

Deliverables

Under this scenario, the tenderer is expected to provide the following deliverables, aimed at promoting the European Week across EU-OSHA's websites, social media platforms, stakeholders and media outlets:

- **Promotion action plan:** the tenderer is expected to describe a communication and promotion action plan for the week (up to 2,000 words), covering 1 week in advance, the week itself and 1 week after. It should describe suitable ways of promoting campaign resources available on the website, including the deliverables that the tenderer is requested to prepare within this scenario (see bullet points below), as well as opportunities for interaction with EU-OSHA's media partners and other potential relevant/key EU media outlets/journalists;
- **One web highlight:** the tendered is expected to copywrite one web highlight to announce in an engaging and lively manner the beginning of the week, and to encourage campaign stakeholders to join, calling for action and engagement in campaign activities at the national and EU levels. The highlight is to be published on the campaign website at the beginning of the week and should be 200-300 words long and accompanied by an engaging and relevant image/visual;
- **One news article** to be published on the campaign website: the tenderer should use the OSHwiki entry [Promoting moving and exercise at work to avoid prolonged standing and sitting](#) as the basis/inspiration to draft this news article and to engage with the campaign audience in the context of the European Week celebrations. The news article should be 600-800 words long and accompanied by an engaging and relevant image/visual;
- **Five social media posts (three tweets, 1 Facebook post and 1 LinkedIn post):** the tenderer is expected to produce inclusive, expressive and engaging social media content (both texts and visuals) promoting the week and the other deliverables to be produced under this scenario;
- **Mock-up of one animated visual** (GIF or any other format) to accompany/illustrate one of the posts drafted under deliverable 4 above (social media posts): the mock-up should be presented in a Word document and in a storyboard/visual script format describing in detail the narrative sequence and the graphic proposed using a combination of visuals and narrative text;
- **Social media listening:** the tenderer must deliver a document (up to 1,500 words) explaining the approach that they would use to monitor EU-OSHA's social media channels for 1 week prior to the European Week, during the week itself and 1 week after, and the concrete actions that they would undertake as a 'response team' to encourage user-generated content, i.e. retweets, thank you posts, shares (co-promotion of events), etc.

The tenderer will also have to provide **an accurate estimation of the work effort (working days per profile) and budget breakdown** for the production/implementation of each deliverable and actions described in the scenario.

The estimation must be consistent with or more advantageous than the financial model (Table 1) requested in **Annex X-2**.