

Milan, 23/05/2023

CALL FOR CONSULTANTS

Object

DESIGN OF PROJECT BRAND AND GRAPHIC IMAGE

and

CONCEPT AND IMPLEMENTATION OF A COMMUNICATION CAMPAIGN

FOR THE EUROPEAN PROJECT CRISSCROSS

CLIENT

ACRA Via Lazzaretto 3, 20124 Milano, Italia <https://www.acra.it/>

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ACRA is an Italian NGO based in Milan engaged in international cooperation and global citizenship education since 1968. ACRA promotes a wide range of projects to fight inequality and poverty in Europe, Africa and South America.

THE PROJECT

CRISSCROSS - Intervention program in nightlife, leisure and socialization venues to raise awareness and prevent GBV behaviours - including LGBTIphobia - linked to sexual violence and substance use.

Duration: 01/03/2023- 01/03/2025

The project is funded by the European Commission (CERV Programme) and promoted by a consortium led by ABD (Spain), with ACRA and Coop Lotta (Italy), Universidad De Sevilla (Spain), 4Motion ASBL (Luxemburg), HSE Health Service Executive (Ireland), Kosmicare (Portugal).

CONTEXT

Sexual violence particularly affects young and college-aged women and the LGBTQI+ population, frequently experienced in **leisure and entertainment spaces**. Substance use contributes to the naturalisation and legitimisation of this violence; supports victim blaming attitudes and behaviours; furthermore, it acts as a major obstacle to intervene in these situations.

CRISSCROSS **objective** is to fight gender-based violence in nightlife, leisure and socialization venues frequented by youngsters and young adults (16-24 y/o), through the design, testing and evaluation of innovative pilot initiatives based on the behaviour change methodology. With the aim to raise awareness, change attitudes and prevent GBV behaviours, including LGBTIphobia, linked to sexual violence and substance use.

The **specific objectives** of the projects are:

- To deepen into the **knowledge** of effective intervention programs tested in Europe in relation to GBV prevention with a special focus on sexuality and substance use.

- To understand the main **problems, solutions and messages** for prevention identified by youngsters in relation to GBV in entertainment spaces.
- To increase the **capacity of professionals** working with adolescents and young adults in the prevention of violence.
- To **intervene in leisure and entertainment spaces** frequented by youngsters aged 16-24 addressing, challenging and shifting the social norms, attitudes and behaviours that support and enable gender-based violence and LGBTQI+ phobia.
- To **raise awareness** on the prevalence of GBV, sexual violence and violence against LGBTQI+ population in leisure and entertainment contexts.
- To **evaluate** the effectiveness of the pilot intervention in each country.

To reach these objectives, the project develops the following **activities** (Work Packages - WP)

- WP2 - Participative research based on EU best practices and needs analysis
- WP3 - Design and test local pilot initiatives
- WP4 – Impact evaluation of the pilot initiatives
- WP5 - Communication and advocacy

PURPOSE OF THE CALL

ACRA is searching for a consultant/communication agency to support:

A - The definition and implementation of the project brand and graphic image (logo, graphic kit, key messages), at the beginning of the project (June 2023);

B - The project communication campaign, that shall start together with the implementation of the local pilot initiatives (Dec. 2023/Jan. 2024).

PART A – DESIGN OF PROJECT BRAND AND GRAPHIC IMAGE

Study and design of the project brand and graphic image, developing the logo, key messages and a graphic kit for the CRISSCROSS project, in order to assure a coordinated image of the project and its visibility in the different communication channels and during the activities. The material should include at least:

- Project logo in all its versions and Identity Manual
- Project graphic templates, infographics and useful material for the communication channels online and offline, such as material for social media, leaflet template, website templates and gadgets/merchandising.

The Graphic Kit will be a fundamental part of the CRISSCROSS Communication Plan, Messages and Tools, led by ACRA and supported by partners. The agency will be involved and engaged in this activity too, in order to assure a coherent image and useful channels and tools for the campaign.

Partners' input on project brand style and tone.

Feelings that partners want people to experience when they see the brand: trust, love, joy, fun, happiness, care, empathy, curiosity, thriving, flourishing, smile, coolness, safe, strength, simplicity, young.

Keywords/adjectives: colourful, diversity, feminism, freedom, inclusive, safety, equality, future, solidarity, party, empowerment, consent, network, pleasure, vibrant, critical thinking, safe space, happy, healthy, not neutral, respect, fun, consent culture, relationship, representation, youth.

PART B – COMMUNICATION CAMPAIGN

The consultant/agency will design a project **Communication Campaign**, including design, preparation, and execution of the campaign, alongside with all the partners and supporting the process of adaptation to local/national context needs.

OBJECTIVE.

The overall goal of the campaign is to raise awareness of practices to prevent GBV among youngsters and young adults in contexts of risk: in nightlife, leisure and socialisation venues, frequently accompanied by substance and alcohol use.

Furthermore, it aims at guaranteeing the sustainability of the project results.

The campaign is expected to be divided into **two phases**:

- **FIRST PHASE** of Campaign Implementation at local/national level. The aim of the first phase is to sensitise and engage target groups on the project objectives, supporting the pilot initiatives to fight GBV in entertainment spaces. This phase is addressed to youngsters and young adults, as well as professionals working with them and stakeholders working in the field. The campaign will use attractive peer-to-peer and centennial language that resonates with the target, avoiding shaming or blaming youngsters for being in "contexts of risk" (Focus on prevention instead). The strategy could also rely on new technologies and social networks.
- **SECOND PHASE** of Campaign Implementation at local/national level. The aim is to communicate main project results and impact to a wider audience. This phase is addressed to citizens, especially youngsters, young adults (not involved in the piloting) and stakeholders. This part shall include a media campaign with general information on the project through specialised media (press/tv/radio). The traditional media campaign shall be complemented by a social media plan.

