

Call for Offers: Brand Audit and Marketing Services for Educational Programme Girls Go Circular

05 September 2024

Overview

EIT RawMaterials is requesting support from a **marketing agency with expertise in developing creative brand strategies** targeting key education sector stakeholders (secondary school students and teachers; policymakers at the national and EU level) and private investors. The marketing agency will support the EIT Community online learning programme [Girls Go Circular](#) (GGC).

What makes us unique?

In line with the [Digital Education Action Plan 2021-2027](#), precisely Action 13: Women's Participation in STEM, the initiative aims to equip schoolgirls aged 14-19 across Europe with digital and entrepreneurial skills through an online learning programme about the circular economy.

So far, **Girls Go Circular has trained +45,000 girls in +30 European countries** with digital and entrepreneurial skills. The programme is available in 35 languages and uses an innovative challenge-based learning methodology suited for implementation in classrooms.

The programme's objectives are to achieve systemic impact in terms of:

1. Attracting more women to STEM and ICT. By increasing interest and knowledge in these fields at the secondary school level, the project contributes to closing the existing gender gap.
2. Introducing youth to the circular economy and emerging societal challenges.
3. Introducing youth to deep tech solutions and their necessity for a more globally competitive Europe.
4. Driving thematic content essential to the EIT Community into schools' curriculum.
5. Providing teachers with resources and training to incorporate challenge-based learning and innovative thinking into their classrooms.

In addition, every year, the GGC initiative is organising an annual conference, the [Women and Girls in STEM Forum](#). This annual event has become a platform for the leading voices of students, teachers, mentors, policymakers, researchers, and industry members working towards a truly equal and inclusive future for

Europe. Over the past three years, the Women and Girls in STEM Forum has attracted over 2,800 participants. The next Forum's edition will take place on 10 October 2024.

Our Audience

Girls Go Circular's current audience primarily includes secondary school students (mostly reached via social media on [Instagram](#)), teachers ([Facebook](#)), and partners of the European Commission and the EIT ([LinkedIn](#) and [X](#)).

Moving forward, GGC aims to build on its current success by expanding its programme beyond its core audience of students, teachers, and schools and engaging private investors who recognise it as Europe's leading youth education initiative.

The challenge lies in the competitive landscape, including free online academies, other platform providers, private tutoring companies, and a diverse range of target audiences. To stand out in the market, the brand and its marketing strategy must evolve and diversify to reach these audiences and achieve its business goals effectively.

Our Objectives

- More B2B communications to reach private companies for sponsorships (e.g., through CSR).
- Increased awareness among policymakers, political authorities and Ministries of Education across Europe.
- Increased regional awareness with schools and teachers.
- Increased engagement with students and securing them brand ambassadors.

Services Requested

1. **Brand Audit and Strategic Assessment**

We seek a marketing agency to conduct a **comprehensive brand audit and strategic assessment** to enhance the visibility and impact of the GGC programme across Europe. This work will evaluate the current brand positioning and communication efforts to identify growth opportunities and align with our strategic goals.

Key activities include:

- **Review of Existing Materials:** Analyse all GGC brand assets, including logos, visual guidelines, social media profiles, websites, and other communication materials, to assess consistency, effectiveness, and areas for improvement.

- **Social Media Analysis:** Evaluate performance metrics from social media channels (Facebook, Instagram, LinkedIn, X, and YouTube) and website analytics to identify patterns in audience engagement and develop data-driven recommendations for content and platform strategies.
- **Audience Segmentation and Targeting:** Develop detailed audience profiles for students, teachers, schools, policymakers, and potential investors, and create targeted communication strategies for each group.
- **Competitive and Sector Benchmarking:** Benchmark GGC against critical competitors and analyse youth education and STEM trends to identify successful content themes and strategies.
- **KPI Development:** Propose a set of KPIs and metrics to measure success, such as brand awareness, engagement rates, social media reach, and stakeholder participation.
- **Website Redesign:** Developing a refreshed, user-friendly design to enhance our online presence (on WordPress).

Deliverables:

- An audit report with findings and strategic recommendations.
- A roadmap for short-term improvements and long-term growth opportunities.
- A presentation of findings and recommendations to the GGC team.

