

Request for Expressions of Interest
Submission deadline: October 25, 2025

Strategic Communications Campaign

1. Background

The goal of the Partnership Fund for a Resilient Ukraine Phase 2 (hereinafter referred to as **Project**) is a multi-year, multi-donor-funded programme managed by the UK's Foreign, Commonwealth and Development Office (FCDO). The aim of Partnership Fund for a Resilient Ukraine Phase 2 is to strengthen the resilience of the Ukrainian government, economy, media, and the Ukrainian civil society by delivering essential resilience project support to the relevant partners

2. Objective

The Partnership Fund for a Resilient Ukraine (PFRU) seeks a qualified agency or group of experts to support the Government of Ukraine (GoU) in advancing a high-impact narrative on the mass abduction and unlawful deportation of Ukrainian children by Russian actors. This campaign is a core component of Ukraine's broader international advocacy under the "Bring Kids Back UA" initiative and aims to mobilize global awareness through sustained engagement in key Global South countries—specifically Brazil, South Africa, Mexico, and Indonesia.

The objective is to elevate this issue as not only a humanitarian crisis but a calculated assault on Ukrainian identity and cultural memory. The campaign will focus on public awareness, stakeholder engagement, and civic mobilization, grounded in transitional justice and emotionally resonant storytelling.

The selected agency or group of experts will lead the design and execution of strategic communications efforts tailored to each country's media, cultural, and civic landscape. Activities will include content development, influencer engagement, campaign amplification through traditional and digital media, and briefings with relevant stakeholders—including government officials, media representatives, and civil society actors. Essential qualifications include a demonstrated track record in running sensitive international campaigns, experience working in the target countries, and an ability to deliver compelling narratives with strategic clarity and local relevance.

3. Locations of Work

PFRU is seeking an agency or group of experts with an operational presence or proven delivery capacity in Brazil, South Africa, Mexico, and Indonesia. Local insight and contextual fluency are essential for developing and implementing campaigns that resonate

with national audiences, reflect themes of justice and memory, and align with each country's unique civic and media environment. Preference will be given to those with deep knowledge of local media ecosystems, cultural narratives, and stakeholder networks.

Please note: That this is **NOT** an Invitation to Tender (ITT). PFRU-2 is seeking to identify and pre-select organizations to receive the ITT based on the criteria outlined below.

4. Purpose

The purpose of the EOI is to identify interested and qualified vendors who can work with PFRU-2 to design and execute strategic communications campaigns tailored to each country's media, cultural, and civic landscape specifically for Brazil, South Africa, Mexico, and Indonesia.

5. Prequalification Criteria

Organizations interested in receiving a copy of the ITT shall submit the EOI with following information in **2-3 pages maximum**:

- A concise description of your current operations or partnerships in each of the four aforementioned countries – Brazil, South Africa, Mexico, and Indonesia.
- Evidence of delivery capacity, such as staff numbers, affiliate offices, or consortia members.
- A brief overview of comparable campaigns you have implemented in Brazil, South Africa, Mexico, or Indonesia within the past five years, with preference for examples related to justice, memory, civic engagement, or human rights.

As part of the Expression of Interest submission, interested vendors are also required to complete and submit the **Due Diligence Questionnaire** (attached). The completed questionnaire must be submitted together with the EOI.

Please note: EOIs that do not include the completed Due Diligence Questionnaire may not be considered for the next stage of the selection process.

6. Procurement steps:

1. Issuance of EOI
2. Pre-qualification of organization
3. Release of ITT to prequalified organizations
4. Submission of proposals.

7. Contact Information

Please submit expression of interest no later than October 25, 2025. Email to pfruprocurement@chemonics.com with PMU-UKR-PFRU@chemonics.com in the copy with subject of the email as **EOI for Strategic Communication Campaigns**

The narrative for the EOI should be not more than three pages, and must align with requested information outlined in section 5. Due Diligence Questionnaire should be clearly marked and attached.

Please note: This is NOT an Invitation to Tender (ITT). Responses to this call for expressions of interest are not binding on PFRU-2 and do not obligate PFRU-2 to issue a solicitation, nor does it commit PFRU-2 to pay any cost incurred in the preparation and submission of comments. Should PFRU-2 issue an ITT, only organizations that meet the criteria outlined above and as presented in responses to this EOI will be considered.