



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

TENDER NOTICE

Tender Reference No: 2026-07-096

- Assignment Name:** Tender for Communication Campaign (Ukraine)
- Project Name:** U-VOTE, REACT-UA and FAIR-UA.
- Deadline for Submissions:** Proposals must be submitted **on or before 23:59 (CET), 16 October 2026**. Late submissions will not be considered for evaluation.
- Address for Submissions:** E-mail: tendersubmissions@idea.int
- This email address is set up with auto-response to acknowledge emails received. In the event that you did not receive an autoreply, please **send a text message prior to the deadline for submission** (NO CALLS, CALLS WILL NOT BE ANSWERED) to this number **+46725375735**. In your text message, please provide the following:
- Tender reference no. and title
 - Email address you used for submission
 - Date and Time, you sent your submission (e.g. 01 December 2021, **12:30 CET**)
 - **Please also send the above information to tender@idea.int before the deadline for submission.**
- Format for Submissions:** Proposals must be submitted by email. Technical and Financial proposals must be submitted in separate files and marked accordingly. Price should not be mentioned in the Technical Proposal.
- The following text should be put in the subject field of the email:**
- Tender No. 2026-07-096 Technical and Financial Proposals – Do not open before 23:59 (CET), 16 October 2026

Email Address for Clarifications: E-mail: tender@idea.int

Clarifications may be requested via e-mail no later than 5 October 2026 to the submission at the above email address. Note a response to a request for clarifications will be issued to all tenderers on our website <http://www.idea.int/>. Therefore, tenderers are advised to check the website regularly during the process.

Note: there are two different email addresses as outlined above, one to be used for Submission of your final proposal and the second one to be used for clarifications and other related correspondence.

REQUEST FOR PROPOSALS

Section 1 General Information

- 1.1 The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with member states across all continents, which aims to support sustainable democracy world-wide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at international, regional and national level, cooperating with a range of organizations.
- 1.2 International IDEA now invites proposals from qualified firms and organizations for the *Tender for Communication Campaign (Ukraine)*. International IDEA intends to establish a Framework Agreement with one or more qualified service providers to support the development and implementation of strategic communication and public information campaigns for the Central Election Commission of Ukraine (CEC). Services may include communication strategy development, campaign concept development, creative design, content production, campaign implementation, media placement, stakeholder coordination, monitoring and reporting, as further described in the Terms of Reference.
- 1.3 It is anticipated that the Framework Agreement will commence in October 2026 and may continue for up to five (5) years, subject to satisfactory performance, continued organisational needs, and availability of funds. Services will be requested on an as-needed basis through separate Service Orders.

Section 2 Preparation of Proposals

2.1 Eligibility (Pass/Fail) Requirements

2.1.1 Proposals will first be screened against the following eligibility requirements. Proposals that do not meet all requirements will be rejected and will not proceed to technical evaluation.

- I) **Ukrainian registration:** the bidder must be legally registered under the laws of Ukraine, with the office based in Ukraine and possess all licenses, permits and government approvals necessary for performance of the work.
- II) **Ukrainian language and campaign:** the bidder must confirm that all services, deliverables, content and campaign materials will be produced and delivered in Ukrainian, and that key proposed experts (communications, editorial, and creative roles) have professional working proficiency in Ukrainian.
- III) **Relevant experience in Ukraine:** The bidder must demonstrate proven experience in the development and implementation of communication strategies, public information campaigns, awareness-raising initiatives and/or similar communication activities in Ukraine.
- IV) **Operational capacity:** The bidder must demonstrate sufficient operational capacity in Ukraine to deliver the required services, including coordination with relevant national stakeholders and adaptation of materials to the Ukrainian context.
- V) **Professional expertise and resources:** The bidder must have the necessary professional expertise and resources to provide creative development, content production, campaign implementation and monitoring services
- VI) **Language:** the official language for the proposal, contract, reports and any other documents in relation to the assignment are English and Ukrainian.

2.2 Technical Proposal Content

2.2.1 Bidders must include the following documents and information in their proposal (requirement applicable to all bidders):

- (i) A brief description of the company / organization and an outline of recent experience on assignments of a similar nature;
- (ii) Company/individual registration documents: Proof of legal registration in Ukraine (e.g. company registration certificate or equivalent official document)
- (iii) Portfolio of previous relevant work (at least 3 examples with description, including Ukrainian-language work, and references contact)
- (iv) List of key personnel with CVs who have relevant experience in communications, design, and other relevant experiences.

More detailed information about the proposal is in section 4.

2.3 Declaration of Honour Form

2.3.1 Please submit a completed and signed declaration of honour form.

2.3.2 For Section VI – Declaration on honour on restrictive measures: Please tick “YES” to confirm that the candidate/tenderer is not subject to any restrictive measures or sanctions as described in this section.

2.4 Financial Proposal

2.4.1 The Bidder must act in accordance with the applicable tax laws and regulations of Ukraine as it relates to providing services to the customer/client. The Bidder shall be responsible for their own tax obligations in accordance with Ukrainian legislation. The prices shall be provided with and without VAT. 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” and applicable provisions of the Tax Code of Ukraine. The assessment of the financial proposal will be based on the applicable price indicated in the Bidder’s proposal, considering the relevant tax treatment for the specific project/assignment.

2.4.2 The financial proposal must be prepared using Annex 2.2 (Matrix for submitting prices / financial proposal), which forms part of the tender documents. The proposal should be costed in EURO.

2.4.3 Please note that International IDEA only accept payment terms of 30 days after receipt of invoice and does not cover any bank charges for international payments.

