

## REQUEST FOR PROPOSAL

### Communication Campaign for Geneva Call (Ukraine), July 2026 – March 2027

#### 1. RFP Objective

Geneva Call is looking for a creative communications agency to support the development and implementation of a communication campaign in Ukraine from July 2026 to March 2027. The campaign will promote innovative digital tools designed for the dissemination of and training on International Humanitarian Law (IHL).

Through this RFP, Geneva Call aims to identify one agency to help strengthen the existing “[Code of Warrior of Light](#)” (CWL) campaign by redesigning both visuals and contents to align with the current context of armed conflict in Ukraine and resonate with the key target audiences and expand its unique digital learning tools (Decisions Under Fire simulator, LOAC e-learning platform, LOAC web application). The approach should remain gradual, thoughtful, and sensitive to neutrality issues.

The selected agency will work with Geneva Call (Ukraine) to achieve the following objectives:

- Increase awareness of the campaign and its digital IHL learning tools among target audiences, primarily military personnel.
- Support behaviour change communication efforts by encouraging greater knowledge, understanding, and long-term trust in the rules of war among hard-to-reach audiences.
- Promote positive attitudes toward IHL by addressing misunderstanding, indifference, and skepticism through innovative peer-to-peer communication approaches.
- Support the rebranding and scaling of the campaign by developing relevant communication approaches and brand visuals.

#### 2. RFP Calendar

The timeline for the RFP process is below. While we do not anticipate any changes to this timeline, Geneva Call reserves the right to adjust the timeline as needed.

Action	Date
RFP Issue Date:	<b>1 June 2026</b>
Deadline for Receipt of Proposals:	<b>29 June 2026</b>
Start date of operational services	<b>16 July 2026</b>

### 3. Proposal Submission Address

Please divide the offer into two separate proposals, being the *financial proposal* and the *technical proposal* to the address below no later than 29<sup>th</sup> June 2026, 23:59 h..

#### Geneva Call

47 chemin de la Chevillarde, CH-1224 Chêne-Bougeries Geneva – Switzerland

And/or to the following email:

The financial proposal can be sent to: [rpfinance@genevacall.org](mailto:rpfinance@genevacall.org).

The technical proposal can be sent to: [rfp@genevacall.org](mailto:rfp@genevacall.org).

In case of technical questions, please send your queries via email to: [rfp@genevacall.org](mailto:rfp@genevacall.org).

### 4. Bid Validity

Proposals are expected to be binding for a period of ninety (90) days from the published response date. Please see RFP attached for more details.

### 5. RFP Terms & Conditions

- a. The Request for Proposals is not and shall not be considered an offer by Geneva Call.
- b. All responses must be received on or before the date and time indicated on the RFP.
- c. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
- d. All awards will be subject to Geneva Call's contractual terms and conditions and contingent on the availability of donor funding.
- e. Geneva Call reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to the proposing organisations submitting proposals for such rejection or cancellation of the request for proposals.
- f. Geneva Call reserves the right to accept all or part of the proposal when award is provided.
- g. All information provided by Geneva Call in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. Geneva Call is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- h. Geneva Call reserves the right to require any bidder to enter into a non-disclosure agreement.
- i. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of Geneva Call, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

## 6. Attachments

- Annex I Request for Proposal minimum requirements

## ANNEX I

### REQUEST FOR PROPOSAL

#### Communication Campaign for Geneva Call Ukraine, July 2026 – March 2027

### 1. Scope and requirements

Geneva Call is seeking a creative communication agency to develop and implement communication campaign in line with its 2026 Ukraine Programme Strategy, aiming to promote innovative digital tools on International Humanitarian Law (IHL) dissemination and training.

Since 2022 Geneva Call has been investing into creation of a unique IHL communication campaign “Code of Warrior of Light” (CWL) to build an innovative digital tool on dissemination of IHL knowledge among Ukraine’s military personnel which resulted in a solid online e-learning platform, web application and a simulator on international humanitarian law.

By this RFP Geneva Call is aiming to identify one creative communication agency to strengthen the existing “[Code of Warrior of Light](#)” (CWL) project by redesigning both visuals and contents to align with the current context of armed conflict in Ukraine and resonate with the key target audiences and expand its unique expertise and digital tools on learning IHL (Decisions Under Fire simulator, LOAC e-learning platform, LOAC web application). The approach should remain gradual, thoughtful, and sensitive to neutrality issues.

