“Youth Bank Hub for Western Balkan and Turkey”

Media Agency selection criteria

Terms of reference

As the project funded by the European Commission within the Support to Regional Thematic Networks of Civil Society Organizations, “Youth Bank Hub for Western Balkan and Turkey” intends to establish and develop a regional network of CSOs working towards social, economic and political inclusion of young women and men.

The “Youth Bank Hub for Western Balkan and Turkey” project aims to improve youth participation in decision making processes in the targeted region. This will be realized in a four-year program that includes capacity building of youth organizations, advocacy initiatives and awareness-raising activities.

Tasks list for media agency:

* to promote results of the project in the media (electronic, broadcast media and social media)
* to advise the promotional strategy for results of the project in line with Communication Strategy
* to organize three public events (rent the space and catering, prepare materials, communication with stakeholders) and promote in the media (preparation of the announcement of events and press release, informing of the medias, promotion on social media on the spot) including preparation of the post-event news and social media graphics (round tables)
* to support organization and promote in the media of study visit of 35 activists from Serbia, Montenegro, Albania, Macedonia and Turkey.
* to manage and update project website
* to create promo materials/posts and boosting for social media
* to design promotional materials and dissemination: print production (promotional materials, infographics, social media graphics etc.)
* to prepare media report in English (template will be provided by Ana and Vlade Divac Foundation)

*Annex 1:*

**Youth Bank Hub for Western Balkan and Turkey – YBH WBT**

**General Communication Strategy**

Objectives:

1. **Overall communication objective –** to influence policy dialogue related to youth inclusion and participation in decision making processes in targeted countries.

*To make authorities recognize how youth participation improves social and public reforms, and to prepare youth across the region for the task at hand.*

1. **Target groups**

Within the targeted countries: relevant governmental bodies, youth CSOs, media, political parties, think tanks, young women and men.

Within the EU: the institutions of the EU relevant to social, economic and political inclusion of youth

1. **Specific communication objectives:**

* to ensure that stakeholders are considering the Network members and network itself as a relevant partner within the Youth policy framework.
* to bring to the public’s attention the importance of social, economic and political inclusion of youth
* to promote benefits from youth activism and thus motivate the youth for an active role
* to promote benefits of youth involvement to policy and decision makers
* to promote political solutions to the issues, as recommended in the YBH for WBT policy research outcomes

1. **Timeline of the Communication Plan**

The timeline is in accordance with the project’s timeline. Main parts of its activities will be conducted during second halves of each year (months: 7-12, 19-24, 31-37 and 43-48) by previously selected professional media agencies. All national activities will be synchronized with each other.

1. **Communication activities**

Main activities that will take place during the period covered by the communication and visibility plan will be presented as groups of activities. The main groups of activities are:

**Traditional and Social Media Campaign:**

The campaign planned to be developed will include both traditional and so-called new media. All national campaigns will be conducted by professional agencies in each country. The actual content of the campaigns will be created in accordance to the project’s results and its activities. Preparatory activities will include drafting of the Terms of Reference and conducting of procurement procedures to choose the agencies. Terms of Reference will include but is not limited to the following: design for digital and printing materials, social media campaign, newsletter’s design, design and development of all promotional material, event organization, etc. Preparatory activities will be conducted in the sixth month of the project by all implementing partners. Prior to that, joint approach will be agreed upon between partners in order to coordinate national activities and to synchronize them. All selected media agencies will be coordinated by the project’s coordinator.

Tools: website, newsletter, public events

*» the responsibilities for delivering this group of activities: all project partners and selected media agencies.*

**Reputation-building activities:**

Each project partner will regularly participate in various events organized by stakeholders and other similar parties; each targeted stakeholder will be formally and properly invited to participate in events (round tables, conferences …) organized within the Project;

The standardized communication package for the project will be available and necessary to be used for any official communication about the project and the network.

*» the responsibilities for delivering this group of activities: all project partners*

**On spot marketing campaign:**

As part of various events planned within the Project, an on spot marketing campaign will be run by selected professional media agency. This part of promotional activities will be design in accordance with events planned to be organized. For instance, project’s visual identity will be visible at round tables and other public events in the form of roll-up. All promotional materials will be designed by professional agency, one of the selected ones based on internal selection process.

