

Call for Offers: Communication and Dissemination Services for Educational Programme Girls Go Circular

15 February 2024

Overview

EIT RawMaterials is requesting support from a communication consultant with expertise in developing information and dissemination content targeting key stakeholders of the education sector (secondary school students and teachers; policymakers at the national and EU level). The communication expert will support the EIT Community online learning project [Girls Go Circular](#) (GGC). In line with the [Digital Education Action Plan 2021-2027](#), more specifically Action 13: Women's participation in STEM, the project aims to equip schoolgirls aged 14-19 across Europe with digital and entrepreneurial skills through an online learning programme about the circular economy and deep tech.

The programme's objectives are to achieve systemic impact in terms of:

1. Attracting more women to STEM and ICT. By increasing interest and knowledge in these fields at the secondary school level, the project contributes to closing the existing gender gap.
2. Introducing youth to the circular economy and emerging societal challenges.
3. Introducing youth to deep tech and its necessity for a more globally competitive Europe.
4. Driving thematic content important to EIT and the KICs into the curriculum.
5. Providing teachers with resources and training to incorporate challenge-based learning and innovative thinking into their classrooms.

In addition, every year, the Girls Go Circular project is organising an annual conference, the [Women and Girls in STEM Forum](#). This annual event has become a platform for leading voices of students, teachers, mentors, policymakers, researchers and industry working towards a truly equal and inclusive future of Europe. Over the past three years, the Women and Girls in STEM Forum has attracted over 2,800 participants. The next Forum's edition will take place in October 2024.

Services Requested

The freelancer commits to dedicating **an average of 10 hours per week** for the following services:

- Developing and posting weekly content on the Girls Go Circular project's social media channels (Facebook, Instagram, X, LinkedIn) – 1 to 2 posts per channel per week.
- Developing and posting weekly content on the Women and Girls in STEM Forum for the Girls Go Circular project's social media channels (Facebook, Instagram, X, LinkedIn) – 1 to 2 posts per channel per week.
- Developing monthly content about the Girls Go Circular project for its partners EIT, the KICs and DGEAC's social media channels (Facebook, Instagram, X, LinkedIn) – 1 post per channel per month.
- Developing a social media Communication package on the Women and Girls in STEM Forum for its partners EIT, the KICs and DGEAC's social media channels (Facebook, Instagram, X, LinkedIn) – 6 posts per channel to be developed in July/August 2024.
- Drafting and placing 2 paid campaigns on Girls Go Circular project's LinkedIn page (to be paid by EIT RawMaterials).
- Drafting and placing 4 boosted posts on Girls Go Circular project's Instagram page (to be paid by EIT RawMaterials).
- Drafting web articles for Girls Go Circular's website (success stories) – one article per quarter.
- Supporting the drafting and design of Girls Go Circular's Newsletter (MailChimp) – one newsletter per quarter.
- Updating Girls Go Circular's website when needed.
- Updating Girls Go Circular's communication material when needed (brochure, flyer, short videos).
- Liaising with the Comms colleagues from the EIT Community and EIT RawMaterials when needed to coordinate joint posts/campaigns.
- Conducting ad-hoc interviews for Girls Go Circular in video or in writing.
- Drafting a yearly communication report summarizing the analytics of Girls Go Circular's social media channels (Facebook, Instagram, X, LinkedIn), as well as paid campaigns and drawing conclusions on what content was more impactful and why – report will be due in the first quarter of the following year.

Service Level Requirements

In providing services, the following service levels are requested:

- Services should be delivered by a professionally competent and appropriately experienced individual.
- Progress shall be reported biweekly/weekly by e-mail or online meetings upon request (frequency will be agreed with the chosen consultant).

Required Experience and Capabilities

The individual delivering the services should be able to demonstrate the following experience and capabilities:

- Proficient in the English language (at least C1).
- Strong drafting and creative skills.
- Proficient in using the following design and video-editing tools: Canva, WordPress and Adobe Creative Cloud (esp. Premiere Pro and Illustrator).
- 3+ years of experience working with public sector, multi-lateral, philanthropic, or private sector organisations in international contexts.
- Ability to develop informative, impactful and engaging communication content tailored to the target audience (secondary school students and teachers; policymakers at the national and EU level).
- Computer literacy.

Additional desirable experience and capabilities

- Experience in working on gender inclusion-focused projects
- Experience in working on circular economy-focused projects
- Experience in working on educational projects at the EU level.

Award Criteria

EIT RawMaterials will assess bids based on the following factors:

| Component | Weighting |
|---|-------------|
| Cost/budget | 30% |
| Experience and Capabilities – the ability to meet the requirements listed above | 70% |
| Total | 100% |

Bids

Please include the following information in your offer:

1. A brief description of your relevant expertise.
2. Three references of previous work employers, and at least three examples of communication materials developed by you.
4. The bidder's trading name, VAT, or tax identification number (if applicable) and the registered trading address (*please note, address is not required for an individual*).
5. Your hourly consulting rate.
5. A proposed budget for the completion of the tasks described above. Please note that the maximum budget for the completion of these services is 25.000 EUR/year including VAT.

The evaluation process might include an online interview with possible consultants. EIT RawMaterials reserves the right to negotiate the final budget for implementation to be agreed on. The selected consultant will be **remunerated monthly** based on the agreed hourly rate and upon submission of an invoice.

Timeline

EIT RawMaterials has set the following indicative timeline for this RFP. We reserve the right to amend this when needed.

| Planned date | Milestone |
|------------------|---|
| 26 February 2024 | Bidders' deadline to submit proposals (EOB) |
| 28 February 2024 | Supplier selection by EIT RawMaterials |
| 1 March 2024 | Proposed contract start date |

Please direct proposals and questions regarding this RFP to girlsgocircular@eitrawmaterials.eu by 25 February (EOB).

Introduction and Background

EIT RawMaterials is a key European actor established in 2015 to advance Europe's transition into a sustainable economy. EIT RawMaterials overarching mandate is to support securing the supply of critical raw materials to the European industry by driving innovation along the raw materials value chain. EIT RawMaterials builds on the world's largest network of partners in raw materials and advanced materials. EIT RawMaterials is an Innovation Community within the EIT (European Institute of Innovation and Technology).