



Olomouc, 20. 12. 2024

## **OPEN TENDER**

### **Communication service within the framework of the project "*GET – It's Global Education Time. From School curricula to youth actions for Sustainable Development*" (NDICI CHALLENGE/2023/448-264)**

#### **1. Background**

**ARPOK** is an educational non-profit organization, founded in 2004 by Palacký University in Olomouc. Our vision is to participate in the sustainable development of the world and to create a society that is active, Respectful and open, perceives the interconnection and complexity of the world and accepts its share of responsibility. We want to achieve this vision through global development education. We work mainly with schools, to a lesser extent with the general public. Our mission is to bring global development education to schools and to help teachers talk openly to their pupils on topical issues of today's world (eg stereotypes and prejudices, climate change, instincts, migration and responsible consumption). Through our activities, we support an open and tolerant society and active engagement of people around them.

In order to achieve this mission, ARPOK embarks as a partner together with entities from 8 other European countries in "*GET – It's Global Education Time. From School curricula to youth actions for Sustainable Development*". An initiative funded by the European Commission through its DEAR program. With a primary focus on empowering educators and fostering student engagement while developing a sense of co-responsibility and agency for local and global sustainable development, the initiative aims at four main global challenges: global inequalities, climate change, gender equality, and migrations.

Building upon the previous Get Up and Goals!, the GET project intends to ensure an improved integration of GCE (global citizenship education) in school curricula through the design and dissemination of teaching and learning materials, by fostering active engagement of students, and by stimulating dialogue with national educational authorities and the civil society. All actions are designed to leverage participatory methodologies so to enhance teaching practices, nurture critical thinking skills, and cultivate a culture of lifelong learning. The strategic relation with educational institutions and civil society organisations intend to enhance the project endeavour to co-create sustainable solutions to pressing educational challenges. Ultimately, the project strives to instil a sense of global citizenship and empathy among learners, paving the way for a more equitable world.

**The GET project identifies two macro-types of audiences: a specialised audience and a wider audience.**

#### **Specialised audience**

- The specialised audience is primarily constituted of teachers, and it also includes students, local authorities and CSOs as secondary targets.



- In particular, teachers are the primary audience as they are recipients of the main actions and materials designed by the project: teachers will be informed about the new/updated teaching materials; teachers will take part in trainings, workshops, international events; teachers will participate in the online campaign; teachers will design and promote youth actions with their students. Furthermore, teachers will be crucial as multipliers of the project’s messages, actions, and materials, due to their perfect position to shape current and future cohorts of responsible EU citizens.
- Students/youth are part of the primary target audience in their role of recipients of new classes developed by their teachers through the new materials and practices, and in their consequential active engagement in designing and implementing youth actions aimed at raising awareness and further participation in their co-citizens.
- Local authorities of the eight participating countries are targeted in their need to improve the level of effective implementation of the GCE national strategies and the integration of GCE in the curricula. Local authorities will take part in international meetings and exchanges with other target audiences so to strengthen mutual knowledge, dialogue, and development of actions to improve GCE presence in their local programs.
- CSOs will also be involved to improve awareness, cooperation, mutual knowledge, and participation in the change.

Wider audience

- The wider audience comprises the general public, that is any other European citizen or person living in a European country that is not directly involved in the project but is anyhow affected by, and should be interested in, the four core issues of the project: global inequalities, climate change, gender equality, migration. The general audience will be informed of the EU commitment towards education, GCE and sustainable development. The media and the European institutions are also included in the “general public” audience type.

According to this, the expected results in the beneficiary groups of the project would be the following:

Target audience	Communication objectives
Teachers	<ul style="list-style-type: none"> <li>• Be informed about the project and EU commitment</li> <li>• Get to know the new/updated materials and use them</li> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Participate in trainings, workshops, events</li> <li>• Receive and take part in the online campaign</li> <li>• Design and promote youth actions with their students</li> <li>• Keep being engaged and willing to act after the end of the funded project</li> <li>• Act as multipliers and innovators towards students and other target audiences</li> </ul>
Students/Youth	<ul style="list-style-type: none"> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Use new/updated materials in class to study main challenges</li> <li>• Design, plan, implement citizenship actions together with youth peers</li> <li>• Keep being engaged and willing to act after the end of the funded project</li> </ul>

