

CASE STUDY 2 – Strategic Communication campaign to promote positive narratives and mutual understanding across the UfM region

Tenderers are invited to propose a **multiannual, cross-regional communication campaign with a human-centred narrative and approach** aimed at fostering **mutual understanding** and a shared sense of pride in belonging to the Euro-Mediterranean region.

The campaign should highlight **compelling personal stories of individuals** from different parts of the region—people who have achieved notable impact in fields such as culture, innovation, sustainability, social inclusion, or regional cooperation—as well as insightful voices from Euro-Mediterranean experts. The objective is to **inspire hope, promote regional cohesion, and celebrate regional cooperation, shared values and diversity**.

Tenderers should:

- Propose a **multi-platform content strategy** (digital, media, grassroots, etc.)
- Ensure **geographical balance and diversity of voices**
- Suggest a **visual identity or messaging frame** to unify the campaign across time and borders
- Include **target audiences**, with particular attention to **youth and the general public**
- Present **SMART KPIs** to measure campaign performance (e.g., reach, engagement, impact)
- Outline a **realistic implementation timeline** over 3 years
- Recommend any **strategic partnerships** (e.g., media, cultural institutions, influencers)

The **recommended length is 5 pages**, and supporting annexes (e.g. sample storylines, visuals, social media ideas, etc.) may be included if relevant.

Proposals will be evaluated based on the strength of the human-centred narrative, creativity and originality, feasibility of the multiannual campaign, and the ability to foster mutual understanding and a sense of regional pride in line with UfM values.