### 2. Scope of Work:

Geneva Call invites proposals from agencies with expertise in creative and communication strategy building, multimedia production, and desirably in military-driven awareness development campaigns to develop full-cycle communication projects that engage and educate on IHL. The partnership which Geneva Call is looking to step into will seek to develop and deliver the following activities:

1. Delivering and promoting Geneva Call's social media campaign targeting military and military-adjacent groups for awareness-raising of IHL, humanitarian principles, and other humanitarian norms:
  - Develop and advance overall concept of a promotion campaign for the period from July 2026 to March 2027;
  - Design the updated brand identity for the *Code of Warriors of Light* to align with the current context of armed conflict in Ukraine and resonate with the key target audiences;
  - Offer innovative communication solutions and approaches to connect logically CWL with the *Laws of War Bootcamp* campaign to simplify brand communication for the target audiences;
  - Analyze possibilities for offline tools that could give more brand awareness and reach to the military personnel;

2. Develop a communication strategy to drive the inflow of active users towards the IHL digital learning tools developed under *Code of Warriors of Light* brand (Decisions Under Fire simulator, LOAC e-learning platform, LOAC web application):
  - Research out-of-box solutions to drive users (primarily military personnel) to the digital tools including offline events and collaborations with the target audiences etc;
  - Offer continued plan for digital promotion of the IHL learning tools.

## The information on Geneva Call digital learning tools on IHL:

### Laws of War Bootcamp

<https://www.lawsofwarbootcamp.org>

Laws of War Bootcamp is an educational hub for learning IHL through various tools created by Geneva Call. Here you can learn the theory of IHL and immediately put the acquired knowledge into practice. It is a library to online tools that will cover the needs for knowledge of IHL in various formats, including LOAC learning platform, LOAC online application and “Decisions Under Fire” interactive simulator. Video about the library: [Laws of War Bootcamp case film](#)

### LOAC Learning Platform

<https://www.armedconflict.law>

**LOAC Learning Platform** – is a specialized online tool designed to equip military personnel with an in-depth understanding of Law of Armed Conflict (LOAC). The platform is available in English and Ukrainian languages online and offline.

The goal is to equip weapon bearers with a new perception of ongoing warfare that emphasizes protection of civilian lives through adherence to LOAC/IHL. The content component of the platform is focused on explaining the LOAC norms and principles, helping to improve its understanding by revealing key concepts and their practical application on the battlefield. Learning modules cover the basics of Geneva Conventions, legal aspects of military service, decision-making processes in difficult combat situations, command responsibility, violations of LOAC, war crimes, etc. Video: [LOAC Learning Platform and App for military personnel](#)

### LOAC online application

<app.armedconflict.law>

Practical user-friendly **online application** is used to test one’s knowledge on Law of Armed conflict (LOAC).

The web application provides easy access to 22 war-related scenarios based on Law of Armed Conflict (LOAC) implementation. The app’s structured system and integrated game elements allow to unlock the scenarios progressively and unblock rewards for their successful completing.

**Application is disseminated within the Armed Forces of Ukraine and integrated as additional material in IHL module within the basic military training by the Ministry of Defense of Ukraine.**

### Decisions Under Fire

<https://decisionsunderfire.com>

“**Decisions Under Fire**” is an interactive simulator designed for military personnel to learn the norms of International Humanitarian Law (IHL) through first-person perspective (FPP) with a full immersion effect.

Across nine combat missions, users are placed in high-pressure, operationally realistic military scenarios that require rapid, balanced decision-making, develop the ability to act professionally, exercise ethical leadership, and comply with the law – even under extreme stress and uncertainty. Missions unfold along branching paths that respond to user’s tactical and ethical decisions, ensuring that every choice has meaningful consequences. At the end of each mission, After-Action Reviews and structured debriefings provide clear insights into performance and outcomes, reinforcing strategic learning and progression.

The simulator prepares military personnel for realistic combat scenarios, models the challenges of modern armed conflicts, and contributes to the development of responsible professional conduct in line with IHL. Video: [Decisions Under Fire Tool](#)

## Code of Warriors of Light

Educational project "**Code of Warriors of Light**" was created in Ukraine in 2023. It investigates in detail the norms of the law of armed conflict and conveys the standards of conduct for military personnel to ensure the minimization of the suffering of civilians, to avoid the unjustified use of force, harm to the civilian population, that can happen during an armed conflict.

"**Code of Warriors of Light**" delves into the principles of International Humanitarian Law (IHL), explains its complex legal norms, the provisions of the Geneva Conventions, and provides military personnel with efficient guidelines that can be applied in combat.

