

About MIND

**MIGRATION.
INTERCONNECTEDNESS.
DEVELOPMENT.**

Project Information for the Procurement of
Camapigning – Social Media Services

MIND 1609057 – SMSA – 01
Union.

Mgr. Tereza Červinková
Program manager



This project is funded by the European

MIND

About Caritas PARTNER

Caritas shares the mission of the Catholic Church to see hardship and act on it.

The Core Mission of Caritas is to identify human suffering and act on behalf of those people who have lost their voice. This means to respect human life to its whole extent and to protect and help people in need, regardless of their origin, religion, gender, sexual orientation and abilities.

Caritas Czech Republic offers a broad range of programmes to prevent and ease the hardships of people in need. Initiatives include social and health services, charitable and humanitarian assistance. In places outside of the country, we do this through development cooperation. Indirectly, Caritas Czech Republic helps people who are in need by highlighting their situation and striving to improve their overall position.

MIND

About the project

MIND is a project of **12 European Caritas** organisations working in 11 EU countries.

The overall objective is to improve public understanding of the relation between universal, sustainable **development** and **migration**, its role both in the EU and developing countries and the EU's contribution in development cooperation.

The project is designed for **3 years** from 2017 until 2020.

Caritas Austria has been contracted by DG DEVCO (European Commission) as the **lead** organisation to manage and deliver the project. The project is funded through the Development Education and Awareness Raising (DEAR) programme.

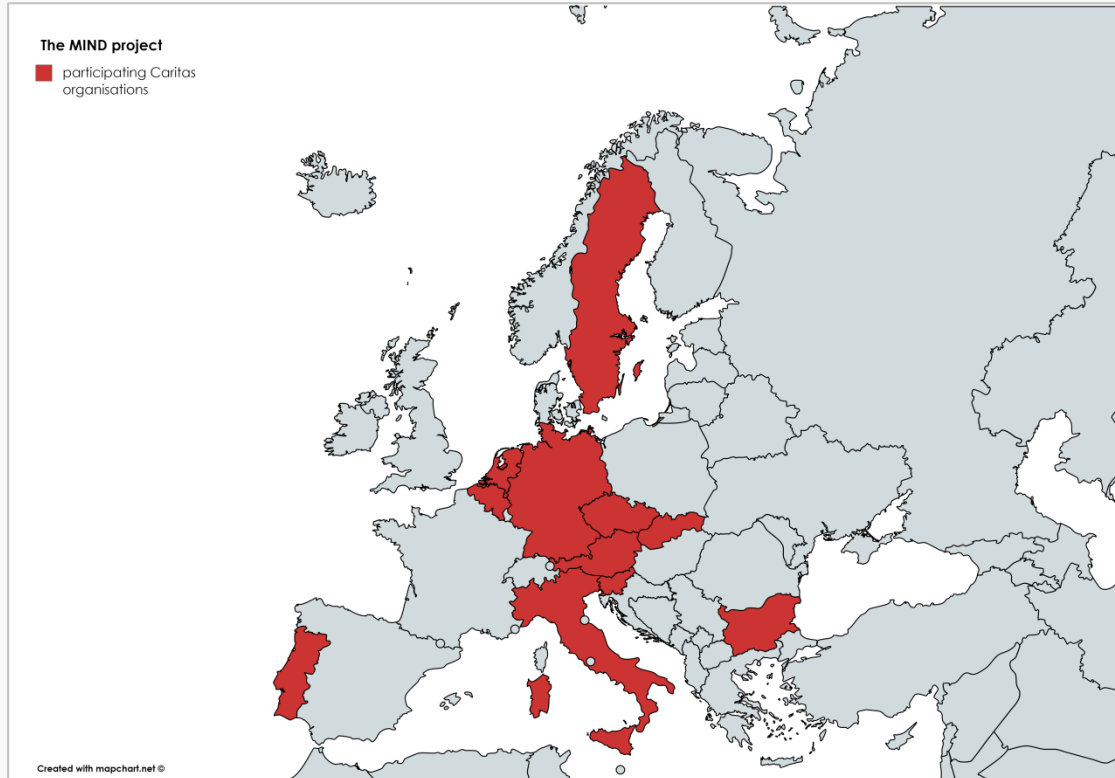
MIND

About the project

MIND advocacy and campaigning is built on 3 Pillars:

- **Root causes of forced migration:** *Why are people forced to migrate and what can be done to tackle the root causes of forced migration? What are the roles that both European countries and countries in the Global South have?*
- **Integration and welcoming societies:** *How can we proactively shape integration processes and the welcoming of migrants and refugees, creating a constructive dialogue in the societies whilst recognising the challenges and concerns within our host communities?*
- **Migrants' and refugees' contribution:** *Caritas organisations strive for a constructive dialogue and a positive view on migration and for raising awareness on migrants and refugees as agents in development in European societies and in the Global South.*

MIND Partners



- Caritas Austria
- Caritas Bayern (Germany)
- Caritas International Belgium
- Caritas Bulgaria
- Caritas Czech Republic
- Caritas Europa
- Caritas Italy
- Caritas Portugal
- Caritas Sweden
- Caritas Slovakia
- Caritas Slovenia
- Cordaid (NL)

MIND

Time Frame

Project Milestones

- Jan. 2018: 1st of the 3 annual meetings with all project partners
- June 2018: start of activities implementation
- Summer 2018, 2019 and 2020: pan-EU social media campaign (duration approx. 2 months/year)

Campaigning / Social Media Services implementation plan (for more details please see Terms of Reference)

- Implementation starts in May/June 2018: adaptation of the content of the “MIND Social Media Toolbox” that is elaborated by Ketchum Publico to the national context; implementation and support of Caritas Czech Republic
- Completion in early autumn 2020 (archiving of tools and resources; delivery of national project report)

MIND

About Campaigning Services

Set-up:

- 1 lead agency (Ketchum Publico) + 11 country agencies

Budget:

- 30.000 EUR, incl. VAT for each country agencies

Role of the lead agency:

- Design the overall strategy and conduct all central campaigning activities in collaboration with Caritas MIND team
- Elaborate a campaigning tool kit to be used by the local agencies
- Provide guidance to local agencies in specific cases

Role of the country agency:

- implementation of the social media campaign and support of Caritas Czech Republic

MIND

About Campaigning Services

Targets

- 90% of overall population in 11 countries addressed by awareness raising campaigns
- 80% of public involved in and/ or targeted by MIND's campaigning activities who state that they have learnt from the campaign or find input useful

Caritas is part of the European family. We want to support civil society organisations to engage in advocacy at local, national and regional levels. We feel that raising awareness for root causes of forced migration such as conflicts and war, hunger and poverty, the lack of rule of law and democracy and climate change can help us shaping a European society where migration is perceived as a driving force of sustainable development. With advocacy and campaigning activities we want to contribute constructively to positive views and active involvement of the European society on development issues and concerns.

Contact:

Mgr. Tereza Červinková
(Jarolímová)
Program Manager
tereza.jarolimova@charita.cz

Mgr. Jana Harušťáková
Project Coordinator
jana.harustakova@charita.cz

Caritas Czech Republic
Vladislavova 12
Prague 1 Czech Republic
sekretariat@charita.cz