

## CREACT4MED Final event

### ToR for Media Partner

*Prepared by: CREAT4MED Technical Assistance Team*

The present Terms of Reference (ToR) define the objectives and scope of the participation of the media partner during the CREAT4MED Final Event, taking place on the 10th and 11th of July 2024 in Barcelona.

#### Introduction to CREAT4MED and the Final Event

CREACT4MED is an initiative co-funded by the European Union, launched in March 2020, and led by the [Euro-Mediterranean Economists Association](#). Its goal is to enhance the role of culture and creativity as vectors for employment and resilience in Southern Neighborhood Countries (SNCs) through unleashing the potential of the Cultural and Creative Industries (CCI) to create economic value, enhance economic growth, generate decent jobs, and foster social inclusion, with a particular emphasis on youth and women.

To achieve this goal, CREAT4MED offers a full range of support services for cultural and creative entrepreneurs and business support organisations, including training, networking, and funding opportunities. As part of the engagement and advocacy pillar, CREAT4MED organizes Annual Conferences and Med CCI Hubs for the CCI community and beneficiaries of the CREAT4MED subgrant. Beneficiaries and participants are start-ups, micro, small and medium-sized enterprises (MSMEs) and civil society organisations (CSOs) based in Egypt, Morocco, Lebanon, Jordan, Palestine, and Tunisia that are launching or expanding products or services, implement internationalisation, innovation, or digitalisation strategies, and/or enhance social inclusion and job creation.

The CREAT4MED Final Event is the final conference of the 4-year project, with an expected attendance of 40 people on the first day and 80-100 people on the second day. The event will hold interactive social workshops, panel discussions, a press conference, an award ceremony, and a concert.

#### Required Services

- Output 1: Coverage of the event
  - 3 articles (online, printed, or both)
    - 1 prior to the event providing coverage of the objectives of CREAT4MED and achievements so far to increase visibility
    - 1 after the event giving key insights and conclusions (of the event)
    - 1 after the event highlighting key achievements of the CREAT4MED project as a whole
  - Coverage on social media
    - During the event - collaborate with CREAT4MED communication team to post short video interviews with beneficiaries and one reel on Instagram
    - During the event - collaborate with CREAT4MED communication team to boost visibility of the event on social media

Output 2: Organise 1 press conference on 11<sup>th</sup> July, 09:00-9:30 (the venue will be organized by EMEA).

- Invite key members of the press relevant in topics of entrepreneurship and culture (at least 5 different news outlets) in Barcelona/Spain/Europe to the press conference and coordinate the press release with at least 5 news outlets
- Contact key members of the press in the Southern Mediterranean (CREACT4MED target countries: Egypt, Lebanon, Jordan, Morocco, Palestine, and Tunisia) to publish the press release in their news outlets in local languages, and to connect to the press conference online.

Output 3: 1 20-page or long feature article in magazine/newspaper/website containing interviews with CREAT4MED Coordination team, and beneficiaries (content to be coordinated in collaboration with CREAT4MED communication team. CREAT4MED communication team will provide the content).

Please provide a quote for each output.

Please note the maximum accepted budget is 20,000 EUR (including VAT).

#### Location, Date and Time

**Date:** 10<sup>th</sup> and 11<sup>th</sup> July 2024

**Time:** 09:30 – 20:00 10<sup>th</sup> July, 09:00 – 20:00 11<sup>th</sup> July

**Location:** Barcelona centre, TBC closer to the event date

#### Selection Criteria

- Satisfaction of the requirements listed above
- Relevant experience
- Value for money
- In-person attendance to the event (travel not included)
- Not listed in the [early detection and exclusion system](#)

#### How to apply

Send a detailed proposal with cost breakdown per output to [kirsty.fairhurst@euromed-economists.org](mailto:kirsty.fairhurst@euromed-economists.org) before the deadline, **5<sup>th</sup> April 2024, 11:00 CET**.