	<ul style="list-style-type: none"> <li>• Become activists and act as multipliers towards peers and other target audiences</li> </ul>
Local authorities	<ul style="list-style-type: none"> <li>• Be informed about the project and EU commitment</li> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Participate in international workshops and events</li> <li>• Receive survey data on state of the art of national strategies + recommendations for better implementation</li> <li>• Improve national policies for the inclusion of CGE in schools' curricula</li> <li>• Keep being engaged and willing to act after the end of the funded project</li> <li>• Act as supporters of the actions and multipliers towards students and other target audiences</li> </ul>
CSOs	<ul style="list-style-type: none"> <li>• Be informed about the project and EU commitment</li> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Be more aware of institutional framework in which their activities take place</li> <li>• Participate in international workshops and events</li> </ul>
General public	<ul style="list-style-type: none"> <li>• Be informed about the project and EU commitment</li> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Be aware of youth/students actions</li> <li>• Be inspired to take part in the change, in the short and long-term, becoming supporters of the project</li> </ul>

## 2. Nature and scope of the service

As already mentioned, an important component of the project is the creation of a global awareness campaign through the web, social networks and other communication tools to raise awareness among teachers and commitment to their education - the GCE concept, 4 main challenges (global inequalities, climate change, gender equality, migration).

To create this action, the central coordinator of the project, CISP (<http://cisp.ngo>) together with its communication agency ZEROGRAVITÀ (<http://www.zerogravita.com/>), will develop a global communication campaign that **each the partner country of the project must adapt and replicate at local and national level, combining both aspects that interest target groups at European level and generating initiatives to reach the national audience** (in the case of ARPOK, the Czech population).

The campaign will be carried out in each of the 8 partner countries of the project in accordance with the general guidelines and objectives at the transnational level of its consortium of entities and with the support and technical coordination of ZEROGRAVITÀ as the entity chosen by CISP as the general manager of the project.

The campaign will aim to raise awareness of the SDGs with a special focus on global inequalities, climate change, gender equality, migration and on objective 7 of SDG 4. The central message will be that the SDGs and the GCE are key dimensions of teaching and learning in a global world.



In addition to disseminating this message and information to a wide audience, the campaign will be one of the tools to facilitate the participation of teachers in this project that should be captured to test the materials and promote social awareness of those who know this educational initiative.

The campaign will be aimed primarily at teachers and staff related to the field of education and young people. The main campaign will mainly use website, videos and presentations, social networks (e.g. Facebook, INSTAGRAM), meetings, exhibitions, seminars etc.

Audience	EU/Czech Targets
Teachers	<ul style="list-style-type: none"> <li>• 300.000 / 16.680 downloaded materials</li> <li>• 800 / 44 trained teachers</li> </ul>
Students/Youth	<ul style="list-style-type: none"> <li>• 6400 / 356 students actively involved in project's activities</li> <li>• 1600 / 89 young activists supported in planning actions</li> </ul>
Local authorities	<ul style="list-style-type: none"> <li>• 8 / 1 national authorities improve level of effective implementation of GCE</li> </ul>
CSOs	<ul style="list-style-type: none"> <li>• 80 / 10 CSOs are more aware of institutional framework in which their activities take place</li> </ul>
General public	<ul style="list-style-type: none"> <li>• As many people as possible know the 4 global challenges</li> <li>• As many people as possible watch the youth/students actions</li> <li>• As many people as possible are willing to act for change</li> </ul>

Teachers involved in the campaign will be invited to actively participate in the incorporation of the GCE in schools, to share campaign messages with other professionals, to visit the project website, etc. Also those who are members of the pilot centers can, through appropriate interactive tools, download the teaching and learning materials generated by the project and for its use with the students of the same.

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Students/Youth	<ul style="list-style-type: none"> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender equality, migration)</li> <li>• Use new/updated materials in class to study main challenges</li> <li>• Design, plan, implement citizenship actions together with youth peers</li> <li>• Keep being engaged and willing to act after the end of the funded project</li> <li>• Become activists and act as multipliers towards peers and other target audiences</li> </ul>
Local authorities	<ul style="list-style-type: none"> <li>• Be informed about the project and EU commitment</li> <li>• Be aware of 4 main challenges (global inequalities, climate change, gender</li> </ul>

	<p>equality, migration)</p> <ul style="list-style-type: none"> <li>• Participate in international workshops and events</li> <li>• Receive survey data on state of the art of national strategies + recommendations for better implementation</li> <li>• Improve national policies for the inclusion of CGE in schools' curricula</li> <li>• Keep being engaged and willing to act after the end of the funded project</li> <li>• Act as supporters of the actions and multipliers towards students and other target audiences</li> </ul>
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For communication is used a mix of online and offline tools, as per the table below.

