



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

TENDER REFERENCES No: 2026-06-093

Terms of Reference (ToR) for *Communications Support to the Central Election Commission of Ukraine*

1. Background

International IDEA has a mandate to support democracy worldwide. Since its establishment in 1995, the Institute has progressively expanded its geographic presence in response to evolving needs across different regions. Increasing demand for the Institute's support in Europe has contributed to the establishment of a Regional Europe Programme (REP).

The REP has a strategic objective to support democracy in Europe, with an emphasis on Eastern Europe and the Western Balkans. In Ukraine, International IDEA aims to support state and civil society organisations in enhancing the resilience and quality of democratic institutions and processes. Key areas of our engagement relate to electoral processes and political finance, parliamentary strengthening, and promoting the expertise and capacity of civil society organisations to participate in decision-making processes.

As a result of previous work with the Central Election Commission (CEC), a Communication Strategy and an operational plan have been developed covering the pre-election period, which is a crucial stage under martial law. A key task for International IDEA is to support the CEC in ensuring that, on the day elections are announced, the institution is fully prepared. This assignment will contribute directly to ensuring CEC readiness, public trust in electoral processes, and the resilience of electoral institutions in the face of hybrid threats. The work will focus on:

- further development and operationalisation of the CEC Communication Strategy for postwar elections;
- building the capacity of CEC staff in communications, including crisis communications and countering disinformation;
- strengthening institutional capacity for effective public engagement.

The services will be required in Ukraine, in Kyiv the assignment is structured as a framework (task-based) contract under which the provider delivers flexible, on-demand advisory, technical and creative/production support to International IDEA and the CEC, with each task defined in a separate Service Order.

2. Objectives of the Assignment

The assignment is divided into two (2) Lots. Bidders may apply for one or both Lots. A separate technical and financial proposal must be submitted for each Lot. Each Lot combines advisory and capacity-building services with creative and multimedia production delivered in Ukrainian:

- **Lot 1 – Strategic Communications Advisory and Operationalisation of the CEC Communication Strategy for postwar elections;**
- **Lot 2 – Crisis Communications and Countering Disinformation.**

The selected provider(s) will deliver high-quality, timely, and environmentally responsible services, in full compliance with International IDEA's branding and visibility requirements, through the issuance of individual Service Orders under the Framework Contract.

3. Eligibility Requirements.

The Institute invites proposals from qualified service providers (companies, agencies, firms and/or individual designers) for the services described below. Applicants may submit proposals for either one lot or both lots and are not required to provide all services under both lots.

Given the nature and implementation context of this assignment, the following are mandatory eligibility requirements. Proposals that do not meet these requirements will not be considered for evaluation: (i) the service provider must be legally registered and based in Ukraine; and (ii) the service provider must demonstrate capacity to produce final materials in the Ukrainian language. These requirements follow directly from the operational context of the assignment, which involves delivery in Kyiv and production of materials for Ukrainian audiences and democratic institutions.

The service provider must be able to work on-site or in close coordination with International IDEA's office in Kyiv as required and must have capacity to deliver design services locally in Ukraine.

4. Scope of Work

The selected Service Provider(s) shall deliver services upon request through individual Service Orders under the Framework Contract concluded as a result of this tender.

Additional related services may be requested under the Framework Agreement, provided they fall within the overall scope of this procurement and are agreed through the established Service Order mechanism.

Lot 1 – Strategic Communications Advisory and Operationalisation of the CEC Communication Strategy for postwar elections

Lot 1 focuses on strategic communications advisory support to International IDEA and the CEC and on the operationalisation of the CEC Communication Strategy for postwar elections, complemented by the creative and multimedia production needed to put that support into practice.

Objectives

- Deliver flexible, on-demand advisory and technical support in strategic communications, in response to the needs of International IDEA and the CEC;
- Provide advisory support for the refinement, adjustment, and operationalisation of the existing CEC Communication Strategy for postwar elections;
- Support the operationalisation of the CEC Communication Strategy for postwar elections including Communication Office if requested by Ukrainian CEC;
- Build the capacity of CEC staff in strategic communications, media relations, and digital engagement;
- Support implementation of the operational plan for the CEC Communication Strategy, including through the design and production of Ukrainian-language communication and campaign materials.

Scope of Work

- Assignments will be defined based on evolving programme needs and priorities. The scope of work may include, but is not limited to, the following areas, depending on specific assignments agreed with International IDEA:
- Conduct consultations with the CEC to identify needs and priorities and advise on the required assistance;
- Provide advisory and hands-on support to operationalise the CEC Communication Strategy;
- Deliver capacity-building sessions for CEC staff on strategic communications, media relations, and digital engagement;
- Draft policy briefs, lessons-learned notes, and recommendations for further institutional development;
- Creative and production component: develop and produce Ukrainian-language communication and campaign assets – including messaging concepts, key visuals, infographics, short video explainers, social-media content, and templates – to support the Communication Office if established and the Communication Strategy implementation;
- Provide coordination support to International IDEA, where relevant and upon request, ensuring alignment with institutional messaging and coordination with existing partners and service providers.

Lot 2 – Crisis Communications and Countering Disinformation

Lot 2 focuses on strengthening the CEC’s crisis-communications capacity and its ability to counter disinformation and respond to high-sensitivity and hybrid-threat situations, complemented by the rapid creative and multimedia production needed for effective response.

Objectives

- Strengthen the CEC’s strategic and crisis-communications capacities;
- Develop practical guidelines and standard operating procedures (SOPs) for crisis response;
- Build CEC capacity to detect, pre-empt, and respond to disinformation affecting electoral processes;
- Provide rapid-response advisory and production support in emerging or unforeseen communication situations.

Scope of Work

Assignments will be defined based on evolving programme needs and priorities. The scope of work may include, but is not limited to, the following areas, depending on specific assignments agreed with International IDEA:

- Conduct crisis-communications training for CEC leadership and key staff, including simulation modules;
- Provide expert advice and hands-on support in developing crisis-communication protocols, guidelines, and rapid-response templates;
- Provide advisory and capacity-building support on countering disinformation and safeguarding information integrity in electoral processes;
- Provide rapid-response advisory support in case of emerging communication needs, including timely recommendations and messaging support in urgent or unforeseen situations;

- Creative and production component: rapidly develop and produce Ukrainian-language response assets – corrective/explanatory content, key visuals, short videos, social-media materials, and templates – for use in crisis and counter-disinformation scenarios.

5. **Timing and Work Plan**

The Service Provider shall comply with the response time specified in each Service Order, which shall be calculated from the date of its issuance. Response times may vary depending on the nature and urgency of the assignment as defined in each Service Order.

6. **Deliverables and Reporting Requirements**

The Provider will report to International IDEA's Manager (or to the staff member designated by the Manager).

7. **Management and Organization**

A Project Manager from International IDEA will be designated to provide guidance for the achievement of the overall objective of the assignment and deliverables.

8. **Monitoring and Evaluation**

International IDEA will track the progress, quality, and overall performance of the services delivered under the Framework Contract to ensure compliance with contractual requirements and expected results under individual Service Orders.

Annexes (to be provided)

Annex 2.2. Matrix for submitting prices/financial proposal

Annex 2.3 Documentation provided by bidder