**PFRU-RFI-2024-1**

**REQUEST FOR INFORMATION (RFI)**

**for potential partnership with PFRU on establishing a strategic communication campaign**

This Request for Information (RFI) process is the initial stage of a multi-stage solicitation process. Based on collected information from this RFI, PFRU will define and issue the Invitation to Tender (ITT) solicitation package which afterwards will lead to signing the respective agreement(s).

**BACKGROUND**

The Partnership Fund for a Resilient Ukraine (PFRU) is a multi-year, multi-donor funded programme managed by the UK’s Foreign, Commonwealth and Development Office (FCDO) and governed in collaboration with the Government of Ukraine (GoU).

PFRU aims to set improved conditions for the Ukrainian state, in partnership with civil society and the private sector, to lead inclusive national recovery and revitalisation in the context of Russia’s aggression.

PFRU and its Revitalise Project will implement the ‘Policy planning and analysis’ sub-project from June 2023 to August 2024. Within this sub-project, PFRU will implement programme activities to support the central government in discussing, analysing, and tackling important strategic and policy issues facing the country.

One of the major issues affecting the central government is child protection, in the face of increased threats to children brought on by the unprovoked full-scale invasion from the Russian Federation. The widespread abduction of Ukrainian children by Russian Federation actors or their local proxies is a well-documented phenomenon. Locating these children and assuring their return to Ukraine and reintegration into Ukrainian society is a priority for the central government (GoU). As part of the latter’s response, a high-level international working group has been formed to tackle this complex and multi-faceted issue.

**OBJECTIVES**

To enhance its work, PFRU is actively seeking a strategic communications agency to assist the GoU in developing a compelling narrative around the widespread abduction of Ukrainian children. This narrative is strategically chosen for its universal appeal and relevance as a common concern, aiming to engage key nations in the Global South. The campaign seeks to underscore the human rights implications and foster dialogue in the target country, emphasizing the need to uphold human dignity in the times of crisis. The estimated maximum procurement amount within this BPA will be approximately **500,000 GBP**.

Potential target countries in the Global South include Argentina, Brazil, Chile, India, Saudi Arabia, South Africa, and Qatar.

**SCOPE OF WORK**

**Stage 1: Planning and Strategy Development**

The objective is to establish a strategic framework and campaign goals that align with PFRU and GOU objectives, tailed to each target country. Activities include:

• Hold consultations with PFRU and Child Protection team to understand their goals and objectives and alignment with the communications campaign.

• Determine country-specific communication requirements, including the appropriate mix of media and messaging that resonate with the cultural and social norms of each country.

• Map key stakeholders and create a stakeholder engagement plan to guide interactions and partnership developments.

• Design the overarching strategic communication campaign structure and strategy, including key messages and target channels.

• Establish a timeline for campaign rollout, including milestones for key deliverables.

• Develop a crisis communication plan to address potential negative coverage swiftly and effectively. This includes setting up a media monitoring system to track sentiment and respond to adverse events in real-time.

**Stage 2: Content Creation**

The objective is to develop and prepare all the content and strategic elements for the campaign, ensuring the materials are impactful, targeted, and poised for a successful launch. Activities include:

• Craft compelling content, including op-eds and press releases, that articulate the campaign’s key messages and align with broader campaign goals. Need to ensure consistency in voice and branding across all platforms.

• Develop a curated list of influencers, after thorough vetting, ensuring their audience demographics align with the campaign’s target audience. Develop briefs for influencers, detailing campaign objectives, key messages, and content delivery timelines.

• Design advertising content, including billboards, that are visually striking and convey the campaign’s message effectively. For billboards, identify locations for placement in each target country, focusing on areas with the highest visibility to the desired demographic.

• To the extent possible, set up/activate advanced analytics and data analysis tools to monitor key metrics such as reach, engagement, and sentiment.

• Hold consultations with key stakeholders to preview campaign materials and solidify their roles in amplifying the campaign’s reach.

