

## TECHNICAL ASSISTANCE

### Communication support in Belgium

#### TERMS OF REFERENCE

ALDA is looking for a “**Communication support in Belgium**” (consultant contract) to provide a support on the communication activities of the project “**End Climate Change, Start Climate of Change**”, under the DEAR programme, and general communication of the activities of ALDA.

#### 1. BACKGROUND INFORMATIONS

ALDA – European Association for Local Democracy, is dedicated to the promotion of good governance and citizen participation at the local level in the European Union, its Neighbourhood and beyond. ALDA focuses on activities facilitating cooperation between local authorities and civil society in order to build sustainable, strong and resilient communities.

ALDA was established in 1999 at the initiative of the Council of Europe and is today a key stakeholder in the field of local democracy, active citizenship, and cooperation between local authorities and civil society.

#### 2. CONTEXT OF THE PROJECT

This project is promoting sustainable lifestyle patterns and a shift towards a sustainable, human, economy model within our planetary boundaries. It engages and activates young EU citizens in support of policies and development actions to tackle climate change as a driver of irregular migration and forced displacement worldwide. To do so, a Pan-European communication campaign (#ClimateOfChange) has been created with and for young EU Citizens. *The motto of the project?* "End climate change, start #ClimateOfChange! A Pan European campaign to build a better future for climate induced migrants, the human face of climate change”.

### 3. GENERAL OBJECTIVES OF THE PROJECT:

The Climate of Change project aims at:

- Contributing to developing European citizens' awareness of climate change-induced migration;
- Promoting their active engagement to address the root causes of global warming and its human face, climate migrants.

### 4. SPECIFIC OBJECTIVES OF THE PROJECT

The project is targeting youth from 23 different countries in Europe and beyond, from 16 to 35 years old.

The project launched a campaign calling young people, to be part of the change already happening, to join forces with the numerous initiatives across the world and to inspire other people to take action.

### 4. WORK TO BE CARRIED OUT / SERVICES TO BE PROVIDED :

The requested services aim at supporting the communication activities related to the project “**End Climate Change, Start Climate of Change**” and to the activities of ALDA:

Concerning the Project “**End Climate Change, Start Climate of Change**”, the incumbent will work on the following tasks that will be further detailed at the kick off of the mission.

- Regular management of the Climate Of Change website: review of content, upload of news and articles, press releases, video and images upload, update the Climate Of Change campaign
- Monitoring the statistics of the Climate Of Change website in order to ensure an increasement of visits, and elaborate SEO strategies to reach at least 5000 visits.
- Written content production and translation: write news and press release every each event, and/or translate news and press release into Dutch in order to disseminate them to Belgium media and press contact database (to be created and nourished by the time)

- Approaching at least 3 Belgium stakeholders and establishing communication partnerships for the production of videos, awareness campaigns on environmental and youth issues, in the framework of cofinancing actions.
- Managing and animating the Climate of Change Social networks for Belgium by publishing 3 posts each week and 4 posts per week during the last 6 months of the project.
- Managing and animating the Climate of Change Social networks for Belgium through the creation of engaging and interactive stories (at least 1 per week) (FB – IG – TW)
- Media content production : creation of infographics, video pills, gif, images and other coherent content to be used for the communication of the project in both the Climate Of Change website and in social networks. Images need to be related to project objectives, actions, partners, climate facts, fake-news on environment, climate policies, etc...
- Media content editing and translation : translate into Dutch the communication plan and campaign concerning the Climate Of Change « Case Studies » in order to let the public understand their importance and their role in the Climate Of Change project.
- Media content editing and translation : translate into Dutch the content concerning the communication campaign of the « Climate Diaries » ” to raise awareness on the social aspect of climate change, to be disseminated to partners, members, media, online followers with a focus on Belgium.
- Adding Dutch subtitles to the “social experiment video” for Belgium
- Production of viral videos (video pills and longer videos of 3 minutes max) to promote the project and the campaign
- Plan an online advertising campaign to disseminate the Climate Of Change website, the campaign and raise awareness on the petition among Belgium citizens
- Scouting of print and online media focusing on Environmental issues in order to establish new partnerships and ensure a regular media coverage of the project (at least 1 media partnership for Belgium)

- Video editing on material received by partners: add Dutch or English subtitles to video, correct light/contrast, add logos, etc...
- Scouting of Non-EU funded projects active in Belgium on environmental or climate issues in order to establish partnerships and engage an influencer to boost the project's reach (in the framework of cofunding actions)
- Availability to join Festival and Fairs in Europe to promote the Climate of Change campaign
- Graphic adaptation of publications, translation into Dutch, ensuring dissemination through the Climate of Change channels and partners' channels, media, etc...
- Starting from the Research report provided by project partners, set a proper layout for the publication, translate the text from English into Dutch and disseminate the final product to target audience (Belgium)
- As a result of all the activities listed above, get 7700 signatures (for Belgium) for the online petition promoted by the project

