



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

RESPONSES TO REQUESTS FOR CLARIFICATIONS

TENDER 2026-07-096

Assignment Name: Tender for Communication Campaign (Ukraine)

Based on questions received, the information below is provided for clarification regarding the tender referenced above. Please note that if new questions are received, they will be added to this document.

General

VAT and financial evaluation

1. Question:

Does a bidder need to be VAT-registered to participate? Will VAT-registered and non-VAT-registered bidders be treated equally in the price evaluation, given that the evaluation price in Annex 2.2 is calculated including VAT?

Response:

VAT registration is not an eligibility requirement for participation in the tender. Bidders that are not VAT-registered may participate and should indicate their applicable tax treatment and provide their prices accordingly.

Bidders should provide prices with and without VAT, as applicable. The financial evaluation will use the applicable/final price based on each bidder's tax treatment.

2. Question:

Section 2.4.1 of the RFP states: "VAT exemption may be requested where applicable in accordance with Ukrainian legislation, in particular the Order of the Cabinet of Ministers of Ukraine No. 153 'On the creation of a unified system for attracting, using and monitoring international technical assistance'". Please clarify:

- a) whether a company that is not a VAT payer may participate, with prices stated without VAT;
- b) whether the project (U-VOTE, REACT-UA, FAIR-UA) has the official status of international technical assistance under Resolution No. 153;
- c) whether confirmation of the right to apply the VAT exemption will be provided

Response:

- a) VAT registration is not specified as an eligibility requirement under the RFP. Bidders that are not VAT-registered should indicate their applicable tax treatment and provide prices accordingly.
- b) International IDEA will always provide supporting documents – the registration card of the international technical assistance project's implementer – to confirm the right to VAT exemption, where applicable under current Ukrainian legislation.
- c) Yes, the projects, are registered as international technical assistance projects under Resolution No. 153, and the relevant registration card will be provided to the selected provider(s) to support any applicable VAT exemption. Please note that Fair UA is financed by Canada, so VAT exception is not applicable. At the same time assignment could also include the implementation under IDEA core funding, in that case Vat exception is not applicable as well.

Subcontractors

3. Question:

May a bidder engage a subcontractor for part of the services (e.g. video production)? If so:

- (a) must the subcontractor submit its own Declaration of Honour and registration documents;
- (b) will the subcontractor's CVs, portfolio, and references be considered in the technical evaluation;

Response:

If a subcontractor is needed, the selected provider must consult with the International IDEA team in Ukraine regarding the subcontractor involved. However, the provider will be solely responsible for ensuring compliance with all contractual requirements, including quality control and good practice.

The provider will also be solely responsible for contracting and paying the subcontractor under its internal procedures.

Payment

4. Question:

Section 2.4.3 of the RFP states payment within 30 days after receipt of invoice, with no coverage of bank charges for international payments. Please clarify whether payment will be made in EUR by international transfer from abroad.

Response:

Payments will be made in EUR by international bank transfer from abroad. Payment terms are 30 days after receipt of the invoice. International IDEA does not cover bank charges related to international payments.

5. Question:

Paid media (item 3.1)

The unit is "per message/ad placed for 30 days on one platform (average), incl. paid media/ad spend". To ensure comparable prices, could you indicate the assumed media budget per placement and the target platforms, and confirm whether ad spend is treated as a pass-through cost?

Response:

All costs associated with placing the commissioned advertising on various platforms shall be borne by the provider. International IDEA expects that, when preparing their financial proposals, all bidders will conduct their own research into this market segment and propose an average price for placing a single advertisement on a single platform for 30 days.

You may quote different prices for different platforms if you deem it necessary.

Proposal format

6. Question:

May the technical proposal be submitted in Ukrainian only? Is there a page limit? Are scanned signatures or qualified electronic signatures accepted?

Response:

The official languages for the proposal are English and Ukrainian. No page limit is specified for the technical proposal. The tender documents do not prescribe a specific type of signature; however, all documents requiring a signature must be duly signed by the authorised representative of the bidder.

7. Question:

The Framework Agreement does not guarantee a fixed volume of services, and services will be requested as needed through individual Service Orders;

Response:

Yes, your understanding is correct. The Framework Agreement does not guarantee a fixed volume of services, and services will be requested on an as-needed basis through individual Service Orders.

8. Question:

Annex 2.2 provides indicative hours, and prices are quoted per unit (hour); within each Service Order, the number of hours for individual services may be specified and adjusted depending on the particular request.

