



# Call for Subcontracting for the Speak Out Project

## Role Description

We are looking for an experienced media company to collaborate on the “Speak Out” project, which focuses on promoting democratic participation, engaging citizens and countering misinformation. The company will be responsible for creating engaging media content, promoting the project through its media channels, and producing a report on misinformation and young people. The complete list of tasks can be found below.

## Project Description

The SPEAK OUT project aims to promote intercultural societies by engaging international youth in local communities to combat stereotypes and disprove misinformation. Specifically, the project focuses on promoting democratic participation, engaging citizens in solidarity discussions, and countering disinformation.

SPEAK OUT strives to foster an inclusive vision of Europe, empower youths as changemakers, and achieve these objectives through training, dialogues, and large-scale events. The project addresses issues of low youth participation, lack of awareness about EU opportunities, and the spread of misinformation. Its target groups include young people, youth workers, policymakers, and citizens, with a focus on fostering peer-to-peer learning between those who have and have not benefited from EU mobility opportunities.

## Tasks

The selected media company will be expected to:

1. **Produce a report on young people and misinformation.** (Due June 2024). The report will include desk research and analysis of current trends and theories regarding young people and current misinformation, and it should propose reflections and

recommendations on how to address young people and access to media, with a focus on topics related to European citizenship.

2. **Deliver a 90-minute session** focusing on young people, civic engagement and media literacy during each [Erasmus Generation Meeting](#). (April 2025 and April 2026)
3. **Create promotional videos and media articles** to promote the project, its messages and its outcomes. (Due September 2025)
4. **Development of communication campaigns** that will reach an audience (on both ESN's and contractor's channels) with a goal of 250k reach, focusing on fostering civic engagement and media literacy. (The campaign will run from September 2025 to June 2026)
5. **Develop workshop outlines** for engagement activities to be implemented by our members on the local level, zooming in on civic engagement, misinformation and media literacy. (Due September 2025)
6. **Participate in the final project reporting**, with contributions detailing the media-related activities and outcomes. (The reporting will take place in July 2025)

## Contract

The contract will start in **January 2025** and last until the end of the project, in **June 2026**.

The foreseen budget to complete these tasks is **24,000.00€** (all taxes included).

## How to apply?

Please fill in [this form](#) until **November 30th, 2024**.

For any questions, you may contact:

- Project Coordinator, Céline Guerin ([celine.guerin@esn.org](mailto:celine.guerin@esn.org))
- Communication Manager, Lina Mohorić ([communication@esn.org](mailto:communication@esn.org))