Section 3 Submission of Proposals

- 3.1 Proposals should be submitted in electronic format by e-mail. Technical and Financial Proposals must be submitted in separate files, duly labelled in accordance with Annex 2.3. Full details on submission procedures are provided in the Tender Notice at the beginning of this document. Please submit each requirement listed above as a separate document, clearly labelled according to the corresponding section number and title. Large files should be compressed in ZIP format or submitted through separate emails, duly labelled (e.g., email 1 of 2, email 2 of 2, as applicable).
- 3.2 Proposals must remain valid for at least 90 days following the deadline for their submission stated under the Tender Notice. In the event of unforeseen delays, International IDEA will continue to treat proposals as valid, unless the proposal explicitly specifies a different validity period after the 90 days. During this period, the consultants are expected to keep available the professional staff proposed for the assignment.

Section 4 Evaluation of Proposals

Technical evaluation

4.1 Technical proposals from individuals and organisations will be evaluated and scored against the following technical criteria and corresponding maximum points.

Criteria	Evidence Required	Scoring Guide
Relevant Experience in Communication Campaigns in Ukraine	Description of previous assignments and references demonstrating experience in public information, awareness-raising, or communication campaigns implemented in Ukraine. Only documented and verifiable experience shall be scored. • At least 5 years of relevant experience with clear evidence – 10 points • Proven experience in electoral, civic, or democracy-related campaigns in Ukraine – 10	20 points
Technical Capacity and Proposed Team	CVs of key proposed staff across required profiles (communications strategy, copywriting/editorial in Ukrainian, graphic/visual design, video production, social media management). Portfolio samples of Ukrainian-language materials must be provided • Relevant qualifications and expertise across required profiles – 10 points • Proven experience of team members in similar assignments in Ukraine – 10 points	20 points
Creative & Multimedia Production Capacity	Portfolio of designed assets, social media content, video products, and campaign materials produced in Ukrainian. At least 3 examples required with description of objectives and outcomes. • High-quality design and video/multimedia production – 10 points • Demonstrated capacity to deliver Ukrainian-language multi-channel campaigns – 10 points	20 points
Methodology and Work Plan	Technical proposal describing: (a) the bidder's understanding of the assignment and the CEC's operational context (a state electoral body operating under martial law, requiring politically neutral terminology and sensitivity to public trust); (b) proposed approach to the three work streams — CEC consultations, creative development, and campaign implementation & monitoring; and (c) a realistic and structured work plan.	30 points

Criteria	Evidence Required	Scoring Guide
	• Clear understanding of the assignment and CEC institutional/operational context – 10 points • Sound and relevant methodology across all three work streams, including Ukrainian-language production – 10 points • Feasible and well-structured work plan – 10 points	
References and Past Performance	At least two (2) verifiable references from past clients for comparable communication assignments implemented in Ukraine. References must confirm quality of deliverables, timeliness, and coordination capacity • Two strong, verifiable references explicitly confirming quality and timeliness – 10 points • One verifiable reference or generic/unverifiable references – 5 points • No references provided – 0 points	10 points
Total		100

Proposals must score a minimum of **60 points** to progress to the financial evaluation. The maximum technical score (T) is 100 points.

Financial and Consolidated Evaluation

4.2 The financial proposals will be verified and, if necessary, adjustments will be made to the prices to ensure consistency with the technical proposals in terms of work input and to eliminate arithmetical errors. All prices are quoted in EURO; where applicable, conversion to EURO is made using the International IDEA monthly exchange rate.

4.3 The evaluation price (E) of a proposal is the sum of (unit price × indicative quantity) across all service items, as set out in Annex 2.2. The indicative quantities are fixed by International IDEA and identical for all bidders and are used solely for evaluation.

4.4 The financial scores (F) will be computed as follows: the proposal with the lowest evaluation price (Em) is given a financial score (Fm) of 100 points; other proposals are computed by $F = 100 \times E_m/E$, where Em is the lowest evaluation price and E is the evaluation price of the proposal under consideration.

4.5 The final consolidated score (S) is computed by $S = t \times T + f \times F$, where t = 70% and f = 30%.

4.6 The contract (framework agreement) will be awarded to multiple suppliers, who will be ranked according to their final combined technical and financial score.

4.7 The bidders ranked highest will be invited to negotiate the contract and, if negotiations are successful, the selected vendors will be awarded the contract. Should the negotiations fail with any of the selected bidders, the next ranked bidder(s) may be invited to enter into negotiations.

4.8 International IDEA reserves the right during the negotiation stage to vary at the time of award of contract, the quantity of services and/or goods, or scope of work by up to a maximum of twenty-five

per cent (25%) of the original TOR. This negotiation will not permit any changes to unit fee rates or other terms and conditions outlined in the tender proposal.

4.9 International IDEA reserves the right to directly award a follow up contract to the contractor selected for the tender to carry out potential future work related to this initial assignment. This will depend on satisfactory delivery of the tender assignment.

Section 5 Final Considerations

5.1 International IDEA will not be bound to select any of the proposals.

5.2 The following documents are enclosed with this Request for Proposals:

- Annex 2.1 Terms of Reference
- Annex 2.2. Matrix for submitting prices/financial proposal
- Annex 2.3. Documentation provided by Bidder
- Declaration of Honour Form
- [General Terms and Conditions](#)

5.3 Further information on International IDEA may be found on our website <http://www.idea.int/>.

5.4 Both the successful and unsuccessful bidders will be notified in writing following the completion of the evaluation and contract award process.

Complaints regarding any aspect of the tender process should be addressed in writing to both the Internal Auditor and the Executive Director at International IDEA. The address is tender.complaints@idea.int