



13. 07. 2016

Vilnius,
EIGE/cv D/2016/366

Subject: Ex-ante publicity notice for negotiated procurement procedure for low value contract (€15.000 to €60.000) - White Ribbon Campaign implementation services

Reference number: EIGE/2016/OPER/04

Description of the contract:

The European Institute for Gender Equality (EIGE) envisages awarding a low-value contract for implementation of the White Ribbon Campaign during 2016.

The general objective for EIGE's role in this campaign is to strengthen the involvement of men in EIGE's activities related to violence against women and therefore contributing to EIGE's mission to make equality between women and men reality for all Europeans and beyond.

The overall goal of the White Ribbon Campaign is to condemn and to eradicate gender-based violence against women. It is a call for men to stand up and take action against violence against women.

Description of the requested services:

To widen the network of supporters of the campaign the contractor is expected to carry out an effective social media campaign and produce campaign content materials targeting young men across Europe. To meet the specific objectives the Contractor is requested to provide the following deliverables:

Deliverable 1: Development and implementation of the campaign

- Campaign promotional items
- Special promotion items for new, high-level, White Ribbon Ambassadors
- Compose five short articles on or interviews with white ribbon ambassadors or supporters to be published on EIGE's web page dedicated to the White Ribbon Campaign.
- Proposals to sustain and expand campaign activities;
- Proposals and actions to reach potential influential White Ribbon Ambassadors in different EU member states, ensure their sustainable engagement and to propose effective forms of information and other support to the ambassadors.
- Seek journalists from lifestyle magazines who would produce stories with the White Ribbon Ambassadors that will be published in these outlets.

- Proposals and coordination of social media and visibility event across Europe by joining the EU representations and possibly EU embassies beyond EU borders. For this EIGE expects a short concept together with visibility items such as flags, banners, etc. that could be used by the representations.

Deliverable 2: Social Media activity

- Visual information products (e.g. infographics, memes, or other) targeted at young men. Minimum number of products – 15.
- Ten Facebook (or any other social media) engagement posts (e.g. game, quiz, etc.) to raise awareness on gender-based violence. These need to be developed by the contractor.

Description of the procedure:

This ex-ante publicity is the first stage of the negotiated procurement procedure through which EIGE may award the above-mentioned contract.

All parties interested in providing the services described above should express their interest (400 words maximum), by e-mail, to **procurement@eige.europa.eu** with the subject reference: **EIGE/2016/OPER/04, before 20.07.2016, 18:00 Vilnius time.**

Tender documents will be sent by e-mail.

This publication constitutes no obligation for EIGE to launch the mentioned procurement procedure.

We look forward to receiving your declaration of interest.