



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX B

TERMS OF REFERENCE

Tender Reference No: 2026-01-083

Assignment Name: Communication and Media Support to International IDEA offices in Nigeria.

1. Background

- 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, 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 is managing the second phase of the “Rule of Law and Anti-Corruption (RoLAC II) Programme” in Nigeria and The CSO Strengthening Bridge (CSO Bridge) Project. However, the Institute may manage future projects in Nigeria.

2. Scope of Work

International IDEA intends to procure **Communication and Media Support Services** across all locations where it implements projects in Nigeria. The required services include, but are not limited to **media buying; event management; film and drama production; animation; videography and photography; Sign Language Interpretation (SLI) services; and Event Rapporteur services.**

The current project locations include **Federal Capital Territory (FCT), Abia, Adamawa, Anambra, Benue, Borno, Ekiti, Edo, Kaduna, Kano, Lagos, Oyo, and Plateau States.**

To meet these needs, International IDEA intends to enter into several **framework agreements** with **qualified consultancy firms and individual consultants per Lot.** These framework agreements will provide flexible, on-demand support to deliver services primarily within the categories outlined in **Sections 2.1 to 2.2.**

Please note: Media products may be required in **any Nigerian language**, depending on the project location and the intended target audience.

2.1 The Contractors will provide high-quality media, communication and related services to International IDEA for the following categories:

- i. Lot1-Media Services.
- ii. Lot 2-Videography and Photography.
- iii. Lot 3-Event Management.
- iv. Lot 4-Animation
- v. Lot 5-Documentary, Film and Drama
- vi. Lot 6-Sign Language Interpretation **(SLI)** Services
- vii. Lot 7-Event Rapporteurs

2.2 Scope of work :

Lot 1: Media Services.

- i Organise, coordinate and manage media coverage for events on TV and in newspapers, including facilitating TV news interviews and TV appearances for stakeholders.
- ii Coordinate International IDEA events on radio which include advertisements, jingles, interviews, talk shows and radio news.
- iii Develop communication planning documents, like press briefings and scripts for jingles, with the support of the International IDEA communication team in Nigeria.
- iv Ensure timely publications of events on national dailies.
- v Submission of reports and news articles published or broadcast in the media for every International IDEA event to the communication team.

Lot 2: Videography and Photography.

- i Comprehensive media activity report after every event
- ii To capture high-quality action pictures
- iii To capture high-quality videos
- iv Production of at least 3-minute mash up event highlight videos for every event
- v Record and edit videos with selected participants as requested.

Lot 3: Event Management.

- i Provide Zoom or any virtual meeting platform of our choosing and audio-visual capacity to support virtual participation, including high-speed internet.
- ii Lighting amplification as appropriate for the hall to be used for any event.
- iii Sound reinforcement /amplification speakers as appropriate for the hall for events.
- iv The service provider is expected to provide an agreed upon number of LED HD Digital Boards for each event.
- v The service providers are expected to manage the backend for the seamless presentation of PowerPoint slides.
- vi Ensure the Media Walls are well set up (with Lighting and Rug) for every event.
- vii The service provider will provide and arrange VIP Chairs as required for every event.
- viii The service provider will be responsible for venue decoration (hall, podium, and stage). This will include building the stage and production of a variety of banners (some of them ceiling-high) to wrap the stage and brand the hall).
- ix Ensure coordination of Event Registration.
- x The Service provider is expected to provide ushers for every event as required by International IDEA.

Lot 4: Animation

- i To create high-quality animated videos that effectively communicate the objectives of International IDEA programmes to citizens.

- ii Collaborate with International IDEA's project and communication team to mobilise, manage and ensure that animations are well produced.
- iii Develop and produce short, impactful animation videos highlighting the importance of each project as directed.
- iv Ensure timely delivery of edited and finalised animation video content in high resolution.
- v Follow quality control procedures as required by International IDEA through reviews and edits in a timely manner.
- vi Develop storyboards and scripts for animation videos.
- vii Work with International IDEA's communication team to align the animation videos with organisational branding and messaging, as well as with the EU Visibility policy.
- viii Ensure strict data protection rules apply to animation videos.

Lot 5: Documentary, Film and Drama

- i. Work with the communications team to develop scripts for films and drama productions in line with the objectives of International IDEA
- ii. Select outstanding casts that will interpret the scripts and project the objectives of International IDEA.
- iii. The service provider will provide high-quality equipment for productions.
- iv. The service provider will provide a director who will work with the International IDEA communications team.
- v. The service provider will produce high-quality films that project international messaging.
- vi. Ensure timely delivery of edited and finalised film content in high resolution.
- vii. Ensure that there are strict data protection rules that will apply to the films.

Lot 6: Sign Language Interpretation Services (SLI)

Provide professional Sign Language Interpretation for:

- i Conferences, workshops, seminars, and trainings
- ii Stakeholder meetings and consultations
- iii Government briefings and public events
- iv Media broadcasts (live or recorded)
- v Community outreach programmes
- vi Hybrid events (physical + virtual)
- vii Virtual meetings (Zoom, Teams, Webex, etc.).

Lot 7: Event Rapporteurs

- i **Pre-Event**
 - a. Review the event agenda, background documents, and objectives.
 - b. Align reporting format and expectations with the event organiser.
- ii **During the Event**
 - a. Attend all assigned sessions (plenary and breakout, as applicable).
 - b. Capture key presentations, discussions, issues raised, and decisions taken.
 - c. Document agreed **action points**, responsible parties, and timelines.
 - d. Maintain objectivity, accuracy, and confidentiality.
- iii **Post-Event**
 - a. Prepare and submit a **draft event report** within the agreed timeframe.
 - b. Incorporate feedback and submit a **final event report**.
 - c. Provide concise summaries and recommendations where required.

Complementary and Ancillary Services Clause

In addition to the tasks explicitly outlined in this Terms of Reference, the Service Provider shall provide complementary and ancillary services that are reasonably required to support effective communication, media engagement, and overall programme delivery.

Such services may include activities that are not specifically mentioned in this TOR but are necessary to achieve the project objectives, ensure coherence of communication outputs, respond to emerging programme needs, and align with approved project strategies.

Any additional tasks shall be directly related to communication and media support functions, implemented within the Service Provider's area of expertise, and carried out in consultation with the Project Team. Where applicable, such tasks shall be undertaken without prejudice to the agreed scope, timelines, and budget, unless otherwise formally amended in writing.

4. Deliverables and Reporting

The service provider will report to the staff member responsible for administering each assignment.

5. Management and Organisation

The delivery of this assignment shall be supervised by the Procurement and Operations Officer Nigeria, in conjunction with the Communications team and programme team with regards to the specific needs of assignments which will be agreed by the service provider and International IDEA.

6. Monitoring and evaluation.

The performance of the contractor will be evaluated based on the following KPIs:

- Work performed in compliance with contract terms.
- Timeliness of Work/Deliveries.
- Prompt Handling of Complaints and effective correction of situations and conditions.
- Communication and Accessibility.
- Quality of Work/Service Provided.