Communication tools	Use
Website	<p>EU level:</p> <ul style="list-style-type: none"> <li>• Delivered in English</li> <li>• Gives information about the project, partners, goals, achievements, funding agency</li> <li>• Includes a repository of new and updated materials (TLUs, maps, big ideas, etc), researches, studies, publications</li> <li>• Publishes news and testimonials of EU interests</li> <li>• Translates and shares the best news/testimonials from the local websites</li> <li>• Informs about upcoming/past events and citizenship actions</li> <li>• Enhances international online campaign</li> <li>• Includes links to local project's websites</li> </ul> <p>Local level:</p> <ul style="list-style-type: none"> <li>• Delivered in local languages</li> <li>• Give information about the project, partners, goals, achievements, funding agency</li> <li>• Include links to the main EU-level website</li> <li>• Include links to the EU-repository of publications and other materials developed by the project</li> <li>• Publishes local updates and news</li> <li>• Enhances online campaign at local level</li> </ul>
Social media	<p>EU level:</p> <ul style="list-style-type: none"> <li>• Main language: English; they also share contents' in partners' languages</li> <li>• Facebook: used to mainly target teachers and EU institutions</li> <li>• Instagram: used to mainly involve younger audiences</li> </ul>

	<ul style="list-style-type: none"> <li>• Share updates on the project</li> <li>• Share new/updated materials</li> <li>• Share/comment/like other project's members contents</li> <li>• Delivers international online campaign</li> <li>• Shares local partners' updates</li> </ul> <p>Local level:</p> <ul style="list-style-type: none"> <li>• Local partners will study their audience habits and will select the most relevant social to reach them (Facebook, Instagram, other?)</li> <li>• Share project's updates and news</li> <li>• Share/comment/like other project's members contents</li> <li>• Delivers local level online campaign</li> </ul>
Events	<ul style="list-style-type: none"> <li>• International and local trainings and workshops for teachers, local authorities, CSOs (private)</li> <li>• Youth citizenship actions (public)</li> <li>• Staff and project meetings (private)</li> </ul>
Online campaign	<ul style="list-style-type: none"> <li>• To be designed with the coordination of a Campaign manager</li> <li>• Designed with and for teachers</li> <li>• Inspires willingness to take action and act for change</li> </ul>
Citizenship actions	<ul style="list-style-type: none"> <li>• Encourage by teachers</li> <li>• Facilitated by an expert of youth movements</li> <li>• Designed and implemented by students</li> <li>• Delivered for the general public in order to raise awareness and encourage further action</li> </ul>
Media relations	<ul style="list-style-type: none"> <li>• Created at EU-level and local level</li> <li>• Designed to raise awareness in the general public</li> <li>• Delivered to inform about EU commitment towards SDGs and GCE</li> </ul>

## NATIONAL COMMUNICATION PLAN

**ARPOK is looking for a qualified and competitive Communication Agency, capable of:**

- Design and implement national communication plan at the national level and in collaboration with the person in charge of Communication of ARPOK for “*GET – It's Global Education Time. From School curricula to youth actions for Sustainable Development*”. The online awareness campaign of the project based on the guidelines set by the CISP (as project coordinator) and adapting the same to the local / national objectives of ARPOK for Czech Republic.
- ARPOK prefers the communication of the project goes hand in hand with the whole communication style of the organization (please see [www.arpok.cz](http://www.arpok.cz), [www.facebook.com/ARPOK.Olomouc](https://www.facebook.com/ARPOK.Olomouc)).

**Communication Agency for the Czech partner, ARPOK will be responsible for:**

### 1. Communication strategy

- Develop a comprehensive communication plan tailored to the national partner's context.
- Identify the project's target audience, particularly focusing on teachers, and study their communication preferences and needs.



- Select suitable social media platforms, with a focus on Facebook and Instagram, for effectively reaching and engaging with the target audience.
- Collaborate with the Project Coordinator and Communication Manager to align communication efforts with project objectives and other partners' strategies.

## **2. Content production**

- Create compelling content for both the overall EU-level website (in English) and the local national website (in Czech), ensuring consistency and relevance.
- Produce engaging written, visual, and multimedia content to share project updates, success stories, and relevant resources.
- Develop an editorial plan to guide content creation throughout the project's lifespan, reflecting project milestones and thematic priorities.
- Upload contents on EU-level and Czech-level websites (news, documents, photos, videos, etc.)

## **3. Social media management**

- Manage and maintain the overall EU social media accounts (in English) and the national social media accounts (in Czech).
- Curate and schedule posts, respond to inquiries, and engage with followers to foster a vibrant online community.
- Monitor social media metrics and analytics to assess performance and optimise content strategy accordingly.

