**TERMS OF REFERENCE**

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| **Project Title** | **Developing core messages on the EU-Ukraine Association Agreement including DCFTA for target audiences in Ukraine** |
| **Implementer/Organisation** | To be tendered |
| **Cost**  | £ 10,000 (can be extended to £15,000)  |
| **Project Start Date** | 3 June 2013 | **Project End Date** | 19 June 2013 |

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| **Project Purpose**  |
| To provide visual identity (logo, global slogan) and key messages for a communications campaign on Association Agreement including DCFTA to explain the benefits of closer integration with the European Union |

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| **Indicators of success** *(evidence: how we will know the purpose (above) has been achieved?)* | **Status before project/baseline data** (*what is the situation before the project starts?)* | **Source of information**  |
| Production of concise report with clear recommendations for application | Report requested  | Delivery of report |

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| **Outputs** *(The results of project activities.* *These should be sufficient to achieve the project purpose.)* | **Report** including messages, key audiences, correct messengers, channels for changing the nature of the debate about the Association Agreement including DCFTA in Ukraine and action plan of activities to be funded **Launch event** to present the results of the project |
| **Main Activities** *(List the tasks to be done to deliver the outputs. Please link activities to outputs through the numbering, e.g. output 1 may have three activities, 1.1, 1.2 and 1.3)* | 1.1 Embassy to conduct a tender to identify local provider (a PR company)1.2  A PR company to complete focus groups meeting in various regions of Ukraine and present initial findings (orally) - by 12 June, the final report - by 19 June. It should include:* suggested visual identity and universal slogan package (at least 3 versions)
* suggested messaging for each target audience in Ukrainian, Russian and English
* advice on messengers – individuals and/or organisations –best placed to deliver messages
* advice on which communications channels could best be used to reach target audiences

2.1  Embassy to present final report to EU Embassies, EU delegation and wider informal Coordination Committee on AAAdditional information:Core messages will be positive, of non-political and non-lecturing character. They should sound well in Ukrainian and Russian. The campaign to be built around the generic theme of “EU standards and AA benefits for Ukrainian citizens” (i.e. citizens-centred) with the three main “blocks” - relevant to values, living standards and welfare for both consumers and business – to which further messages could be added: 1. good governance / держава та управління (including the “common goods” of efficiency, transparency, accountability, friendly interface for citizens)
2. human rights / свободи та права людини (covering individual and public safety, e.g. people will feel safe in their families, at work and will have personal freedoms and rights; they will live in friendly environment enjoying guaranteed rights, etc)
3. goods and services (and business, infrastructure and better jobs) / бізнес, товари та послуги, інфраструктура, більше робочих місць (i.e. AA gives access to better quality of goods, bigger markets and fairer/lower/more competitive prices / кращі товари за нижчі / чесні ціни (? to be discussed further); AA will affect / improve the infrastructure, i.e. airports, stadia, railway; Ukraine as a hub in the European transport network; better trade opportunities for agri products; better jobs, increasing salaries and improved living standards)

Other important issues not linked directly to AA – such as visa liberalisation – could be formulated in an implicit way (e.g. “bring Ukrainian citizens closer to the EU/more travel options”) and put into the communications pack as supplementary materialIn terms of the Ukrainian translation, a clear distinction should be made between the “EU standards / стандарти ЄС” and “European standards / європейські стандарти”, e.g. in such a message: “European values are our own values and but we need to implement them – we are on a journey to the implementation of EU norms and standards and the AA is our roadmap”. Arguments should be included to address the Customs Union-related questions like “how to make people close to Russia feel good about the AA”, offering messages along the lines of “compare free trade to the East (CU – no options for trade and economy) and free trade to the West (AA – variety of options for trade and economy)”  |