

CALL FOR CONSULTANTS

CONCEPT AND IMPLEMENTATION OF A COMMUNICATION CAMPAIGN FOR THE EUROPEAN PROJECT POWGEN

CLIENTS

- **(Coordinator)** ABD Associació Benestar i Desenvolupament (Spain)
<https://abd.org/>
CONTACT: mcreixell@abd-ong.org, mfancelli@abd-ong.org
- ECOSERVEIS (Spain) <https://ecoserveis.net>
CONTACT: federica.giardina@ecoserveis.net, marc.vallverdu@ecoserveis.net
- C.I.D.I.S (Italy) <https://cidisonlus.org>
CONTACT: lpabella@cidisonlus.org
- CRESCER (Portugal) <https://crescer.org/a-associacao>
CONTACT: mariacarmona@crescer.org, teresabettencourt@crescer.org
- PRO ARBEIT (Germany) <https://www.proarbeit-kreis-of.de>
CONTACT: t.saliji@proarbeit-kreis-of.de
- CPMR (Belgium) <https://cpmr.org>
CONTACT: claire.street@crpm.org

CONTEXT OF THE PROJECT

The Power Generation (**POWGEN**) project was born considering the inequality and difficulties faced by people with migrant background in accessing the labor market. According to a study by the Ministry of Inclusion in Spain, in 2021 migrant individuals represented 4% of the employed active population. In Italy, during the pandemic, migrant individuals accounted for 10% of the total population, under unfavorable conditions. Migrant workers occupy the most precarious jobs. In Germany, their participation is below the national average. In Portugal, during the year 2020, SEF (Serviço de Estrangeiros e Fronteiras) detected 590,348 migrant individuals, impacting public policies for integration into the labor market.

PROJECT OBJECTIVES

The **POWGEN** project aims to address existing issues in the integration of migrant individuals into the labor market through training and actions facilitating the development of skills in the renewable energy and energy rehabilitation sectors.

Specifically, the project aims to:

- **Promote European intervention programs** for labor inclusion of migrant individuals in the renewable energy sector.
- **Involve public administrations, insertion professionals, and construction and renewable energy companies in the design of a training program** aimed at migrant individuals.
- **Increase the skills of professionals and organizations** working with migrant individuals, promoting the exchange of practices and experiences in guidance, insertion, and job prospecting.
- **Improve the employability of between 150 and 250 migrant people** including, at least, 20% women through the pilots.
- **Involve between three and six construction and renewable energy companies per pilot**, ensuring work placements for at least 60% of trained individuals.
- **Create networks** among entities to improve labor inclusion of migrant individuals in the energy rehabilitation and renewable energy sectors.
- Advocate for **policy changes at local and European levels** to promote employment, recognition of qualifications, and inclusion of migrant individuals in the energy rehabilitation and renewable energy sectors.
- **Share results and increase awareness about the integration of migrant individuals into the labor market** and highlight the positive effects of inclusive workplaces.

More information about the project activities and impact: [POWGEN - ABD](#)

PURPOSE OF THE CALL

The POWGEN project is looking for a **service provider to produce the project's communication campaign**. The campaign will be developed by an External Communications Agency chosen through public procurement and implemented in all the Consortium territories (Spain, Italy, Portugal, Germany, and across EU through CPMR channels).

The general objective of the project's campaign is:

- Raise awareness about integrating refugees and migrants into the labor market
- Highlight the positive effects of inclusive workplaces for migrant populations and host societies
- Share the project results and impact
- Promoting innovation and replicability of pilot initiatives

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

Communication Campaigns FIRST PHASE (March 2025 - February 2026). Monitored by ABD and implemented by all partners. In the first phase, the campaign will primarily emphasize the **communication of several key actions**, including the POWGEN objectives, introduction of the Local Clusters members and the POWGEN Labour Insertion Enterprises Hubs members, present the pilot activities, and the anticipated outcomes. These updates will be shared through the social media channels of the partners, with common materials provided to all partners and adapted to their respective national languages. In this phase, significant attention will be given to **presenting the regional/territorial contexts and the discriminatory challenges experienced by migrant people in each country**. This presentation will consider the local culture, legal frameworks, and ongoing initiatives and organizations related to migrant inclusion and those led by Third Country Nationals (TCNs). This first phase will culminate in the dissemination of **exemplary approaches** that address the labor inclusion of third-country nationals (TCNs) discussed during the Lisbon Knowledge and Experience Workshop.

