which will assess: (1) the impact of decentralisation reform on NM communities and at what extent

they were involved (are involved) in the amalgamation process; (2) if there are adequate instruments in place for the meaningful civil participation of national minorities in decision-making processes in amalgamated hromadas and what additional instruments could be integrated to advance it.

The preparation of the report will involve:

- i) **two fact finding missions** on the participation of the national minorities and their impact of the ongoing administrative and territorial reform to Chernivtsi and Zakarpattia oblast (July - August 2020, tbc);
- ii) **one regional consultation** with the representatives of the national minorities in Odesa oblast (September 2020, tbc);
- iii) **an assessment report** on the findings regarding the participation of the national minorities into the administrative and territorial reform (will be presented during the final event) (May-September 2020); and
- iv) **a final event** in Kyiv (September 2020, tbc).

The final event in Kyiv will be an opportunity to share lessons learned and present the outcomes of the consultations to the general public.

## 4. The Campaign

In this context, the Council of Europe is seeking to contract one Service Provider to design and carry out the awareness raising campaign, prepare all the necessary campaign products (publications, videos, visibility materials etc.) including their placement in media and implement all the campaign activities.

The main objectives of the campaign are:

- Raising the awareness of the national minorities and the general public of the ongoing territorial reform and the added value of the participation of national minorities in this process;
- Promoting innovative initiatives which offer new avenues for the national minorities to take part in the decision making processes which derive from the decentralisation process in Ukraine;
- Voicing ideas, suggestions and concerns of representatives of NM related to the decentralisation process in Ukraine;
- Promoting respect to diversity, interculturalism and inclusivity as an integral part of peaceful coexistence at the local level in Ukraine.

The main target groups of the campaign and key messages are:

- National minorities at the local level in Ukraine:
  - Explaining the purpose and main features of territorial reform and the opportunities they provide for minorities' participation.
  - Explaining the added value of NM's participation in the process of the territorial reform and the available opportunities for them to unite and promote their interests and needs.
  - Promoting the available instruments for meaningful civic participation of national minorities in decision-making processes in amalgamated hromadas and stimulating a debate on what

additional instruments could be integrated to advance civic participation at the local level in Ukraine.

- General public in Ukraine:
  - Promoting added value of interculturalism and diversity at the local level.

The content of the messages will be developed in close co-operation with the Council of Europe and under its direct guidance.

The key messages of the campaign should be fine-tuned, if needed, with the findings of the fact finding visits mentioned under Point 3 and the decentralisation opinion poll (prepared by the Council of Europe and not part of this tender procedure).

All communication of this campaign should be gender mainstreamed. All content to be designed on the principles of non-discrimination and gender equality, e.g. all products should contain chyrons, diverse representation on images and graphic materials in order to combat gender stereotypes and promote inclusiveness of vulnerable groups should be insured. It should also, whenever possible, promote the civic participation of national minority youth.

The Service Provider is expected to disseminate, after approval from the Council of Europe, the elements of the campaign produced to media outlets (list of the media outlets to be agreed with the Council of Europe).

The Service Provider is expected to deliver the following **deliverables**:

1. A detailed communication and visibility plan of the campaign (title of the campaign, schedule and dates, key messages, list of media outlets to be contacted, technical specifications etc., the plan has to be agreed with the Council of Europe) including the list of communication channels (national and regional), as well as the overall coordination of the campaign.
2. Three 30-seconds social advertisements, prepared in a format of an animation (audio-visualized animated works) including their placement for two weeks on one national and three regional TV (Zakarpattia, Chernivtsi and Odesa regions) and their promotion for four weeks in social media.
3. Five infographics designed and edited (1 page each) including their promotion for four month in social media.
4. Five articles (app. 500 words each) about the progress of the campaign, products prepared in the framework of this campaign, findings of the report including their placement in the three national and three regional (Zakarpattia, Chernivtsi and Odesa regions) newspapers/bulletins and web sites.
5. 20 social media posts drafted (up to 100 words each) about the progress of the campaign, products prepared in the framework of this campaign, findings of the report including their promotion for four weeks in social media.
6. Preparing, editing, designing and printing a brochure (text both in English and in Ukrainian will be provided by the Council of Europe).
7. Preparing, editing, designing and printing a leaflet (which will summarise in a graphic form the findings of the expert report mentioned under point 3.iii).
8. Preparing, editing, designing and printing one rollup banner.
9. Three minimum 5-minutes/maximum 6-minutes long videos directed, recorded, moderated and edited, as well as smm versions of videos (duration up to one minute). Videos should include interviews and statements recorded by the Service Provider, including during three regional missions (two-day trips to Zakarpattia, Chernivtsi and Odesa regions), as mentioned under Point 3. The Service Provider is expected to edit, design and implement the graphic side of the videos (e.g. titles of the speakers, subtitles, infographics etc.). Smm versions should include the most interesting episodes of the videos with descriptions, illustrations and subtitles, as well as include their promotion for two weeks in social media.

