

# #breakfreefromplastic

## Call for tenders

Audience Research for Break Free From Plastic in Europe

### Project:

The [Break Free From Plastic \(BFFP\) movement](#) is seeking a highly qualified candidate to design and conduct message testing in order to measure the impact of key themes and issues that are linked to the movement's strategies, on a short-term contract basis.

### Scope of Work:

The contractor will work with the Regional Communications Officer to identify target audiences, conduct message testing, and produce and deliver a brief report that includes a summary of the key findings and recommendations along with the aggregate results.

The target audiences will ideally be divided into three categories based on their level of interaction with BFFP's current messages:

1. Promoter, i.e. individuals who engage with BFFP on social media and/or other communications channels by reinforcing and/or sharing BFFP messages;
2. Passive supporters, i.e. individuals who silently follow BFFP on social media and/or other communications channels, but do not engage in any other way; and
3. Critics, i.e. individuals who engage with BFFP on social media and/or other communications channels by critiquing BFFP messages

The contractor will make sure to identify relevant demographics and communications-focused data for target audiences, including: country, gender, age, political party affiliation, and social media channels utilized (e.g. Instagram, Twitter, Facebook, LinkedIn).

All questions for message testing, as well as preliminary data to help identify target audiences, will be provided to the contractor by the Regional Communications Officer.

### Schedule:

The report will be delivered to BFFP's funders on May 15, 2021. The tentative schedule is as follows:

- Week of March 22: contract finalized; review of preliminary data to help identify target audiences begins
- April 5: questions for message testing provided by Regional Communications Officer
- April 12: target audiences identified by contractor

- April 13: message testing begins
- April 23: message testing concludes
- April 27: aggregate results delivered
- May 5: key findings and recommendations delivered

The contractor must be able to schedule check-ins during working hours for Europe and must have a strong command of English, and at least one of the following languages: Spanish, French, German

#### Report Outline & Page Counts

*Note: all page numbers below represent the estimated length, which might be adjusted based on the total number of questions asked and corresponding demographic data for target audiences.*

#### Outline

- Key Findings and Recommendations (2 pages)
- Aggregate Results (5 pages)
- Demographic and Communications-focused Data (20+ pages)

#### To apply:

Email your proposal to Estelle Eonnet, Communications Officer for BFFP Europe: [estelle@breakfreefromplastic.org] with BFFP Audience Research in your subject line. Proposals will be considered until March 17, 2021.