Response:

The indicative quantities in Annex 2.2 are provided solely for the purpose of calculating the evaluation price and do not constitute a commitment to a specific volume of services. The actual scope and quantities of services required will be specified in the relevant Service Order, based on the specific requirements of the assignment.

9. Question:

Given the payment terms of 30 days after receipt of invoice, would International IDEA consider advance payment for approved paid media expenditure? Alternatively, could International IDEA pay approved advertising costs directly to the relevant media platforms?

Response:

International IDEA does not provide advance payments for paid media expenditure. As previously clarified, all costs associated with placing commissioned advertising on various platforms shall be borne by the provider. International IDEA will not make payments directly to media platforms.

10. Question:

For Annex 2.2, item 2.1, could International IDEA clarify what bidders are expected to include in the rate per finished minute of video — for example, concept development, scripting, filming, animation, editing, voice-over, music and stock licences, subtitles, and adaptations for different platforms?

May bidders provide separate rates for animation and live-action production? If a single rate is required, please clarify what production assumption bidders should use to ensure comparable financial proposals.

Response:

The price per finished minute of video should include the production elements required to deliver the completed video, as applicable to the proposed format. Bidders may provide separate rates for different production formats, such as animation and live-action, if necessary.

11. Question:

The ToR includes deliverables such as a visual identity system and content calendar, while these are not listed as separate items in Annex 2.2. Should these be included in the Financial Proposal and, if so, under which line item?

Response:

You can include all such expenses in the financial proposal, depending on the time required or the production process. Accordingly, the unit of measurement may be an hour or a day of work by an individual specialist, or the corresponding product unit.

12. Question:

The Framework Agreement may continue for up to five years. How long will unit rates remain fixed? Will there be periodic adjustment/indexation?

Response:

Unless expressly provided otherwise in the Framework Agreement or agreed in writing by International IDEA and the relevant Contractor, the unit rates submitted in the Financial Proposal shall remain fixed for the full term of the Framework Agreement, including any extension thereof.

No automatic adjustment, escalation, inflationary increase or indexation mechanism shall apply. Any amendment to the unit rates may be made only in accordance with the amendment provisions of the Framework Agreement and subject to the prior written agreement of International IDEA.

13. Question:

Could International IDEA clarify whether bidders are expected to submit only their methodology and approach for developing campaigns under future Service Orders, or whether the Technical Proposal should also include a preliminary campaign concept, creative approach, sample messaging and/or other campaign-specific creative development?

Could you also confirm whether there is a recommended structure, page limit or other formatting requirement for the Technical Proposal, particularly for the Methodology and Work Plan section?

Response:

The Technical Proposal should focus on the bidder's understanding of the assignment, proposed methodology and approach, and work plan for the delivery of the required services. Bidders are not required to develop a specific campaign concept, sample messaging or other campaign-specific creative materials at this stage.

No specific structure or page limit is prescribed for the Technical Proposal. The proposal should provide sufficient detail to demonstrate the bidder's understanding of the assignment and its proposed approach to delivering the required services.

Video production – Item 2.1

14. Question:

For item 2.1 "per finished minute of video" (Annex 2.2 Financial Matrix Communication Campaign), please provide the production assumptions to be used for comparable pricing, including the type of video, whether filming or animation is involved, scripting, voice-over, music, subtitles, format adaptations, and the number of revision rounds.

Response:

The unit rate should cover the production of one finished minute of video, based on the bidder's own assessment of the resources and production inputs required to deliver the service to a professional Standard. As the specific requirements may vary depending on the assignment, the final scope and production requirements will be defined in the relevant Service Order. Bidders should therefore take into account the range of production resources that may reasonably be required when preparing their unit rate.

15. Question:

Please confirm the payment arrangements for third-party costs, including influencer fees, SMS and e-mail distribution, printing, partner placements, actors and voice-over artists, music, stock materials, locations, and travel. Should such costs be included in the proposed unit rates, or will they be agreed and reimbursed separately under each Service Order?

Response:

Costs related to third-party services or inputs required for the delivery of a specific assignment will be considered in accordance with the applicable Service Order and the agreed scope of work.

Where such costs are required, the relevant requirements and applicable arrangements will be specified in the respective Service Order. Bidders should therefore not assume that third-party costs will necessarily be reimbursed separately unless this is expressly agreed under the relevant Service Order.

16. Question

Please clarify which specific types of work should be included in the "designer/storyteller hour" rate (Annex 2.2 Financial Matrix Communication Campaign), including copywriting, design, art direction, illustration, animation, format adaptation, and preparation of source files. Please also clarify how the workload associated with adapting one asset for different formats and platforms should be accounted for.