**Stage 3: Launch and Execution**

The objective is to effectively launch the campaign, ensuring active engagement with the target audience through strategic dissemination of materials. Activities include:

• Distribute prepared content/materials across the selected media channels. Coordinate with media partners to ensure synchronized distribution of content across platforms, including print, online, and broadcast channels.

• Launch targeted social media strategies, publish strategic content, and activate influencer partnerships. Ensure ad targeting settings are optimized for maximum reach and engagement.

• Oversee the installation of billboard advertisements in predetermined high-impact areas, ensuring visibility and quality of the display. Coordinate with any outside vendors.

• Launch media monitoring to gather real-time data. Track the reach and reception of the campaign across various channels.

• Ensure maximum engagement of all target stakeholders and leverage their networks to amplify the campaign’s message and impact.

• Based on initial performance data and stakeholder feedback, make any necessary adjustments to the campaign strategy.

• Provide a quarterly report on campaign performance.

**Stage 4: Post-Campaign Engagement**

The objective is to synthesize the campaign's achievements and obstacles into a final report thoroughly evaluating performance against KPIs like engagement, reach, and sentiment. This document will critically examine the effectiveness of each strategy and channel, the contribution of influencers and stakeholders, and the overall return on investment.

**I. RFI DETAILS**

The RFI details are as follows:

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| --- | --- | --- |
| **Line** | **Item** | **Time, date** |
| **1** | Request For Information published | March 1, 2024 |
| **2** | Technical meeting and clarification of questions | March 12, 2024 |
| **3** | Closing date for clarifications | March 14, 2024 |
| **4** | Closing date and time for receipt of RFI | March 18, 2024 |

**INFORMATION REQUESTED**

Interested vendors are requested to fill out the information based on the requested deliverables. When filling out vendors kindly asked to specify the list of services to be provided along with the pricing model (performance-based; hourly rates; retainer fees). For retainer fees, please specify the list of services to be provided to get the stipulated deliverables. PFRU will sign the Blanket Purchase Agreement (BPA) with the vendor awarded under the second round of this tender, Invitation to Tender (ITT)

**Applicant Information**

|  |  |
| --- | --- |
| Organisation Legal Name |  |
| Organisation Address |  |
| Organisation Point of Contract Details |  |
| Organisation Website |  |

**Geographic Capability**

The interested vendor is requested to specify the countries from the provided list where its services are capable of being rendered:

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| --- | --- |
| Argentina |  |
| Brazil |  |
| Chile |  |
| India |  |
| Saudi Arabia |  |
| South Africa |  |
| Qatar |  |

Interested vendor is not obliged to cover all aforementioned countries, partial coverage is acceptable.

**Deliverable No. 1:** Campaign Blueprint and Engagement Strategy ([Stage 1](#Stage1))

* Document detailing the campaign’s strategic framework aligned with PFRU and GOU objectives.
* Tailored communication plans for each target country, addressing media mix and messaging strategies.
* Detailed stakeholder engagement plan, including timelines and methods for interaction.
* Document outlining the strategic communication campaign structure.
* Timeline document with milestones for key deliverables and campaign rollout dates.
* Successful completion of consultations with all key stakeholders.
* Comprehensive plan outlining the response to potential negative media coverage.

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| **#** | **Item** | **Pricing Models (performance-based | hourly rates | retainer fees)** |
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**Deliverable No. 2:** Development of Creative and Analytical Campaign Assets ([Stage 2](#Stage2))

* Completion of a portfolio of crafted content, including op-eds, press releases, and other materials that align with the campaign goals.
* Agreements and briefs for each influencer detailing their role, campaign objectives, key messages, and content delivery schedules.
* Visual content for billboards and other advertising mediums, along with placement plans for each target country.
* Development and activation of advanced analytics and data analysis tools.
* Summary of consultations with key stakeholders, including feedback and agreed-upon roles in the campaign.