YouTube: [https://www.youtube.com/@Warriors\\_Of\\_Light](https://www.youtube.com/@Warriors_Of_Light)

Instagram: [https://instagram.com/warriors\\_of\\_light\\_code](https://instagram.com/warriors_of_light_code)

Facebook: <https://www.facebook.com/Warriors.Of.Light.Code>

TikTok: [https://www.tiktok.com/@warriors\\_of\\_light\\_code](https://www.tiktok.com/@warriors_of_light_code)

### 3. Proposal Guidelines:

Interested organizations and individuals are invited to submit proposals that align with the objectives above. Organizations must have prior experience in developing digital tools or products for educational purposes, preferably in the context of humanitarian or conflict-related issues. The proposal should also be split in a financial proposal, and a technical proposal as well as links of previous similar work and projects. The proposal should include a list of references.

The technical proposal must contain the following:

- Profile: Provide an overview of your company, its experience, and track record in delivering similar database development projects
- Concept and Design: Provide a detailed overview of the proposed concept, including key features and suggested communication mechanics.
- Cost Proposal: Provide a clear cost proposal that includes all relevant expenses for the complete project.
- Project Timeline: Present a detailed project plan with key milestones, deliverables, and estimated timelines.
- Relevant experience and qualifications of the proposing organization or team: Provide information about the development team, including relevant experience, qualifications, and expertise.

### 4. Eligibility Criteria:

- 4.1 Technical expertise and experience: Organizations must demonstrate a track record of experience and expertise in one or more of the following areas: creative communication campaigns development, multimedia production, military-adjacent projects development.
- 4.2 Applicants should demonstrate an understanding of the specific context and challenges related to International Humanitarian Law (IHL) dissemination and training. Experience in humanitarian education, IHL dissemination and capacity-building, advocacy, or related fields is required.
- 4.3 Overall proposal suitability: Each proposal will be evaluated based on how clearly it addresses the scope and needs described herein. Clear understanding of project scope and the ability to meet deliverables and timeline must be demonstrated.
- 4.4 Team composition: The qualifications and experience of the proposed project team must be clearly articulated. Bidders will be evaluated on documented staff technical expertise and experience.
- 4.5 Understanding of the humanitarian sector, ability to work in an agile development environment, handling sensitive topics and audiences.

## 5. Evaluation and Selection Process:

The proposals will be evaluated on the above-mentioned criteria. The review process will involve a Review Panel with participants selected by Geneva Call.

## 6. Confidentiality:

By “immaterial rights” is meant the rights to all immaterial property, including, but not limited to, software, discoveries, inventions, methods, processes, product/design plans and more generally any other form of immaterial rights to which the Consultant contributes in producing in connection with this Assignment. The Consultant is obliged to inform Geneva Call immediately about any immaterial property or right to such property. Under this Agreement, the Consultant hereby transfers all immaterial rights to Geneva Call, and Geneva Call hereby accepts all rights to the immaterial property, including the right to sue for losses and other remedies concerning other violation or misuse of any or the immaterial rights, as well as the right to retain compensatory damages. This also applies to all written and visual material prepared by the Consultant during the Assignment period. Such material is to be handed over to Geneva Call immediately after the termination of the Assignment Contract. Geneva Call holds in other words the right to use all material produced in connection with this Assignment, and this is free of charge. Nor does the Consultant hold any right to any special compensation for the transfer of the material rights to Geneva Call. Upon termination of the contract, all material which the Consultant is in possession of, and which belongs to Geneva Call, shall be returned to Geneva Call, unless otherwise is agreed in writing.

## 7. Third Party Performance Reviews and Audit

7.1 **Performance Review.** In addition to internal measures of performance, Geneva Call retains the right to require independent evaluation of Contractor performance. Geneva Call may, contract with independent third parties to audit the contract service levels. The Contractor will cooperate fully with any third-party audit and agrees that all information shared with Geneva Call may be shared with such third party contractor.

7.2 **Financial Audit.** Geneva Call requires the Contractor to retain all financial documents related to the costs and revenues of its account for the standard financial data retention period in the country of incorporation.

## 8. The Contract

8.1 **Term of Agreement.** A standard Services Agreement will be drawn up between Geneva Call and the selected supplier. Agreement resulting of this solicitation shall be for an initial period of 8 months, with the option to extend, at the sole discretion of Geneva Call, for an additional period under the same conditions.

8.2 **Termination** Geneva Call may terminate the Agreement resulting from this solicitation, or any services under such Agreement, without prejudice to any other rights or remedies, by giving ninety (90) days written notice to the Contractor.

## 9. Disclaimer.

Geneva Call looks forward to receiving proposals that offer creative solutions to enhance the dissemination of IHL and contribute to the promotion of humanitarian principles in Ukraine and worldwide.