Consulting services on Agentic AI Coding and In-House Tool Development in Public Service Media

Terms of Reference

DW Akademie project “Strengthening Suspilne’s Capacity Through AI Integration and Organisational Development”, funded by the Federal Ministry of Economic Cooperation and Development (BMZ)

1. Project Background

DW Akademie is Deutsche Welle’s centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue.

The BMZ project aims to modernize the newsroom and production workflows of Suspilne (Ukrainian Public Broadcaster) through the strategic integration of Artificial Intelligence (AI). This initiative will build internal capacity, establish a dedicated AI and Innovation Department, and develop scalable, in-house technical solutions aligned with European public service media standards.

DW Akademie seeks to engage an external , or a team of consultants, to conduct research and develop a consolidated report on best practices on Agentic AI coding and in-house tool development among EU Public Service Media. The activity will be conducted together with the Head of the Innovation and AI Department at Suspilne. This input builds on the experience Suspilne gained while implementing its AI Strategy.

The assignment will cover:

- research on best practices in agentic AI coding among public service broadcasters, for professional developers and non-developers;

- participation in the working group that develops the study group's report, and support for drafting the report;
- the design of an EBU-level setup for exchanging agentic coding tools and know-how, and of its governance and decision-making model.

2. Expected Outcome

Following the assignment, the tangible result should be:

- a report on best practices in agentic AI coding among public service broadcasters;
- a description of an EBU-level infrastructure for exchanging agentic coding tools and know-how;
- a governance and decision-making model for this infrastructure.

3. Scope of Services

Phase 1: Research

1. Conduct desk research on best practices in agentic AI coding.
2. Run a questionnaire among selected EBU Members (public service broadcasters).
3. Conduct key informant interviews (semi-structured interviews) with public service broadcasters to identify best practices.

Phase 2: Working Group and Report

1. Take part in the working group that develops the report.
2. Support the drafting of the report, based on the draft structure provided by Suspilne. The structure may be adjusted in line with the interview findings.

Phase 3: Infrastructure and Governance

1. Design an EBU-level setup for exchanging agentic coding tools and know-how.
2. Design a governance and decision-making model for this setup.

4. Deliverables

1. A report on best practices in agentic AI coding among public service broadcasters.
2. A description of the EBU-level infrastructure for exchanging agentic coding tools
3. A governance and decision-making model for this infrastructure.

5. Duration and Work Format

Total scope: up to 20 working days, until the end of December 2026.

Format: hybrid, online and in person in Kyiv.

6. Qualifications

- Proven experience in strategy development.
- Experience in conducting research.
- Strong report drafting and analytical skills.
- Understanding of AI, agentic coding and related technologies.
- Hands-on experience with agentic coding
- Experience in previous work with Suspilne is an advantage.

7. How to Apply

Please submit your **CV, a brief cover letter** outlining your relevant experience, and your proposed **daily rate** to: dw-akademie.ukraine.eu-projects@dw.com; nadiia.mantulo@dw.com with the email subject "**Application for Agentic AI Coding consultant**" by 9 November 2026 COB.

Please note that a commitment is subject to project funding.