

Tender for communications strategy development and implementation



Zero Waste Europe, on behalf of the Rethink Plastic alliance, the EU policy arm of the Break Free From Plastic movement, is looking for communication experts to support its advocacy and campaigning efforts to influence legislation on plastics in the EU and the mandate of the next Commission.

About the Break Free From Plastic movement and the Rethink Plastic alliance

The Break Free From Plastic movement

"The Break Free From Plastic movement brings together an international coalition of NGOs to stop plastic pollution. The vision of Break Free From Plastic, adopted in September 2016 and since supported by more than 1100 organisations, is a world where the land, sky, oceans, and water is home to an abundance of life, not an abundance of plastic, and where the air we breathe, the water we drink and the food we eat is free of toxic by-products of plastic pollution. In this world the principles of environmental justice, social justice, public health, and human rights lead government policy, not the demands of elites and corporations. This is a future we believe in and are creating together." In Europe, Break Free From Plastic comprises 60 members in almost all European countries and with an expertise all along the plastics value chain.

To find out more about the global campaign please visit: www.breakfreefromplastic.org

The Rethink Plastic alliance

In Europe, Zero Waste Europe has convened the key NGOs in the field since June 2016 to feed into the global process and implement the global Break Free From Plastic strategy at the European level. Having a progressive plastics' strategy within the framework of a European Circular Economy is seen as key for its potential to positively influence similar legislation around the world. This work is led by a coalition of nine NGOs, mostly Brussels based: Zero Waste Europe (project coordinator), ClientEarth, ECOS (European Environmental Citizens' Organisation for Standardisation), Seas at Risk, Environmental Investigation Agency, European Environmental Bureau, Friends of the Earth Europe, Greenpeace and Surfrider Foundation Europe.

The three-year objective of this coalition is to achieve the necessary policy changes at a EU level to enable a radical reduction in plastic use and plastic pollution in Europe and as a result inspire good practices around the world.

For 2018-2019 our goal is to challenge the current narrative on plastics in the EU and come up with an alternative messaging and set of proposals to substantially influence the EU policy arena, within the Brussels bubble and in the capitals, so that the prevention and reuse of plastic products is seen as a priority to fight plastic pollution.

To find out more about the alliance please visit: www.rethinkplasticalliance.eu

What is expected from the consultant(s)

To achieve our goal for 2018-2019, we are inviting interested parties to describe workplans to realise the following work packages.

Work Package 1: Support the development of a communication strategy and plan

- Advise on the communications strategy development process
- Help structure the communication plan on the basis of the current advocacy strategy
- Advise on priorities and choice of activities
- Advise on messaging and tone of the communications
- Advise on creative campaigning

Work Package 2: Support the implementation of the communications plans

- Coordinate the development of communications material
- Monitor the effectiveness of our communications (digital and media outreach)
- Support the press relation work

Tender response

Your response should include:

- A proposal for a workplan for the period Oct 2018-February 2019
- The methodology you propose to deliver the work;
- An estimation of the projected time and costs for the different work packages;
- A description of the team that will manage and deliver the work, including the skills and experience of the team members, as demonstrated by the CVs of those who would undertake the work.

The tender response document should be limited to no more than **10** sides of A4 (at a minimum of 10 point font) excluding the CVs of team members.

Timetable

The deadline for the receipt of tenders is Oct 15th 2018 at noon.

The final answer will be given by Oct 19th 2018 at noon.

Budget for Oct 2018 - February 2019

Max of 20 000€ (VAT included)

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