## **4. Reporting and analytics:**

- Generate regular reports on key performance indicators, including reach, engagement, audience demographics, and quality of audience.
- Analyse data to identify trends, insights, and areas for improvement, informing strategic decision-making.

### **Qualifications:**

- Previous experience in editorial management and social media management, with a strong portfolio showcasing content creation skills and social media campaigns.
- Proficiency in both English and Czech, with excellent written and verbal communication skills in both languages.
- Familiarity with topics related to Global Citizenship Education and experience working with teachers or educational organisations is highly desirable.
- Strong organisational skills and the ability to work independently, prioritise tasks, and meet deadlines.
- Proficiency in social media management tools and analytics platforms.
- Creative mindset with a passion for storytelling and engaging audiences through digital channels.

### **The communication plan must contemplate:**

1. Analysis, recommendation and creation of the social channels necessary to reach the target audience, recommendation and administration for the Czech website of the project.
2. Digital communication plan proposal with calendar of actions and publications in line with the objectives of the campaign.

3. Specific plan for the websites and each channel: Facebook, Instagram (for the pupils' campaigns, if necessary)
4. Location of the most influential profiles in each social network through measurement tools, to generate conversation, mentions and exchange content.
5. Identify forums / blogs / groups related to the target to make known the most relevant information.
6. Promote participation in these forums in collaboration with local project managers within ARPOK.
7. Dissemination of the information generated by the project coordinating team adapting the contents to the local / national audience in the Czech Republic.
8. Identification of relevant content, outside the network of partners that enriches the communication of the project.
9. Monitoring of the communication activities in the different communication channels, in line with indications given by the Central communication agency of the project.
10. Support in the realization of an awareness campaign at the state level on education for the GCE for teachers, in coordination with social media tools.
11. Promote the exchange between students and teachers about the awareness actions that will be carried out in schools participating in the project in Czech Republic.
12. Monthly report of stock results, detailing the evolution of each channel used and proposals for improvement.

ARPOK prefers that the communication plan corresponds to the organization's communication.

Collaboration starts in **February 2025** and finishes with the end of the project, **June 2027**.

### 3. How to participate in the tender

Applicant entities interested and invited by ARPOK, must complete and send the required documentation to the communication coordinator of the project in Czech Republic (Lenka Pánková) only by email to the address [lenka.pankova@arpok.cz](mailto:lenka.pankova@arpok.cz) writing in the subject "GET: Consultancy ARPOK Communication Service + name of the bidding entity" no later than **22. 1. 2025**.

The documentation to be contributed will be:

- i) CV of the agency and any adjunct that is considered appropriate that demonstrates the years of experience (must have its own legal personality);
- ii) Documentation on relevant examples of international campaigns developed in Czech and in other languages + References;
- iii) Proposal of communication plan for the project;
- iv) Financial offer, all included (personnel, consultants, operating costs, materials and equipment, fiscal costs, etc.). The financial offer must indicate the cost for the implementation of the campaign. The financial offer should specify the net amount, the VAT amount and total amount;
- v) Proof of registration in a member state of the EU in accordance with the laws of the country;



vi) Declaration signed by the legal representative of the bidding entity to be aware of the relevant tax obligations (see note).

Experience with **educational communication campaigns** will be highly appreciated. The composition of a team capable of communicating in English will also be assessed positively.

#### 4. Additional procedures to be applied.

ARPOK will establish a selection committee to evaluate the suitability of the candidate entities according to the following criteria:

- Years of experience in areas relevant to the task and References;
- experience in communicating global education content (focusing on the 4 global challenges - migration, gender inequalities, climate change and international inequalities) to teachers, students and the general public;
- Quality of the projects carried out;
- Innovative approach;
- Competitiveness of the financial offer (better value for money);
- In the event that the committee considers it necessary, bidding entities will be asked to offer information and / or additional documentation. Ad hoc meetings could be organized to continue discussing and analyzing the content of the offers.

Finally, ARPOK will select the consulting agency within a period of no more than 2 weeks and propose to sign a contract in accordance with the laws of the Czech Republic and the rules governing the grant contract signed by the European Commission and CISP.

note:

#### <sup>1</sup> Declaration to be signed by the legal representative

- *The entity is not bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;*
- *Persons having powers of representation, decision making or control over the entity, have not been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;*
- *The entity has not been guilty of grave professional misconduct;*
- *The entity is in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established;*
- *The entity or persons having powers of representation, decision making or control over it have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the EU;*
- *The entity explicitly recognises that ARPOK, the EC and any third body designed by them has the authority to monitor its activity during the implementation of the assignment.*