

DRAFT BRIEF FOR COMMUNICATION AGENCY TENDER

Erasmus+ Impact Communication LTA – EU-Level Campaign

1. Introduction: About the Erasmus+ Programme

Erasmus+ is the EU's flagship programme for education, training, youth and sport. For almost 40 years, it has supported learning mobility, cross-border cooperation, innovation in education and training systems, and the development of key competences and values across Europe.

Key programme characteristics:

- Supported **over 16 million participants over its lifetime** (students, teachers, youth workers, staff, learners).
- Covers **all sectors** : higher education, VET, schools, adult learning, youth work and sport.
- Encourages **inclusion & diversity; digital transformation; environment and fight against climate change; participation in democratic life, common values and civic engagement** → [4 horizontal priorities of the Erasmus+ Programme](#)
- Strengthens **institutions and systems** through cooperation partnerships, innovation alliances and policy experimentation.
- Generates **long-term social, economic and educational impact** across Europe, contributing to competitiveness, societal resilience, skills development, and European identity.

Erasmus+ is entering a crucial period with the **preparation of the next programme (2028 – 2034)**, so this is a key moment to highlight its impact and strategic value for Europe. The approaching 40th anniversary in 2027 provides an additional opportunity for communication.

2. Strategic Policy Context

The campaign will be developed in close alignment with current EU policy priorities that shape political debate and strategic decision-making at European level. These priorities reflect key challenges Europe is facing and areas where the long-term impact of Erasmus+ is particularly relevant and visible.

Rather than communicating Erasmus+ in isolation, the campaign should position the programme as a **practical and proven mechanism** that address well these wider European challenges.

2.1 Democracy & EU Values

Strengthening democracy, protecting fundamental values and encouraging civic participation are core priorities of the European Union. Recent EU policy discussions underline the importance of active citizenship, social cohesion, respect for democratic principles and resilience against disinformation.

Erasmus+ contributes to these objectives by creating opportunities for participation, intercultural dialogue and engagement in democratic life. Through mobility and cooperation, the programme helps foster a sense of European belonging and supports the development of active, informed and engaged citizens. Erasmus+ offers many tangible examples in this area – from people becoming more engaged citizens to organisations creating spaces for dialogue, participation and cooperation across borders. These are strong, human stories that can resonate well with policy audiences when communicated in the right way.

2.2 Talent Development & Employability

The Union of Skills initiative aims to respond to skills shortages, improve employability and support Europe's long-term competitiveness. Skills, employability and talent development are central to Europe's competitiveness agenda. EU initiatives focus on basic skills, transversal competences, STE(A)M, lifelong learning and the ability to respond to changing labour market needs.

Erasmus+ contributes directly here by supporting learning mobility, skills development and cooperation between education and training systems. This theme allows the campaign to clearly show how Erasmus+ links education, skills and employability, and how it supports Europe's long-term economic and social goals.

[Union of Skills](#)

2.3 Inclusion & Accessibility

Inclusion and access to opportunities remain key priorities across EU education and youth policies. There is a strong focus on reducing barriers and reaching people with fewer opportunities.

Erasmus+ has concrete experience in this area, through targeted support, inclusive project design and efforts to broaden participation. Communicating these impacts helps show Erasmus+ is open for people with diverse background and realities. Erasmus+ addresses these challenges by promoting inclusive participation in mobility and cooperation activities, supporting organisations in reaching underrepresented groups and encouraging project approaches that take diversity and accessibility into account.

Key policy documents and context:

- [Digital Education Action Plan \(2021-2027\)](#)
 - [European Green Deal](#)
 - [EU preparedness Union strategy](#)
 - [European Education Area](#)
 - [European Youth Work and Youth Agenda](#)
 - Bologna Process and European Universities
 - [Global Gateway](#)
 - [Strengthening Europe's competitiveness and cohesion through Erasmus+](#)
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3. Purpose of the Campaign

The main purpose is to **strengthen EU-level recognition of Erasmus+ as a strategic instrument** responding to Europe's most pressing political, societal and economic challenges.

We aim to influence:

- how **EU policy-makers**,
- **key opinion leaders**, and
- **Brussels-based policy audiences**

perceive the relevance, long-term value and strategic impact and value of Erasmus+.

This campaign will contribute to a stronger perception of Erasmus+ as a policy solution — which indirectly supports programme credibility and long-term positioning.

4. Key Objectives

The campaign should:

1. Present **clear narratives** showing how Erasmus+ addresses major EU-wide challenges.
 2. Translate Erasmus+ results, data and stories into **compelling, policy-relevant messages**.
 3. Increase **visibility of Erasmus+ impact** among EU institutions, stakeholders and media.
 4. Provide a **coherent communication framework** that National Agencies can align with and build upon also in their national communications.
 5. Support the momentum leading to the **40th anniversary of Erasmus+ (2027)** – provide stories and input that can be used for the 40th anniversary campaign.
 6. Support the momentum leading to the new programme periode 2028-2034
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5. Key thematic focuses & general message

In the first phase of the campaign, the focus will be deliberately limited to **three key thematic focuses**:

1. Talent (& Skills) Development & Employability

2. Democracy & EU Values

3. Inclusion & Accessibility

General message of the campaign: **Strengthening Europe's competitiveness and cohesion through Erasmus+**

By concentrating on a limited number of themes, we aim to keep the message clear and coherent, avoid fragmentation, and increase the overall impact and visibility of the communication.

The campaign should communicate **Erasmus+ impact through the lens of these three selected thematic focuses**, rather than attempting to cover the full breadth of the programme at once.

