

CASE STUDY 1 – Strategic Communication Plan for the “Mediterranean Capitals of Culture and Dialogue” Initiative

Tenderers are invited to propose a **multi-annual 360° communication strategy** to raise awareness and visibility of the **Mediterranean Capitals of Culture and Dialogue** initiative:

<https://medculturecapital.com/>

The proposed strategy should aim to:

- Support the positioning of the initiative as a **flagship inter-cultural programme of the Union for the Mediterranean (UfM) and the Anna Lindh Foundation (ALF) aimed at building bridges and foster mutual understanding across the Euro-Mediterranean region.**
- Effectively target two core audiences:
 - o **Cities and municipalities** across the Euro-Mediterranean region, to **encourage applications** for future editions
 - o The **general public**, to **increase awareness and engagement** around Mediterranean inter-cultural dialogue and identity

Contextual elements to consider:

- The **2026 edition** will feature **Tetouan (Morocco)** and **Matera (Italy)** as the selected Capital Cities.
- For simulation purposes, tenderers may assume a subsequent **2027 edition** with one **Lebanese** and one **Spanish** city.

The communication strategy should include:

- A clear narrative and **core messaging approach**
- A **media and outreach plan**, covering both traditional and digital channels
- Concepts for **grassroots activation**, partnerships, and influencer engagement
- Recommended **tools and content formats** (e.g. videos, podcasts, events, toolkits)
- **Use of social media platforms**
- Indicative **phasing and timeline**
- **KPIs to measure performance**, reach, engagement, and overall effectiveness

The **recommended length is 5 pages**, and supporting annexes (e.g. visuals, mock-ups, samples, etc.) may be included if relevant.

Proposals will be evaluated based on strategic alignment, creativity, feasibility, and understanding of regional dynamics and UfM values.