Concerning **ALDA**, the incumbent will work on the following tasks:

- Management of ALDA website: updating events in the calendar, upload news and articles, make sure that contents about Climate of Change project are present and coherent
- Increase the media database by scouting European media interested in the dissemination of our projects, by theme and by geographic area and ensure the publication of 1 article per month concerning ALDA and/or its activities
- Support the Communication department of ALDA in the management of the social media networks (Facebook, Twitter, Instagram, LinkedIn, Youtube): production of posts and stories with a storytelling approach, under the supervision of the staff
- Support in the making of the ALDA monthly newsletter: uploading content, translation of articles

- Creation of media content to promote ALDA newsletter and increase the sending database
- Identification of an influencer, also in partnership with other association(s) in order to increase the visibility and the reach of ALDA (with a cofunding approach)
- Production of short video pills on different projects of ALDA to increase their reach, differentiate the media content and raise awareness on ALDA's actions and donors
- Production of 2 promotional videos for ALDA, explaining our mission, action fields, to increase the visibility of the association and help the audience to understand the nature and activities of ALDA

## 5. LANGUAGE OF THE CONTRACT:

- Dutch and English

## 6. TIMING

The duration of the services provisions for this project shall not exceed 17 months.

The forecast dates of activities are as follows:

- **Starting date: 1<sup>st</sup> January 2022**

- **Ending date: 31<sup>st</sup> May 2023**

The period of execution of the tasks may be extended, but only with prior written agreement.

## 7. FORECAST SCHEDULE OF THE ACTIVITIES

Most activities will need to be implemented until the end of the contract, to ensure a good dissemination of results, strong media coverage of actions undertaken within Climate of Change in France and Belgium. The role of the provider will be to ensure a wide dissemination of the petition in those countries through ALDA's network, dedicated media and press and other channel of communication.

## 8. EXPECTED RESULTS

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The incumbent will contribute to the successful implementation, in terms of visibility, communication and dissemination of the projects' activities, under the guidance of the project manager in charge.

He/She will be involved in promoting the Pan-European petition and the #ClimateofChange campaign, with a focus on France and Belgium, making sure the campaign is spread and known by the national youth, the engagement rate is satisfying, thus becoming the drive of a real change.

At the same time the person recruited will also support the ALDA communication team, to guarantee a coherent visibility of the projects' actions within the main ALDA communication plan, related to the project.

## 9. INDICATORS

Number of signature of the petition: 7700 in France and 7700 in Belgium

Number of visits on France page of the climate of change website: 5000

Number of people reached through print media: 40 000 for France and 25 000 for Belgium

Number of journalists supporting the campaign: 1 for France and 1 for Belgium

Number of influencers/youth leaders involved: 2 in France and 1 in Belgium

Number of videos to be produced: 1 every 2 months in French with Dutch subtitles

## 10. FINANCIAL CONDITIONS:

nature of costs	Units	Fee	Quantity (days)	Total
Incumbent	Days	140,00 €	150	21.000,00 €

The total and maximum amount of the fees is therefore **twenty one thousand euros**.

Fridays and Saturdays, public holidays and travel days are taken into account only with the prior agreement of the Project Manager.

In the event of the Provider being required to travel for the purposes of the contract, and provided the present Terms of reference do not stipulate that the fees already include travel

and subsistence expenses, ALDA undertakes, subject to its prior agreement, to reimburse travel and subsistence allowances in compliance with its internal financial procedure and unit rates.

Travel expenses will be reimbursed upon presentation of an invoice on the letterhead of the relevant vouchers. Subsistence expenses (including travel expenses within the locality visited) will be reimbursed upon receipt of original invoices and tickets.

## 7. LOCATION

Home based with an operational base of the project in **Brussels, with frequent travels in Belgium.**

## 8. PRESENTATION OF THE OFFER

Interested applicants should send their offer including:

- Curriculum Vitae (CV) in English to [job@aldaintranet.org](mailto:job@aldaintranet.org), stating in the subject line: **Technical assistance – Communication support in Belgium – Climate of change.**
- Names and contact details of 3 references that will be contacted
- Max 2 pages of description about how to address the technical assistance

The offer must be received **on or before 15<sup>th</sup> December 2021**. Selection process will take place the following weeks.