Response:

The "designer/storyteller hour" rate should cover the professional time required to perform the relevant creative, design and storytelling tasks requested under a Service Order. The specific

activities and outputs required will depend on the assignment and will be defined in the relevant Service Order. Bidders should therefore structure their unit rate to reflect the professional input required for the range of activities covered by this service.

17. Question

Regarding item 1.1 (Annex 2.2 Financial Matrix Communication Campaign): do the specified 40 Consultants represent the total number of person-hours for all specialists involved? Do they include preparation for the three meetings, participation in the meetings, processing of their outcomes, and subsequent revisions?

Response:

The 40 consultant hours indicated for item 1.1 are an indicative quantity used solely for the financial evaluation of the proposals. They do not represent a guaranteed or fixed volume of services. The actual level of effort and scope of work required, including preparation, participation in meetings, follow-up and any related activities, will be determined according to the requirements of the relevant Service Order.

18. Question

The Terms of Reference provide for a visual identity system, content calendar, printed materials, and coordination of distribution through partners; however, the Financial Matrix does not contain separate pricing items for these services. Please clarify which unit rates or other mechanism will be used to remunerate these services under future Service Orders.

Response:

The services described in the Terms of Reference may be requested as part of individual Service Orders, depending on the specific requirements of each assignment. The Financial Matrix provides the unit rates used for the financial evaluation, while the actual scope and quantities of services required will be specified in the relevant Service Order, based on the specific requirements of the Assignment.

19. Question

For item 3.1, the Financial Matrix defines the unit as “per message/ad placed for 30 days on one platform (average)”. Please clarify how one placement should be counted where a single message is adapted for different formats, audience segments, or advertising formats within the same platform. Should each such adaptation or audience segment be considered a separate placement?

Response:

The unit for item 3.1 is one message/ad placed for 30 days on one platform. Adaptations of the same message to different formats or audience segments within the same platform should not automatically be considered separate placements. The applicable scope and number of placements will be defined according to the requirements of the relevant Service Order.

20. Question

Please clarify the approval workflow for campaign concepts, messaging, creative materials and final campaign assets: which materials are subject to approval by International IDEA, which by the CEC, and which require approval by both parties? Please also clarify whether there is a defined number of revision rounds that bidders should factor into their unit rates.

Response:

Campaign concepts, messaging and creative materials will be subject to the applicable review and approval process agreed for the relevant assignment. The specific approval workflow and responsibilities of the parties will be defined according to the requirements of the relevant Service Order.

The RFP does not prescribe a fixed number of revision rounds. Bidders should take into account the professional input reasonably required to develop and finalise the deliverables in accordance with the agreed scope.

21. Question

Please provide the exact version of the General Terms and Conditions, Special Terms Framework Agreement and, if possible, the standard Service Order template that will apply to this tender. (The link to the General Terms and Conditions in Section 5.2, "The following documents are enclosed with this Request for Proposals", of the document "Tender Notice and Request for Proposals Communication Campaign (1)" is not working.)

Response:

International IDEA will provide the applicable contractual documents to the selected provider(s) as part of the contracting process. The Framework Agreement and the applicable contractual terms will govern the provision of services under the tender.

The link to the General Terms and Conditions will be reviewed and, where necessary, corrected.

22. Question

For what period are the proposed unit rates required to remain fixed under the Framework Agreement, which may have a duration of up to five years? What mechanism for indexation or rate adjustment is envisaged for the duration of the Framework Agreement?

Response:

The RFP does not provide for an indexation mechanism or automatic adjustment of unit rates during the Framework Agreement. Bidders should therefore submit their unit rates in accordance with the Financial Matrix and the terms of the tender.

Any applicable provisions concerning the validity or adjustment of rates will be governed by the Framework Agreement.

23. Question

Please clarify the mechanism for comparing financial proposals in cases where different VAT regimes apply to the services of different bidders, or where certain services may be exempt from VAT under Ukrainian legislation. Which specific column of the Financial Matrix will be used to calculate the Evaluation Price (E)?

Response:

The Evaluation Price (E) will be calculated using the applicable price indicated in the bidder's financial proposal, taking into account the bidder's applicable tax treatment.

As specified in Section 2.4.1, bidders should provide prices with and without VAT, where applicable. The applicable/final price will be used for the financial evaluation. The Evaluation Price is calculated as the sum of the applicable unit price multiplied by the indicative quantity for each service item in Annex 2.2.