The selected themes will serve as the main narratives of the campaign. **Erasmus+ results, stories and data should be framed in a way that clearly demonstrates how the programme contributes to and delivers impact in these specific areas.**

The agency is expected to:

- analyse the three selected thematic focuses in more detail,
- identify which types of results, data, statistics and stories from Erasmus+ projects would best support each theme*, and
- propose how these elements can be translated into strong, credible and policy-relevant communication messages.

This work will form the basis for defining what kind of input is needed from the National Agencies and how Erasmus+ impact can be communicated in a focused and strategic way*.

* Note: National Agencies may **not be able to provide all the suggested data or examples immediately, or in exactly the form initially proposed** by the agency. We therefore anticipate that **several rounds of discussion and refinement** will be needed in order to reach a shared understanding and agreement on what is realistically available and most useful for the campaign (case stories, statistical data etc).

This exploratory phase is considered a necessary part of the process — the initial proposals are meant to provide a **starting point for discussion**, which will then be refined collaboratively with the National Agencies.

6. Target Audiences

The campaign is primarily aimed at EU-level audiences who influence policy thinking, strategic priorities and public narratives in Brussels. These audiences may not work directly with Erasmus+, but they play an important role in shaping how the programme is perceived, discussed and positioned within broader EU policy debates.

- **EU policy-makers and decision-makers** - This includes officials and political representatives working within the European Commission, the European Parliament and relevant EU-level bodies. They are key actors in shaping policy priorities, strategic frameworks and future directions. The campaign should help them better understand what Erasmus+ delivers in practice, and how its impact connects to current EU priorities and challenges — beyond the programme's technical or administrative aspects.
- **EU-level advisory bodies, committees and policy influencers** - These include expert groups, advisory bodies, and individuals who contribute to policy development, provide

input into legislative or strategic processes, or influence discussions within EU institutions.

- Brussels-based **sectoral networks, education associations, advocacy organisations** etc.
- **EU-focused media** – that is followed by policy-makers and stakeholders across institutions.

Secondary:

- **National-level decision-makers:** they can be reached indirectly through EU-level communication and media coverage. A clearer EU narrative around Erasmus+ impact can also support national discussions and positioning.
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7. Scope of Work for the Agency

The selected agency will be expected to work closely with the consortium of National Agencies* to design and deliver an EU-level communication campaign focused on Erasmus+ impact.

The agency should familiarise itself with the Erasmus+ programme, the policy context and the three selected thematic focuses. This includes reviewing existing background materials and understanding the overall objectives of the campaign.

Based on this, the agency will develop a **communication strategy** that includes (but is not limited to):

- a clear **creative communication concept** that can be used consistently across the campaign (with visual elements and key messages),
- a structured overview of **target audiences** and how they should be addressed,
- proposed **communication channels** at EU level (EU level dissemination plan, including policy briefs, pressreleases etc.),
- an **approach to media outreach and media buying**,
- a **digital/social media component** of the campaign,
- a **PR approach** adapted to the Brussels policy and media environment, and
- a risk management plan (in case of misinterpreted key messages).

The agency should also propose which types of results, data, stories and examples from Erasmus+ projects would best support the three thematic focuses. These proposals will serve as a starting point for discussion with the National Agencies and may require several rounds of refinement.

The agency should develop concrete campaign ideas and content, propose a realistic rollout (for example in two or three phases), and support outreach towards EU-level policy audiences and media.

Throughout the process, the agency is expected to work in an iterative and collaborative way, with regular exchanges and flexibility to adapt the approach based on feedback, available data and campaign results. We expect the agency to work with us in a regular and responsive way, including at least one online meeting every two weeks, regular email communication, and a response time of up to two working days.

The agency should also provide evaluation of the campaign through relevant KPI's in a report 3 months after the end of the campaign at the latest.

*Note: The implementation of the Erasmus+ programme on national level is managed by [National Agencies](#). In this consortium 6 National Agencies from the following countries are involved: Austria, Finland, France, Germany, the Netherlands and Slovenia.

8. Expected Tender Contributions and Selection Criteria

Each agency is expected to provide:

- a basic **proposal for a creative strategy** and overall campaign concept,
- a suggested **mix of communication channels** suitable for EU-level audiences,
- a **proposed timeline** outlining the main phases of the campaign,
- a **detailed budget breakdown** that covers all activities outlined in the “Scope of Work for the Agency”,
- a brief **description of the agency’s profile and approach to work**,
- team composition (Brussels expertise required),
- **at least two (or more) examples of similar projects or campaigns** the agency has delivered, ideally targeting EU-level policy audiences or working in a comparable context, and
- a **brief approach to risk management**, identifying the key risks related to the campaign (a detailed crisis communication plan will be developed in the implementation phase together with the selected contractor).

The proposals should demonstrate a clear understanding of the Erasmus+ programme, the selected thematic focuses, and the EU policy context in which the campaign will take place.

Agencies are required to submit all documentation in accordance with the tender documentation, where the selection criteria are defined in detail.

The **main selection criterion** will be the **quality of the creative proposal**. Creative proposals will be reviewed and assessed by the evaluation committee, composed of representatives of the Erasmus+ national agencies from Austria, Finland, France, Germany, the Netherlands and Slovenia. The committee will evaluate each proposal in accordance with the defined selection criteria.

9. Available Budget

270.000,00 EUR without VAT

The available budget covers the entire scope of campaign activities. This includes not only the development of the communication strategy and creative concept, but also all related implementation elements such as media buying, potential visual production, content creation and other campaign-related costs.

10. Timeline

The launch the first phase of the campaign is planned to start in June 2026.

The agency should propose the final detailed timeline.
