



Project Overview for the Tender – Public Campaign Services

EU Aid Volunteers
We Care, We Act



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.

EUAV TEACH - Technical Assistance for European Caritas Organisations in Humanitarian Aid

TEACH is a project of 6 European Caritas organisations (Caritas Europa, Austria, Czech Republic, Great Britain, Ireland, Romania)

The overall objective is to strengthen the technical capacities in the areas of humanitarian learning, volunteer management and awareness raising of this topics.

The project is design for 2 years from 01/02/2018 until 31/01/2020.

Focus areas:

- Humanitarian principles and standards
- Volunteer management
- Communication and campaigning

Campaigning Services objectives



Role of the Creative Agency:

1. To design united campaign lay out /campaign identity (including merchandising)
2. To Create graphic design of communication materials (poster, leaflet, magazine)
3. To elaborate short video
4. To design interactive mobile exhibition

Budget:

290.000 CZK VAT included

Deadline for the submission:

5. 2. 2019 - 15:00 CET

Using of delivered materials



Required materials will be used during the thematic workshops and public events (CARAVAN)

Thematic workshop

The workshop has the aim to inform persons interested in volunteering (especially in the EUAV) and humanitarian aid. There will be 5 to 15 participants/workshop. Workshops will be organized in several places in Romania and Czech Republic for the following target groups:

- Persons showing special interest in the subject during the information caravan
- Staff of local NGOs as potential volunteers in humanitarian aid (providing the organizations the opportunity of benefitting from the international experience of former volunteers in humanitarian aid)
- Staff of companies interested in CSR programs
- Students at universities

Using of delivered materials



Public events - CARAVAN

An information caravan about humanitarian aid and volunteering will be organized in the Czech Republic and Romania. The caravan will visit 5 important cities in CZ and 6 in RO. The caravan teams (RO and CZ) will stay in the cities for 1-2 days and install an information point either in a central area of the city or at universities. If possible, the caravan events will be linked with other important events in the cities and universities (cultural festivals, students festivities, etc.). During the event, the following programs will be organized:

- Information tent offering materials about EUAV and Humanitarian Aid. Caravan teams, former volunteers and other experts will be present
- Mobile photo exhibition (if will not be placed in another public place before the event)
- Presentations and round table discussion
- Film projection (documentary and fictional movies) – Open Air Cinema

Visits of the caravans in cities will be organized together with local NGOs. Representatives of local mass media will be invited to visit the events.

Thank you for your attention

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