

TERMS OF REFERENCE

Project Title	Ukraine's Next Generation		
Implementer/Organisation	To be tendered		
Cost	UAH 300,000 (co-funding welcome)		
Project Start Date	1 October 2015	Project End Date	18 December 2015

Project Purpose
This project will produce a series of videos to showcase Ukrainians' efforts and achievements on the path of reforming and changing Ukraine for the better to the audiences in Europe. This should be a human story based visual product. The aim is to help raise awareness of the target audiences of the challenges that Ukraine faces and also build respect for the determination and commitment that many Ukrainians are demonstrating in their efforts to build a modern and successful society.
Project outcome
Audiences across Europe have a greater understanding of and sympathy for Ukraine's efforts to build a modern and successful society

Indicators of success	Status before project/baseline data	Source of information
Tens of 30-sec clips (number to be decided)	Videos requested	Videos produced

Outputs (<i>The results of project activities, should be sufficient to achieve the project purpose.</i>)	Tens of 30-sec short video clips showcasing the diversity, enthusiasm and dynamism of young Ukrainian reformers, speaking in English and other leading European languages, who in their own way are helping to make Ukraine a better place to live
Main Activities (<i>List the tasks to be done to deliver the outputs</i>)	<ol style="list-style-type: none"> 1) British Embassy Kyiv to run a tender to select implementing partner (26 August to 15 September 2015) 2) Once the implementer is identified, the British Embassy to share ideas of Ukrainians to be filmed, compare this with the implementer's list and agree a final list of participants – by 30 September 2015 3) To agree format of films and branding – by 30 September 2015 4) To sign a contract – by 30 September 2015 5) BE Kyiv to provide a letter of support for the implementer to approach participants – early October 2015 6) Implementers to produce XX number of 30-sec clips – precise number to be agreed – including subtitles in Russian and Ukrainian – by 18 December 2015 <p><u>Additional information</u></p> <p>Bids must:</p> <ul style="list-style-type: none"> - Provide a list of up to 50 Ukrainians for the series with a brief (50 words) justification in each case, including community leaders, successful entrepreneurs, charity and other volunteers, young politicians or leaders etc. - Explain what format will be used in the videos (filming inside, or outside, mixture, "star" talking plus relevant footage etc.) - How the Stronger Together branding will be used

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| | <ul style="list-style-type: none">- Explain how the videos can be promoted to ensure they reach as wide a European audience as possible; we expect social media will be primarily used but would be interested in other creative ideas too- Explain how shooting of videos will be organised- Explain what music will be used (we expect copyrights-free music used)- Outline bidder's relevant experience |
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Videos should:

- be no more than 30 seconds long
- use the Stronger Together campaign brand
- have Russian and Ukrainian subtitles
- have "stars" speaking English (but we would welcome other languages too, including French, Spanish, German and Italian)
- content of videos should be positive and forward-looking

Please note that the British Embassy Kyiv will own the copyright of all films produced.