

# Terms of Reference for A Communications and Brand design for a European Campaign on Early Childhood Development

## ***The Campaign:***

This terms of reference is for the branding and design of a European Campaign which aims to influence public authorities so they enact better policies and provide more public funding to support all families (in particular the most vulnerable) in providing a nurturing environment for their youngest children.

## ***Who is in the Campaign?***

The campaign is co-led by Eurochild and the International Step by Step Association. These co-leaders are in partnership with the European Public Health Alliance and the Roma Education Fund, with the intention to increase the partnerships to other groups representing beneficiaries such as families with children with disabilities. It is currently funded by the Open Society Foundation, with the intention to expand to other donors.

The 10-12 countries that will see national campaigns are currently being identified and selected and will be in both the EU and Accession States. This selection process is also identifying the organisations interested in joining these national campaigns as well as each of the national coordinators.

## ***Campaign Targets:***

Advocacy targets – National authorities (from local and regional authorities to national governments), EU Institutions (Commissioners, the Commission services, European Parliament and Council formations)

Target Beneficiaries – Excluded communities, particularly Roma, families with disabled children, families in precarious situations, those in extreme poverty, and migrants.

The Campaign will act at an EU level advocating for improved EU policies and greater EU funds to be available to support early childhood actions. Concretely this will involve advocacy toward the following EU processes:

- Ensuring the MFF adopted and its instruments includes greater allocations to interventions improving early childhood development for excluded groups.
- Ensuring allocations and benchmarks in the ESF+ for early childhood development are established and met in annual budgets.
- Ensuring specific actions are taken to support early childhood development within the European Child Guarantee.



- Strengthening the child aspects of the social pillar to ensure they include early childhood development support to excluded groups.
- Strengthening the European Semester process with increased support to early childhood development for excluded groups.
- Improved policies for the “supporting environment” at an EU level (especially in employment and health policies).

The campaign will also act at the national level seeking greater support from the national authority for progressive EU policies, as well as for greater domestic programmes (more money better spent). The characteristics of these national campaigns will reflect the situations of each of the countries where the campaign is active.

The work required at the start of this campaign is related to creating an identity for this campaign as well as using this identity to design the first campaign materials.

***Deliverables:***

There are two separate work packages:

**Work package 1 Campaign Identity**

This work should be undertaken in close cooperation to the campaign co-leaders and partners in order to harness the vision of each of the partner organisations so as to define a strong individual identity for the campaign. Work package 1 includes:

- Campaign Name – a short name that works in multiple languages capturing the topic and goals of the campaign
- “Strap line” – a longer description of the campaigns aims and its beneficiaries
- Images illustrating the campaign identity and a campaign logo
- Templates – incorporating the campaign image and logo into templates for Press release, PowerPoint, Twitter banner, position papers and roll up banners
- Design of web site – this should apply the campaign design to a simple web site with pages for a description of the campaign, for campaign products, links to campaign social media outlets and partners web sites and a blog page.

**Work package 2 Design, layout and printing of first Campaign Products**

Work package 2 includes:

- i. **Compendium of/ Report Case studies.** There are currently seven case studies highlighting national initiatives supporting early childhood development for excluded groups. These case studies demonstrate the kinds of initiatives necessary and will form a first advocacy product. They need layout and design in uniform with the campaign identity. For each case study illustrative infographics will be required both in the brochure and as separate files for digital promotion on websites and social media platforms. The following case studies need layout and design work:
  - Roma Toy Library (2777 words)
  - Ireland (4142 words)





- Finland (3354 words)
  - Hungary (4272 words)
  - Romania (3901 words)
  - Slovenia (4689 words)
  - Slovakia (2909 words)
  - Two additional case studies are being currently completed (of ~3000 words average length)
- ii. **Campaign flyer including vision and campaign statement.** Currently, a campaign description outlining the campaign's vision is being finalised. This one-page document should be designed as a descriptive campaign promotional flyer.

### ***Who can apply?***

The above tasks could be sub-contracted to a single service provider or divided between the 2 work packages.

**Interested providers should submit their expression of interest by 29 November**, giving examples of other similar work, an estimate of the budget expected, and a brief proposal on how you would approach this work.

### ***Timeline:***

The expected delivery date for the finalised campaign identity is 31 January 2020.

The text for the case studies is finalised and that for the campaign flyer will be by 13 December 2019. The expected delivery date for both campaign products is end of February 2020.

Responses to this call should be sent to Agata D'Addato in Eurochild to the email:  
[agata.daddato@eurochild.org](mailto:agata.daddato@eurochild.org)