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| **#** | **Item** | **Pricing Models (performance-based | hourly rates | retainer fees)** |
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**Deliverable No. 3:** Campaign Rollout and Performance Insights ([Stage 3](#Stage3))

* Content successfully distributed across various media channels, in coordination with media partners.
* Development of social media strategy, including activation details and initial performance data.
* Development and installation of billboards in high-impact areas.
* Bi-weekly updates/reports from media monitoring, tracking campaign reach and reception across various channels.
* Key stakeholders are fully engaged in their activities and amplifying the campaign’s reach.
* Quarterly reports outlining campaign performance, adjustments made, and feedback incorporation.

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| **#** | **Item** | **Pricing Models (performance-based | hourly rates | retainer fees)** |
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**Deliverable No. 4:** Completion of Final Report

A comprehensive final report summarizing the campaign’s successes and challenges, with an in-depth analysis of performance against KPIs such as engagement, reach, and sentiment. Report should include an assessment of strategy and channel effectiveness as well as influencer and stakeholder contributions.

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| **#** | **Item** | **Pricing Models (performance-based | hourly rates | retainer fees)** |
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**II. QUERIES ABOUT THIS RFI**

For queries on this RFI procedure and on technical aspects, please contact the Procurement Department’s Point of Contact as, pfruprocurement@chemonics.com

**III. TECHNICAL MEETING**

An RFI technical meeting will be held online on March 12, 2024 @ 17:00 Ukraine local time | 15:00 UTC, all parties interested to attend should send their requests through this email:

pfruprocurement@chemonics.com by or before 17:00 Ukraine local | 15:00 UTC time on March 11, 2024.

The objective is twofold:

- For PFRU technical staff to give an overview of the requirements and expectations of the vendors, including types of contracts etc. to be entered into.

- To allow potential suppliers the opportunity to further understand the PFRU requirements and ask questions to clarify the programme and/or the application process.

PFRU will not be responsible for any costs associated with attending the RFI technical meeting. Therefore, the bidder shall bear all the costs respectively.

**IV. DESIRED QUALIFICATION CRITERIA**

The intention of this RFI is to assess the market segment, and based on the results, define the most suitable solicitation selection criteria which help to involve potential qualified vendors to an ITT which will be issued after RFI phase. The potential bidders who passed qualification criteria stated in this document, will automatically be invited to the forthcoming ITT soliciting process for the purpose of concluding the long-term agreement(s).

Interested vendors are requested to provide at least 3 previously developed and implemented communications strategies proven by samples/links/references and the results (metrics) of their practical implementation, qualifications (CVs) of the staff to be involved in the development and implementation of the communication campaign. Additionally, vendors are requested to provide evidence of compatibility to qualification criteria stipulated in the table below.

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| **#** | **Description** |
| **1** | Demonstrate a proven track record of successfully designing and implementing innovative and creative strategic communication campaigns, with documented evidence or case studies of successful outcomes in diverse markets |
| **2** | Have experience or office presence in each or many of the identified target countries |
| **3** | Experience in outdoor advertising/campaigns and securing and utilizing billboard advertising spaces. This includes experience in strategic placement and negotiation of billboard rentals in high-visibility locations |
| **4** | Established connections with, and expertise in engaging social media influencers across various platforms. This includes a demonstrated ability to collaborate with influencers to amplify campaign messages, reach diverse audiences, and create impactful social media strategies tailored to the campaign’s goals |
| **5** | Track record of collaborating with local media outlets in target countries for content sharing, co-creation, or media buying specific to local landscapes |
| **6** | Adhere to legal and ethical standards in communication, particularly regarding sensitive topics like child protection and conflict, and comply with international and local media laws |
| **7** | Experience in crisis communication, capable of responding and adapting strategies promptly in response to specific challenges or negative developments that could impact the campaign |

**V. METHOD OF SUBMISSION:**

All requested documents should be submitted to

pfruprocurement@chemonics.com

with the subject line

"**PFRU-RFI-2024-1 [Company name]**"

We look forward to your participation.

Best regards,

PFRU Procurement and Logistics Department