



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX 2.2

TERMS OF REFERENCE

SERVICES FOR DEVELOPMENT OF THE DETAILED SCENARIOS FOR THE MODULES OF THE ONLINE TRAINING COURSE

1. Background

International IDEA has a mandate to support democracy worldwide. Since its establishment in 1995, the Institute has sought to fulfil this mandate by incrementally expanding its geographic footprint. Increasing demand for the Institute's support in countries in Europe, coupled with key developments that have highlighted the weakness of democratic institutions in some European countries, has motivated the Institute to establish 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.

Within this framework, International IDEA cooperates closely with the Central Election Commission of Ukraine (CEC) to strengthen institutional capacity, integrity, and resilience of electoral processes. This cooperation includes support in addressing emerging challenges related to information integrity, voter education, and the development of modern training tools aimed at enhancing professional standards within electoral administration.

To support the development of a comprehensive online training course, International IDEA seeks to engage an Experts. The experts will be responsible for developing detailed, pedagogically sound scenarios for the modules of the online training course, translating existing content into structured learning narratives that are engaging, coherent, and aligned with adult learning principles, as well as the institutional needs of the Central Election Commission of Ukraine.

2. Objectives of the Assignment

The objective of this assignment is to support CEC in the development of a high-quality, coherent, and pedagogically sound online training course by creative adaptation of theoretical content in Ukrainian of the online training course's modules into the format of well-structured scenarios comprising scripts for dialogues/chats, educative and entertaining tests, scripts and storyboards for video explainers, description of graphic elements and images.

The assignment aims to ensure that the training content is transformed into well-structured instructional narratives that clearly define learning objectives, key messages, learner pathways, and assessment logic, while remaining accessible to the target audience.

3. Scope of Work

Under this assignment, the Expert shall work in close coordination with International IDEA and the Central Election Commission of Ukraine (CEC) to develop detailed learning scenarios for the modules of the online training course. The work shall include, but not be limited to, the following tasks:

- Review and build upon the outputs of the methodological review (Lot 1) to ensure scenarios fully reflect approved learning objectives, key messages, and instructional logic. Explicitly note any gaps or ambiguities in Lot 1 content that may require clarification.”
- Develop detailed scenarios in a standardized template that clearly outlines learning objectives, key messages, instructional flow, interactive elements, and guidance for visual and production elements, ensuring outputs can be directly used for multimedia production (Lot 3).
- Develop scripts and storyboards for video explainers, which shall meet the following criteria:
 - be short in length: script and storyboard for each video explainer shall be developed in order the duration of video explainer is 1-4 minutes, depending on the content, with the video explainer being eligible for separation into smaller parts, if need be (up to 1 minute each);
 - have strong call to action (CTA): script and storyboard for each video explainer shall be developed in a way that video explainers clearly state what they want their intended audience to do/understand after watching;
 - be focused on solving a problem: script and storyboard for each video explainer shall be focused on addressing a specific issue and explaining it;
 - match brand and audience: scripts and storyboard for each video explainer shall be developed in a way that style and tone of voice of video explainer match that of the brand CEC (and “CEC: prosvita” platform in relevant cases), as well as the users they intend to reach.
- Translate methodological and thematic inputs into learner-centred instructional narratives, ensuring clarity, coherence, and consistency across all modules.
- Define instructional elements for each module, including sequencing of topics, interaction logic, practical examples, exercises, and assessment components, as relevant.
- Incorporate feedback from International IDEA and the Central Election Commission of Ukraine, revising and refining the learning scenarios as required.
- Coordinate with relevant experts and stakeholders involved in the development of the training course to ensure alignment between methodological design, content development, and production processes.
- Any other scenario development, instructional design, scriptwriting, storyboarding or related services that may be required by International IDEA in the future and are relevant to this procurement may be procured under the Framework Contract to be concluded as an outcome of this tender, based on a separate quotation. As an outcome of this tender, a Framework Contract will be concluded with the Expert.