2. Strategic and Creative Blueprint Development

The agency will develop a **strategic and creative blueprint** to guide all future marketing and communication efforts for the GGC programme. This blueprint will focus on expanding our reach, enhancing brand consistency, and increasing engagement with our target audiences.

Key components include:

- **Marketing Proposition:** Create a clear marketing proposition that aligns with GGC's mission and appeals to diverse audience groups, including students, educators, non-profit sector and private stakeholders.
- **Social Media and Content Strategy:** Develop a strategy for each social media platform, including tone of voice, visual identity, and content formats. Establish content pillars to guide messaging, such as gender inclusivity in STEM, digital skills, and the circular economy.

- **Channel Strategy:** Provide a comprehensive strategy that integrates social media, website content, e-mail campaigns, PR outreach, partnerships, and event marketing to maximise reach and engagement.
- **Measurement Plan:** Define a measurement approach, including KPIs and metrics, for tracking the effectiveness of communication activities.

Deliverables:

- A strategic blueprint document, including the marketing proposition, social media strategy, content pillars, and measurement plan.
- A social media style guide and content calendar template.
- Templates for content formats (graphics, videos, infographics, etc.).
- A workshop to align stakeholders on the blueprint.
- A reporting structure with KPIs (social media audience growth, increased engagement, increased website visits, increased enrollment on the learning platform).

3. Content planning and campaign management

The agency will provide a social media plan and campaign management to maintain and enhance the GGC brand presence beyond 2024. This includes:

- **Content Planning:** Develop a social media plan per channel and audience.
- **Campaign Management:** Execute and manage paid and organic digital campaigns with regular performance monitoring and optimisation.
- **Event Support:** Provide content creation and live coverage support for events featuring GGC (if any in 2024).

Deliverables:

- Monthly content plans (until January 2025).
- Campaign performance reports with optimisation recommendations (until January 2025).
- Event coverage packages (if any in 2024).

Agency Requirements

- Experience in executing marketing strategies for large-scale programmes in education, STEM, or non-profit sectors (secondary school students and teachers; policymakers at the national and EU levels).
- Proven track record in brand development, digital marketing, and audience engagement.
- Ability to deliver measurable results through innovative communication strategies.

Service Level Requirements

In providing services, the following service levels are requested:

- Services should be delivered by a professionally competent and appropriately experienced agency.
- Progress shall be reported biweekly/weekly by e-mail or online meetings upon request (frequency will be agreed upon with the chosen consultant).

Suggested Timeline (flexible)

- **1 October – 15 November 2024:** Audit, Strategy and Brand Identity (6 weeks)
- **1 November – 30 November 2024:** Website Design and Development (4 weeks)
- **1 December – 30 December 2024:** Content Planning and Templates (4 weeks)

Award Criteria

EIT RawMaterials will assess bids based on the following factors:

Component	Weighting
Cost/budget	30%
Experience and Capabilities – the ability to meet the requirements listed above	70%
Total	100%

Bids

Agencies interested in this opportunity should include the following information in their proposal:

1. **Overview of Expertise:** A concise description of your agency's relevant experience and areas of expertise in communication, branding, and strategic marketing, particularly in education, STEM, or social impact sectors.
2. **Portfolio:**
 - Examples of work/campaigns which target teachers/schools, Gen Z, etc.

- Examples of B2B campaigns or communications preferably by but not limited to NGO's or CSR initiatives.
3. **Agency Information:** The agency's trading name, VAT or tax identification number (if applicable), and the registered business address.

The evaluation process may include an online interview with shortlisted agencies. EIT RawMaterials reserves the right to negotiate the final budget for the scope of work, which will be agreed upon prior to contracting. The selected agency will be **remunerated per deliverable** based on the agreed fee structure and upon submission of an invoice.

Timeline

EIT RawMaterials has set the following indicative timeline for this RFP. We reserve the right to amend this when needed.

Planned date	Milestone
20 September 2024	Bidders' deadline to submit proposals (EOB)
25 September 2024	Supplier selection by EIT RawMaterials
30 September 2024	Proposed contract start date

Please direct proposals and questions regarding this RFP to girlsgocircular@eitrawmaterials.eu by 20 September 2024 (EOB).