TARGET AND LANGUAGE

- The main **target group** is youngsters and young adults (16-24 y/o). Informal and direct language is expected. Youth actions will be developed mainly in leisure and socialization venues and through online channels.
- **Secondary targets** are institutions, public authorities, and organizations: which will also participate at national and international events and be involved in advocacy actions by partners: more technical-informative language is expected (events, press, newsletters...)

The overall objective is to reach at least **250.000 EU citizens**.

General Input on language and representations.

The key messages will use gender-inclusive language and positive visual representations and will counter gender inequality and specifically challenge social and gender norms that support the prevalence of GBV and LGBTIQ phobia in risk contexts addressing youngsters and young adults in leisure (including nightlife) and non-formal education spaces in different cultural contexts.

TERRITORY AND PROJECT CHANNELS

Territory of the campaign are the five project countries: Spain, Italy, Luxembourg, Ireland, and Portugal, with information at the European level too. Partners will support agencies or professionals by giving information on current activities and trends in the contexts in which young people move in these territories, as well as guidance on the pilot initiatives co-designed in each context (autumn 2023).

English will be the language for the online project channels, and the territorial communication activities will be translated into the different local languages (partners will provide translations and the agency/consultant shall produce and create the materials in all languages).

The project will implement a **website/landing page**, and open at least an **Instagram** profile. Newsletters will be sent through the partner institutions' databases. The agency/consultant can suggest other channels.

ACTIVITIES. The agency/consultant should at least:

- Identify the most appropriate messages, channels, and tools (both online and offline, including for instance gadgets and informative materials) for the project and propose a common communication campaign framework. The aim is to generate interest and to involve youngsters and public citizens in the project initiatives, results and impact on GBV prevention (with specific attention to the different objectives and targets of phase 1 and phase 2).
- Content creation and dissemination of activities developed during the project, through the project channels (website, Instagram, newsletter). It consists of planning, editing and publishing the content created by the Agency and other content provided by partners, adapting it to the proposed graphic line.
- Communicative coverage of project main activities and events, also via press office or other external strategic channels (at least press office of the international final event in Lisbon + coverage of the 5 national pilot initiative implementation and of the final national events).
- Include an engagement strategy and practical tips to involve in each territory local project ambassadors to contribute to the project's dissemination. Indeed, partners are expected to identify and engage about five ambassadors supporting the Campaign's First and Second Phase.

CALENDAR

- June 13th, 2023: deadline for the submission of proposals
- By the end of June 2023: call assignment.
- June-July 2023: project branding development
- July-August 2023: online channels opening (website, social media).
- From Dec. 2023: co-design of the Communication Campaign.
- Till the end of the project (02/2025): development of Communication Campaign.

During this period, participation in periodic planning and update meetings with ACRA is expected.

ECONOMIC OFFER

The maximum expected service fee is **10.500€**.

This amount shall include all technical requirements, additional expenses, taxes and (if needed) travel expenses.

SUBJECTS ADMITTED TO TENDER

Communication agencies, media and freelancers are eligible to bid. Participants must meet at least one of the following requirements:

- Previous experience in campaigns related to GBV (preferred) or other social issues.
- Previous work experience with the non-profit sector.

HOW TO PARTICIPATE

Interested agencies/professionals/media must send the following documentation:

- **Portfolio/CV.** Highlight previous experience in the implementation of social communication campaigns.
- **Technical proposal:** Proposal of a Project brand (A) and communication campaign strategy and framework (B).
- **Detailed economic offer** that covers all the actions foreseen within the technical proposal, respecting the maximum budget and including all the expenses that the service provider must assume for the execution of the assignment.
- **A declaration** stating the absence of conflict of interest with ACRA and the other project partners

TERMS AND CONDITIONS FOR THE SUBMISSION OF OFFERS

Agencies/ professionals interested in applying for the call can send their proposal to the email addresses: michelecurami@acra.it, alidalapaglia@acra.it until **June 13th, 2023**

Requests for information can be sent to the same email addresses.

EVALUATION CRITERIA

With a maximum score of 100/100, the evaluation criteria of the offers received will be:

- **Portfolio:** from 0 to 15 points
- **Previous experience in the** implementation of initiatives and social / GBV campaigns: from 0 to 15 points
- **Technical proposal** (relevance of the idea, consistency with the purpose of the project, originality and innovation):
 - PART A Project Branding proposal: from 0 to 20 points
 - PART B Communication Campaign proposal: from 0 to 30 points
- **Detailed Economic offer:** from 0 to 20 points

SELECTION

A joint committee including representatives from ACRA and the project partners will evaluate the proposals and select the service provider, at its exclusive and unquestionable judgement.

The results of the selection will be communicated by the end of **June 2023**. The selected agency or professionals will be contacted directly by ACRA.

GUARANTEE AND CONFIDENTIALITY OF DATA

ACRA assumes responsibility for data processing with the obligation to guarantee maximum confidentiality, applying the regulations on the subject provided by the Italian law of June 30, 2003 n. 196 (code relating to the protection of personal data) and subsequent amendments.