Communication Campaign SECOND PHASE (March - September 2026). Monitored by ABD and implemented by all partners. During the second phase, the primary focus will be on **disseminating the key outputs of the project**, including the Joint Best Practices Report, POWGEN Training Program, and Inclusive EMPOWERGEN: EU Guidelines for Local and Regional Governments. The objective is to showcase **successful cases** with a primary focus on Third Country Nationals (TCNs), including women, **emphasizing the positive impacts of inclusive workplaces on both migrants and host societies**. This initiative aims to challenge stereotypes and foster inclusivity. To achieve this, the agency will develop engaging multimedia content such as videos, articles, and testimonials. These stories will

be effectively communicated through social media channels and campaign events. In alignment with the tailored strategies for each local or regional area, partners will identify and engage **10-15 influencers and activists** per region to serve as campaign ambassadors. The majority of the ambassadors will be Third Country Nationals (TCNs), including women. The campaign will enlist two categories of ambassadors: firstly, those with a substantial following and strong engagement, who are fervent advocates for social justice, encompassing labor inclusion and migration, actively contributing to awareness-raising efforts. Secondly, ambassadors who may have a smaller following but are influential advocates for migrants' inclusion. Both types of ambassadors will play a critical role in raising awareness, shaping public opinion, and promoting positive narratives for the integration of migrants into the labor market. They will also advocate for migrants' rights, share personal stories, engage policymakers, mobilize the public, collaborate with other influencers, create hashtags, share informative content, encourage participation, record videos, participate in POWGEN events, and deliver speeches to key stakeholders. In summary, the ideal ambassador profile would consist of a powerful combination of passion, knowledge, excellent communication skills, and a strong drive to effect positive change within migrant communities.

The campaign will be designed by the communication agency together with partner organizations and country clusters representatives.

TARGET AUDIENCE

The overarching goal of the campaign is to engage a wide audience, including **at least 50,000 citizens in each territory** (a total of 250,000 citizens), through various social media channels, online platforms and campaign events. This engagement will include metrics such as users reached on social media platforms, website visitors, mailing list recipients, and other relevant indicators. The target groups of the campaign will be **migrant-led organizations, renewable energy enterprises, policy-makers and the general public**.

STYLE AND TONE

It is important that the tone used in the campaign aligns with the project's positioning, recognizing the personal stories of those affected. It should not be dramatic or negative; instead, it should be informative and aimed at a wide audience. It is recommended to use:

- Messages and images that elevate the voices of migrant people and highlight their ability to be active protagonists in their own development.
- Communication based on the concept of social justice, avoiding sensationalism and pity.
- Communication that conveys the diversity present in the society and in the workplace in terms of origin, ethnicity, gender, sexual orientation, etc.

- Communication that informs about the social, economic, and legal context in which the affected individuals find themselves.
- Inclusive, no-sexist and intersectional language.
- Inclusive images that promote equality and diversity. It must be ensured that stereotypes or images of migrant people are not reproduced.
- A non-paternalistic, non-assistencialism language and tone.
- It is possible to include real-life images in the videos/graphics, as well as other formats (illustrations, animation, articles, infographics, etc.)
- All the materials must respect the project visual identity and logo requirements, the GDPR, intellectual property rights and the EU visibility rules.

TERRITORY AND PROJECT CHANNELS

The campaign will be implemented in all the Consortium territories (Spain, Italy, Portugal, Germany, and across the EU through CPMR channels).

LANGUAGE

The campaign materials will be developed in **English**. Partners will provide translations to their languages (catalan, spanish, italian, portuguese, german) so the agency can adapt the contents.