For the exact technical specifications of each of the expected deliverables please refer to *Annex I. Technical Specifications*.

## **5. Language of the campaign**

The campaign should be done in the Ukrainian language. Some elements of the campaign should be prepared in English and/or in the national minority languages (Belarusian language, Bulgarian language, Gagauzian language, Greek language, Hebrew language, Crimean Tatar language, German language, Polish language, Russian language, Romanian language, Slovak language, Hungarian language, Romani language).

The Service Provider should provide, proofread and incorporate the translations in the elements of the campaign, as listed under Point 4. The Language of each deliverable is specified in *Annex I. Technical Specifications*.

## **6. Proposed timeline**

Timeline for the Campaign<sup>1</sup>:

1. The detailed communication and visibility plan of the campaign (4.i) presented to the Council of Europe and agreed within 2 weeks after signing the contract for the provision of services;
2. Campaign implemented and all deliverables finalised by 30 September 2020.

## **7. Channels for the implementation of the campaign**

In the implementation of the campaign, to the extent possible, the already existing channels of communication should be used, rather than creating new ones. This should include communication channels available at the national level and local level in Ukraine (e.g. media outlets) as well as the channels of the Council of Europe, e.g. relevant Council of Europe Facebook profiles, websites etc. The Council of Europe together with the Service Provider will be in charge of posting and publishing the deliverables provided by the Service Provider on the relevant websites and social media.

## **8. Communication with the Service Provider**

The Service Provider should appoint one representative who will be in charge of the deliverables and will be the main point of contact for the Council of Europe secretariat. The Service Provider should communicate in English with the representatives of the Council of Europe.

## **9. Council of Europe standards**

This Action, including the Awareness raising campaign, should refer to the following Council of Europe standards<sup>2</sup>:

1. [European Charter of Local Self-Government and Additional Protocol to it on the right to participate in the affairs of a local authority.](#)
2. [Framework Convention for the Protection of National Minorities.](#)
3. [European Charter for Regional or Minority Languages.](#)

---

<sup>1</sup> Deadlines are tentative, to be confirmed by the Council of Europe Secretariat representatives.

<sup>2</sup> The list is not exhaustive.

4. [Recommendation of the Committee of Ministers to member states on the processes of reform of boundaries and/or structure of local and regional authorities](#) CM/Rec(2004)12E.
5. [Recommendation of the Committee of Ministers to member states on the participation of citizens in local public life](#) CM/Rec(2018)4.

## **Annex I. Technical specifications of the deliverables:**

The Service Provider is expected to deliver the following **deliverables**:

1. A detailed communication and visibility plan of the campaign (title of the campaign, schedule and dates, key messages, list of media outlets to be contacted, technical specifications etc., the plan has to be agreed with the Council of Europe) including the list of communication channels (national and regional), as well as the overall coordination of the campaign.

Specification: Word document

Deadline: 5 August 2020

Language: English, key messages and title of the campaign to be provided in the Ukrainian language as well

2. Three 30-seconds social advertisements, prepared in a format of an animation (audio-visualized animated works) including their placement for two weeks on one national and three regional TV (Zakarpattia, Chernivtsi and Odesa regions) and their promotion for four weeks in social media.

Specifications: The Service Provider undertakes to produce social TV advertising (three audio-visualized animated works), to develop scripts for the social advertisements, to develop visual style, to select musical works, musical composition and sound design, to purchase the rights to use musical works to create graphic design and animated graphic elements, to record the social advertisements with the speaker's over recording, to produce the social advertisements and to provide the Council of Europe for approval, to conduct final cut of the social advertisements.

Parameters of the audio-visualized animated videos:

- audio track with a possibility to uptake message without total absence of the video (in order to further use as social advertising on the radio (audio commercials);
- duration: 30 seconds each;
- format: quality: HD - the highest quality that corresponds to the standard quality level for this type of work, necessary for the broadcast in the area of the TV channels and in observance of the conditions of protection of the interests of the final users of the works; sides correspondence ratio 16x9, separating power 1920x1080; codec: h264; container: mp4; sound level - 18dB; audio: 2 channels (mono).

Deadline for production: 31 August 2020

Deadline for placement and promotion: 27 September 2020

Languages: The main language of the video is Ukrainian and it should consist of: voicing, graphics and subtitles. Adopted versions of the video should consist of graphics and subtitles in English, Ukrainian (hearing impaired), Belarusian, Bulgarian, Gagauzian, Greek, Hebrew, Crimean Tatar, German, Polish, Russian, Romanian, Slovak, Hungarian, Romani.

