

Terms of Reference

Bicommunal digital campaign for the

EU ONE STOP SHOP (OSS) SUPPORTING GREEN LINE TRADE & BUSINESSES CYPRUS

Output	Implementation of Outcome 1 Communication and awareness activities
Location of Assignment	Nicosia, Cyprus
Log Frame reference	To digitally promote and distribute all Output under Outcome 1 (Communication and Awareness activities)
Time of Assignment	February 2025- April 2025

1 Introduction

1.1 Overview of the EU-One Stop Shop (EU-OSS) Initiative

The EU-OSS project, initiated in October 2023, is a pivotal endeavour supported by the European Commission to enhance and facilitate Green Line Trade (GLT) in Cyprus. The project aims to boost trade across the Green Line by providing technical assistance, information, and support to traders and businesses involved or potentially engaged in Green Line trade.

The project responds to the challenges and opportunities associated with Green Line trade, particularly focusing on increasing awareness, ensuring compliance with EU standards, and fostering cooperation among businesses across the divide. The EU-OSS serves as a strategic instrument, operating out of a physical office and a website, to offer hands-on technical assistance and support, complementing the efforts of the Turkish Cypriot Chamber of Commerce (TCCC) and the Cyprus Chamber of Commerce and Industry (CCCI).

1.2 Purpose of the Present Tender

The purpose of this tender is to select a company(ies) with experience to create and run a digital campaign that promotes the EU digital outputs. The current digital tools of EU OSS are:

- The website that provides information about Green Line trade
- A digital marketplace
- A digital tool to help one undertake Green Line trade
- Digital Videos and Digital outputs such as the Guide for Green Line trade
- Promote the final event of the EU OSS to the business community of the island

The company will be expected to create, design and implement a four-week long digital campaign.

The campaign will require:

A Kick-off meeting: Organizing an initial meeting with the EU OSS team to define and clarify the campaign's targets, methods, and expected outcomes.

Creation of material and plan for the campaign: This would require the creation of different digital banners, as well as a plan regarding how media will be targeted as well as any additional actions suggested by the company and approved by EU OSS.

Reporting based on mutually established KPIs: KPIs will be created jointly at the start of the campaign.

1.3 Target Audience

The primary target audience is the Greek Cypriot and Turkish Cypriot business community.

The secondary target is the Turkish Cypriot and Greek Cypriot citizens, as European citizens and/or as consumers.

1.4 Duration

The planning for the campaign is expected to take place in the end of February 2025. The campaign is expected to run in the last three weeks of March and the first week of April 2025.

1.5 Application Criteria

1. The applicant(s) must have a proven experience of working in both the Greek Cypriot and Turkish Cypriot communities on the island.
2. Bi-communal partnerships (i.e. companies hailing from both communities creating a partnership for this task) are encouraged to apply. In such cases, the applicants should demonstrate their expertise in working in their respective communities.
3. Companies hailing from one community can also apply. However, in this case, either they must demonstrate their expertise and ability to work in both communities, or demonstrate that they are sub-contracting services/experienced staff from the other community.
4. The applicants should be prepared to work in English, Greek and Turkish languages.

1.5 Expected Deliverables

- A roadmap for the implementation of the campaign, including communication channels, social media application and plans for the final event, along with mutually approved KPIs
- Regular catch up meetings/calls to evaluate the daily implementation and monitoring of the campaign including the social media ads
- A final report detailing the analytics and feedback of the campaign

1.6 Selection

- The applications will be graded according to the criteria below:
- 25% Price
- 25% Bi-communal nature
- 50% Previous experience and quality of application

1.7 **Application Method and deadline**

Please fill in the attached application form and email it to info@eu-oss.com until the **17th of February at 17:00**.

The EU OSS reserves the right to contact and have online interviews with the applicant.

**Annex I: Application Form for PR Campaign
EU One Stop Shop**

For detailed application criteria, please refer to the Terms of Reference for this activity.

Name of Applying Company	
Contact Details	
References of previous work	

Describe in a short paragraph your company (and partnering company/ies (if applicable), previous projects, why you are interested in this project.

Proposed service cost	