EXPECTED PRODUCTS

- Campaign strategy according to the 2 phases of the proposal.
- Editorial calendar with all the comms activities planned (the agency will be provided with a calendar of the project activities)
- Graphic Materials: adaptative materials using Canva or similar, coherent with Powgen image
- Campaign image / cover for website, SM channels, newsletter.
- Visuals using various supports: videos, illustrations, graphic images, infographics, pictures...
- Copies of the SM campaign in English to be translated by partners
- Press kit
- Press release
- Final Communication Campaign Report (in English), with the summary of the Campaign implementation and the main results achieved (partners will provide KPIs)

ACTIVITIES

The agency/consultant should at least:

- Identify the most appropriate messages, channels, and tools (both online and offline) for the project and propose a common communication campaign framework and strategy.
- Create the content of messages, testimonials, best practices, etc. included in the campaign to be disseminated through the project & partners channels (websites, Social Media, newsletters). Attractive and visual contents will be appraised.
- Adapt the materials to the different languages. Partners will be responsible to translate the contents and publish them through their channels according to the campaign strategy.
- Include an engagement strategy and practical tips to involve in each territory local influencers and activists to contribute to the project's dissemination. Partners will contribute in the identification of 10-15 influencers and activists per territory supporting the Campaign's Second Phase. The agency is expected to support this activity to ensure influencers and activists involvement.

ECONOMIC OFFER

The maximum expected service fee is **20.000€**.

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

Important note: invoices will be issued to ABD (Spain). Given the 21% tax rate in Spain, the maximum service fee should be calculated as follows: $16,528.93 + 3,471.07 = €20,000$.

CALENDAR

- **September 15th, 2024**: Launchment of public call for hiring an agency to design the campaign contents
- **October 15th, 2024**: Call closed.
- **Week of the 21st of October, 2024**: Selection of the agency & public announcement.
- **From October 2024 to end of February, 2025**: Co-Design and adaptation of the campaign by the agency.
- **March 2025 - February 2026**: Communication Campaigns FIRST PHASE implementation
- **March 2026 - September 2026**: Communication Campaign SECOND PHASE implementation

During this period, participation in periodic planning and update meetings with ABD and project partners is expected.

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 migrants inclusion 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/Showreel.** Highlight previous experience in the implementation of social communication campaigns.
- **Technical proposal:** Proposal of a communication campaign strategy and framework.
- **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 ABD 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 until **October, 15th 2024** to the email addresses mentioned in the first section of this document.

EVALUATION CRITERIA

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

- **Portfolio/Showreel:** from 0 to 20 points
- **Previous experience** in the implementation of initiatives and social campaigns: from 0 to 20 points
- **Technical proposal** (the relevance of the idea, consistency with the purpose of the project, originality and innovation will be considered): from 0 to 40 points
- **Economic offer:** from 0 to 20 points

SELECTION

A joint committee made up of representatives from the project partners (ABD, Ecoserveis, CIDIS, ProArbeit, CRPM, CRESCER) will evaluate the proposals and select the service

provider, at its exclusive and unquestionable judgment. The results of the selection will be communicated **the week of the 21st of October, 2024**. The selected agency or professionals will be contacted directly by the organizations.

GUARANTEE AND CONFIDENTIALITY OF DATA

ABD 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; and the Spanish regulations on the subject provided by GDPR 2016/679 of the EU.

In accordance with the rights conferred by the current regulations on data protection, you can exercise your rights of access, rectification, limitation of treatment, deletion and opposition, as well as revoke the consent granted by directing your request to ABD-ASOCIACIÓN BIENESTAR Y DESARROLLO, C/ QUEVEDO 2, 08012 BARCELONA or to protecciondedatos@abd-ong.org. You can also contact the competent control authority (SPANISH DATA PROTECTION AGENCY) to file a claim that you consider appropriate.

You can contact our data protection delegate: Ms. Olga Gibert by email: dpo@abd.ong.