

REQUEST FOR PROPOSALS

The politically impartial Schwarzkopf Foundation Young Europe was founded by Pauline Schwarzkopf in 1971 in Hamburg. The foundation's mission is to support the development of young people into politically-aware and responsible citizens by focusing on the strengthening of the European Idea and pan-European understanding.

Until **30 March 2017**, the Schwarzkopf Foundation asks for proposals for

PLANNING & PRODUCTION: MULTIMEDIA CONTENT ON YOUTH PARTICIPATION

The Schwarzkopf Foundation's seminars encourage students between 16 and 28 years to actively deal with European topics. Within *Understanding Europe*, 400 Europe-related Crash Courses are carried out annually for students from 16 years on in vocational schools as well as school of general education. The courses are hosted and moderated by young multipliers (aged between 18 and 28). Within the portal www.europa-verstehen.de, a multimedia composition should be developed that sustainably accompanies these activities and motivates and accompanies young Europeans on the way to their own involvement.

Proposals should include the following:

- (1) Substantial conception of the composition (until the end of April 2017)
- (2) Production of contents and accompanying materials (May through September 2017)
- (3) Online dissemination and supervision/moderation (May through September 2017)

If this is carried out successfully, a continued cooperation until 2019 is desired.

(1) Substantial conception of the composition

A concept for a multimedia composition is to be developed. In substantially and methodically diverse manners, it offer young people in Europe (languages: German and English) points of contact to reflect their own possibilities of participation and potentially develop ideas for getting involved themselves. Most of the contributions consist of short videos; these can be complemented by text contributions.

The composition will be integrated into the portal www.europa-verstehen.de as a new page. Furthermore, embedding single contributions or sections into www.schwarzkopf-stiftung.de is possible. The videos will also be accessible on their own on Youtube and/or Vimeo.

The focal theme of the composition is the Europe-related societal/political involvement of youth – particularly the striving towards an open and democratic society and against prejudices and exclusion. Perspectives beyond purely national approaches are highlighted. The contents are guided by the target group's interests

and should, at least in part, be specifically generated by said group (e.g., questions from seminars or discussion events can be starting points for contributions).

Part of the concept is the description/illustration of the following three as well as at least two further series. Each series should follow a recognizable structure in format, general content, and/or methodology. All series should also be suitable for a continuous production of contributions for at least two years up to the European elections in 2019.

- (a) Examples of successful participation of youth and young adults in diverse situations and with varying efforts in Europe and the EU which students can relate to their own lifeworld.
- (b) Shedding light on hurdles and limits to youth participation in Europe and the EU
- (c) Discussion of questions that arise during the Foundation's seminars

Elections are dealt with as a cross-cutting issue (e.g. campaigning strategies, role of the media, objectives and hurdles of voting at local, regional, national and European elections). The topics should be developed from a transnational, European perspective. The Foundation's [participation poster](#) can serve as orientation.

Furthermore, the concept offers room for individual contributions (not part of a series); it also accommodates [existing infoclips](#) as well as other videos that explain/provide background information and (temporary) highlights such as European or national elections. The contributions and series display, on the one hand, a substantial diversity, but, on the other and, are clearly identifiable as part of a coherent general concept. This can be achieved through recurring motifs, methods, persons (e.g. moderators) etc.

The bulk of the contributions shall consist of or contain videos. Nonetheless, an interesting diversity in methods is desired, e.g. in the form of digital storytelling.

The concept is professional and contains premium-quality contributions but also leaves space for content that is co-produced by laypeople (especially youth). It is suitable in particular for the following use contexts:

- (a) Targeted use in the course (led by trainers)
 - a. For initiating discussions in the course
 - b. For integrating controversial/diverse and transnationale perspectives
 - c. For deepening or illustrating purposes in the course
- (b) For students who want to (alone or in a group) further deal with questions (impulse by trainers but no supervision)
- (c) As support for youth looking for opportunities to participate (no guidance, no relation to the courses)
- (d) As a way of making youth participation visible

(2) Production of contents and accompanying materials

Involving employees of the Schwarzkopf Foundation, peer trainers, participants and potentially moderators (to be employed by the contractor), a minimum of six multimedia contributions incl. substantial contextualization are produced. These contributions fulfil the concept developed in (1).

The production contains the substantial research, the multimedia editing and the contextualization of the finished videos in the respective fields:

- (a) For each contribution, points of contact for further dealing with the topic/questions (e.g. links for carrying on, reflection questions or ideas for getting active)
- (b) Teaser texts and embedded subtitles in German and English
- (c) Classification/linking with other contributions

Approximately three contributions are produced in May through July 2017, another three contributions are produced in August through September 2017, with a particular focus on the (then imminent) elections.

(3) Online dissemination and supervision/moderation

The videos should be uploaded on Youtube and/or Vimeo and then embedded on www.europa-verstehen.de. On all platforms, there is a possibility for discussion which will be supervised and moderated by the contractor until the federal German elections in 2017.

In due consideration of the Foundation's communication strategy, a target-group-specific communication is prepared also for other social media (Facebook, Twitter, Instagram). This communication, that accompanies the videos, will be rolled out by the Schwarzkopf Foundation on its channels.

Practical remarks

The Schwarzkopf Foundation receives unlimited rights of use for all products/outcomes of the project.

The maximum funds available for this project are 9,000 EUR incl. taxes.

Please submit your proposal through the **following online form**:

<http://polls.schwarzkopf-stiftung.de/451265>

Should you have any questions, feel free to contact Bernard Dröge (b.droege@schwarzkopf-stiftung.de).