*» the responsibilities for delivering this group of activities: all project partners and media agencies*

1. **Communication tools**

**Project’s One-pager:**

Brief description of the project, Network and planned activities. This document will be translated in regional languages and sent to all relevant stakeholders within each country. The project’s one-pager will be equipped with graphic identity of the EU. This will include both phrase “*This document has been produced with the financial assistance of the European Union. The contents of this document are responsibility of the Youth Bank Hub for Western Balkan and Turkey project’s partners and can under no circumstances be regarded as reflecting the position of European Union*.” as well as the EU flag.

**Main Messages:**

For different kinds of occasions, the project team members will be using short messages. The same format will be used on social media and in e-mail communication as part of the signature. Preliminary versions of short messages are listed below but are to be discussed with professional agencies.

* Policies affecting youth are more to the point when youth are consulted
* Involve those concerned!
* Youth policies are made organic when youth are involved
* Young people will be directly affected by the consequences of decisions the making of which they have no say in.

**Website**:

Since the Project is designed to be long term action, a separate website is planned to be created. This website will include information about project, implementing partners, youth participation in the targeted region as well as other relevant information. The website will be in English, with links to content in regional languages on the national hubs’ sites (each partner will develop a separate part of its own organizational website dedicated to the YBH). Parallel to this, Twitter and Facebook accounts will be set to promote the content of the website. The website design will include phrase “*This document has been produced with the financial assistance of the European Union. The contents of this document are responsibility of the Youth Bank Hub for Western Balkan and Turkey project’s partners and can under no circumstances be regarded as reflecting the position of European Union*.” and the EU flag.

**Newsletter**:

Bimonthly newsletter will be posted on the network website and distributed to contacts from the YBH stakeholders’ data base. Each partner will provide at least two articles for every network’s newsletter and Divac Foundation will be editing the newsletter’s content. Collection of all articles will be published on the network’s website and disseminated to the contact list. Each six months, a short version of the half-year report and illustrative factsheets will be published within the newsletter. The design of the newsletter will be defined by professional media agency and agreed upon by all partners. The project’s Newsletter will be equipped with graphic identity of the EU. This will include phrase “*This document has been produced with the financial assistance of the European Union. The contents of this document are responsibility of the Youth Bank Hub for Western Balkan and Turkey project’s partners and can under no circumstances be regarded as reflecting the position of European Union*.” and the EU flag.

**Roll-up:**

Having in mind that the Project is planning various events, a medium sized roll-up banner will be designed by the professional media agency and will be used for each public event.

**Public events:**

Within the YBH WBT project, different types of events (round tables, trainings, conferences, meetings, study visit) will be organized for various target groups. A detailed plan for each event will be created according to the project’s description.

1. **Indicators of achievement**

|  |  |  |
| --- | --- | --- |
| **Objective** | **Indicator** | **Verification** |
| YBH network as relevant partner within the Youth policy framework | YBH network’s policy documents taken into consideration within the policy dialogue;  The Network’s members officially invited to participate in youth policy development | Correspondence and feedback from relevant stakeholders  Press clipping  Official invitations to Network members to participate in youth policy development and other high level discussions.  Speakers lists, Agendas  Reports, Analysis and other documents developed within the project and YBH network  Other relevant resources about the youth participation |
| Public’s attention brought to youth participation | Targeted groups are aware of the importance of youth participation | Contact list  Press clipping  Reports, Analysis and other documents developed within the project and YBH network  Other relevant resources about the youth participation  Website and social media analytics  Feedback, Comments |
| Youth motivated for youth activism | Number of youth led advocacy initiatives increased | Reports, Analysis and other documents developed within the project and YBH network  Other relevant resources about the youth participation |
| Benefits of youth involvement recognized by the authorities in the targeted countries | Number of stakeholder strongly support YBH WBT network  Decision makers involve youth in policy development  Public information are provided in format that is suitable for youth. | Project’s digital tool for coordination of the consultation and advocacy process.  Correspondence with stakeholders  Reports, Analysis and other documents developed within the project and YBH network  Other relevant resources about the youth participation |
| Policy recommendations are well received by the authorities | The Network’s members officially invited to participate in youth policy development | Correspondence with stakeholders  Press clipping  Official invitations to Network members to participate in youth policy development and other high level discussions. |