- All draft scripts and storyboards shall be submitted for review and formal approval by International IDEA before proceeding to production to ensure alignment with approved methodology and learning objectives

4. Qualifications and Professional Profile

Education

- University degree (Master's level or equivalent) in education, pedagogy, social sciences, political science, communications, or a related field.
- A combination of relevant academic qualifications and extensive professional experience may be considered in lieu of a formal degree.

Professional Experience

- Proven experience in developing detailed learning scenarios, scripts, for online or blended learning courses.
- Demonstrated experience in translating complex thematic or methodological content into structured, learner-oriented training materials.
- Previous work with electoral institutions, public authorities, international organisations, or democracy-support programmes.
- Experience contributing to multi-stage training development processes, including coordination with content experts, designers, and producers.

Core Competencies and Qualifications

- Strong understanding of adult learning principles and training design methodologies.
- Ability to structure training content into clear learning pathways, including objectives, key messages, exercises, and assessments.
- Capacity to work with predefined methodological frameworks and align outputs with institutional requirements.
- Proven ability to incorporate feedback and revise content in a collaborative, iterative process.

Knowledge and Skills

- Excellent analytical and writing skills, with the ability to produce clear, concise, and well-structured training documentation.
- Familiarity with online learning formats and requirements, including asynchronous training delivery.
- Strong organisational skills and attention to detail.
- Ability to work independently while maintaining close coordination with International IDEA and the Central Election Commission of Ukraine;
- Fluency in Ukrainian is required; knowledge of English is considered an asset.

5. Timing and Work Plan

The assignment is expected to be implemented within a defined period to be agreed with International IDEA, following the completion of the methodological revision of the training content.

The detailed timeline, including deadlines for draft and final deliverables, will be agreed upon with International IDEA at the start of the assignment and reflected in the individual Service Orders.

Each Service Order will specify the scope, modules covered, timelines, and coordination requirements with subsequent phases, including multimedia production, to ensure smooth handover and alignment across lots.

6. Deliverables and Reporting Requirements

Under the supervision of International IDEA and in close coordination with the Central Election Commission of Ukraine, the Expert shall be responsible for delivering the following outputs:

- Draft and final scenarios for each module shall be delivered in a standardized template including: learning objectives, key messages, instructional flow, interactive exercises, assessment logic, and guidance for visuals and audiovisuals. Clear versioning and traceability of feedback incorporation should be documented

All deliverables shall be submitted in electronic format and in accordance with the timeline agreed under the respective Service Order. The Expert shall ensure that all outputs are clear, consistent, and suitable for subsequent use in scenario development and production phases of the online training course.

7. Management and Organisation

The Expert will work under the overall supervision of International IDEA and in close coordination with designated representatives of the Central Election Commission of Ukraine (CEC).

International IDEA will be responsible for the overall management of the assignment, including coordination of inputs, facilitation of communication between stakeholders, and quality assurance of the deliverables.

The Expert is expected to actively coordinate with International IDEA, Lot 1 providers, and relevant stakeholders to ensure methodological alignment, provide clarifications to downstream providers, and support integration of scenarios into production-ready materials.⁷

8. Monitoring and Evaluation

The performance of the Expert and the quality of deliverables will be monitored by International IDEA based on the following criteria:

- timely submission of deliverables in accordance with the agreed work plan;
- consistency and coherence of the developed module scenarios;
- alignment of the scenarios with the objectives of the online training course and the needs of the Central Election Commission of Ukraine;
- responsiveness to feedback and ability to incorporate comments from International IDEA and the CEC.

Acceptance of deliverables will be subject to validation by International IDEA, in consultation with the Central Election Commission of Ukraine, and will form the basis for completion of the assignment.

Evaluation will also consider the degree to which scenarios accurately reflect approved methodological content from Lot 1 and are ready for direct use in production (Lot 3), including clarity of instructions for multimedia adaptation