3. Five infographics designed and edited (1 page each) including their promotion for four weeks in social media.

Specification: Word (or other editable format) and JPG. Content to be agreed with the Council of Europe.

Deadline: 21 September 2020

Languages: Ukrainian, English, Belarusian, Bulgarian, Gagauzian, Greek, Hebrew, Crimean Tatar, German, Polish, Russian, Romanian, Slovak, Hungarian, Romani.

4. Five articles (app. 500 words each) about the progress of the campaign, products prepared in the framework of this campaign, findings of the report including their placement in three national and three regional (Zakarpattia, Chernivtsi and Odesa regions) newspapers/bulletins and web sites.

Specification: Word document, including pictures selected and provided by the Service Provider.

Deadline: 27 September 2020

Languages: Ukrainian and English

5. 20 social media posts drafted (up to 100 words each) about the progress of the campaign, products prepared in the framework of this campaign, findings of the report including their promotion for four weeks in social media.

Specification: Word document, including pictures selected and provided by the Service Provider.

Deadline: 27 September 2020

Languages: Ukrainian and English

6. Preparing, editing, designing and printing a brochure (app. 50 pages, double side colourful print, colour cover, Perfect Bound, A4 format, 300 copies in the Ukrainian language and 100 copies in the English language).

Specification: Publication: Cover: 2 pages (4 + 0, colored on one side), matt paper 300 gsm, matte lamination 1 + 0, Block: 50 pages A4 (4 + 4 color print), Format: A4, Print: offset, Paper: 130 gsm, mat, Stitching: thermobinder.

Deadline: 30 September 2020

Languages: English and Ukrainian (text both in English and in Ukrainian will be provided by Council of Europe)

7. Preparing, editing, designing and printing a leaflet (which will summarise in a graphic form the findings of the expert report mentioned under point 3.iii, app. 8 pages, high quality colour double side print, 500 copies in Ukrainian language and 100 copies in English language).

Specification: Leaflet: Z fold, format before folding: 8 pages, Paper Premium silk 350g colour, velvet lamination.

Deadline: 30 September 2020

Languages: English and Ukrainian (text both in English and in Ukrainian will be provided by Council of Europe)

8. Preparing, editing, designing and printing one rollup banner.

Specification: Rollup banner: lightweight pop-up banner for exhibitions and conferences, one side colour print with selected graphics and title of the campaign, printed in size 850 x 2000mm on textured vinyl, including canvas padded cover bag. The banner's design prepared by Service Provider and agreed with the Council of Europe.

Deadline: 17 August 2020

Languages: English and Ukrainian text on the rollup banner

9. Three minimum 5-minutes/maximum 6-minutes long videos directed, recorded, moderated and edited, as well as smm versions of videos (duration up to one minute). Videos should include interviews and statements recorded by the Service Provider, including during three regional missions (two-day trips to Zakarpattia, Chernivtsi and Odesa regions), as mentioned under Point 3. The Service Provider is expected to edit, design and implement the graphic side of the videos (e.g. titles of the speakers, subtitles, infographics etc.). Smm versions should include the most interesting episodes of the videos with descriptions, illustrations and subtitles, as well as include their promotion for two weeks in social media.

Specification: quality: HD - the highest quality that corresponds to the standard quality level for this kind of work, according to the conditions which ensure the protection of the interests of recipients of works and necessary for placing on the air of the television channel; the aspect ratio 16x9, separating power 1920x1080; codec: xdcamHD (50mbit / s 4: 2: 2); container: mx; sound level - 18dB; audio: 2 channels (mono). The programmes shall include animated infographics that complement and maximally illustrate the topic. The Service Provider should select musical works, musical composition and sound design, as musical accompaniment for the Videos and purchase the rights to use these musical works.

Travel expenses of the film crew responsible for video production during three regional missions (2-day trip to Zakarpattia region, 2-day trip to Chernivtsi region and 2-day trip to Odesa region) should be included by the Service Provider.

Deadline: 27 September 2020

Language: The main language of the video is Ukrainian and it should consists of: voicing, graphics and subtitles. Adopted versions of the video should consist of graphics and subtitles in English, Ukrainian (hearing impaired), Belarusian, Bulgarian, Gagauzian, Greek, Hebrew, Crimean Tatar, German, Polish, Russian, Romanian, Slovak, Hungarian, Romani.

For all deliverables:

On the basis of the signed by both parties Act of acceptance of the results of the provided Services, The Service Provider will transfer to the Council of Europe all exclusive intellectual property rights for intellectual property objects created during the providing of the Services (including the right to sell or otherwise alienate intellectual property rights).