



# FESTIVAL OF MEDITERRANEAN CITIZENSHIP – CALL FOR INTEREST

Dialogue with Civil Society for Rights and  
Equality in the ENI Southern  
Neighbourhood



حوار المتوسط  
MED DIALOGUE  
للحقوق والمساواة  
FOR RIGHTS AND EQUALITY

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particip  
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 EUROPEAN  
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## What is Med Dialogue?

MED Dialogue for Rights & Equality is an EU-funded Technical Assistance Programme with the overall objective to strengthen the role of CSOs active at the regional scale, in building sustainable development, regional cohesion and resilience, as well as in influencing policy-making in the Southern Neighbourhood and the Euro-Mediterranean Space. Its main specificity is about mobilizing civil societies and local communities on regional issues of common concerns to influence the agenda of public decision-makers and regional institutions.

The three-years Program (2019 – 2022) consists of four policy components, a communication and visibility strategy. The program main strategical goals are:

- Strengthening the involvement of CSOs and CSO networks in emerging regional agendas and thematic dialogues, sustainably reinforcing their ability to coordinate and network with their peers from the region.
- Supporting Majalat, the newly- created regional hub for structured dialogue at regional level and with the EU.
- Reinforcing the participation of young women and men in public life by expanding programs for young civil society leaders.
- Supporting CSOs' role in developing resilience and stability at regional level, and
- Increasing communication and visibility.

## Festival on active citizenship in the Mediterranean

During the last three years, Med Dialogue has achieved a lot of results: From mapping 150 civil society organizations' networks, conducting debates among over 1000 activists, researchers, thinkers, and staff members from active civic organizations at local and regional levels on the vision for the Mediterranean of tomorrow, supporting around 100 common transnational actions on regional challenges, developing new resources such as e-publication, an e-library or research surveys, and empowering CSO leaders on policy dialogue, to using IT prototypes for democratic advancement, supporting 3 cross-border advocacy campaigns, the Programme has proudly tested new ways of civic engagement looking at common challenges with a transnational approach that would like to share with a largest audience.

To display all these projects and good practices, debate the challenges of the region, and encourage a new culture of active citizenship in the Mediterranean space, Med Dialogue plans the organization of a public festival, Mediterranean Citizenship Days (provisional title).

Mediterranean Citizenship Days would be a natural completion of this experience, and an extraordinary opportunity of networking for civil society at large, of addressing our concerns and aspiration with the help of arts and creativity, as well as of amplifying the ideas and practices launched in the last years. Mediterranean Citizenship Days is an open event which would thus contribute to shaping a culture for civic engagement and the common good at regional level, and to narrating stories of active citizenship in the Mediterranean, by involving CSO practitioners, activists, writers, artists, journalists, influencers, researchers, entrepreneurs, and others, engaged in the Mediterranean.

### Format

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Mediterranean Citizenship Days will have the format of a festival and forum, offering a wide spectrum of events taking place during 4 days, and in different locations of the hosting city. It could include:

- public debates,
- readings and interviews with authors or thinkers,
- film screenings and artistic performances,
- multi-actor thematic dialogue workshops,
- exhibitions,

- guided visits to activism projects and practices in the hosting town,
- Networking Fair to share civil society ideas and projects, as well as key findings of Med Dialogue mapping studies,
- workshops with local schools or other educational institutions

Mediterranean Citizenship Days would represent a kind of final “open stage” delivering dialogue and debate accessible to citizens and the hosting community, displaying the Programme’s outputs, presenting the work of the partners, and providing a regional opportunity of networking and strategizing.

## Participants

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As for the guest participants, two features shall be taken into account:

- North-South exchange will be at the core of the event, with participants from Europe and Southern Mediterranean neighbouring countries. Participants will “meet on stage”, present their experience and exchange views with other profiles on the topics they care about, in a genuine cross-border scenario.
- At least 120 invited guests should be expected as socially engaged leaders, intellectuals, young activists, performers, writers, developers of innovative practices, representatives of public institutions, or media operators.
- It should be an activity open to the public (no closed doors event), free of charge for the audience, organized in a town which distinguished itself for its commitment for building a Mediterranean of cooperation, mutual understanding, culture of rights, and intercultural dialogue.

## Location and date

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The location being as important as the message, Med Dialogue has therefore looked for what represents the Mediterranean spirit, with a heritage going across cultures and nations, and still conveying the sense of having a multiple and connecting identity. The choice fell upon **Sicily**. Sicily is geographically an island in the Mediterranean barycentre, and historically a land having connected the nations around the Mediterranean, as its heritage proves it.

Mediterranean Citizenship Days will take place in the **month of May or June 2022**. The organisation of the festival will start in January 2022. The requested services will therefore be needed from January-June 2022. The exact input will be defined in the service provider’s technical and financial offer.

## Required services

In order to carry out this festival, Med Dialogue is seeking **one or several service provider(s)** to support the organisation of the festival and specifically provide

- support in identifying the format and content of the festival based on local conditions and provide a local support team (‘artistic direction’)
- PR and media services (‘public relations coordination’)

**Proposals can be made for either both services or only artistic direction or public relations coordination.**

\*Note that in addition to this contract, there will be a **local technical committee** in the hosting city that will support Med Dialogue and the municipality on aspects related to logistics (e.g., location setting, finding interpreters, finding hotels, invitation letters for visas, etc.), promotion (e.g., local media relations, press conferences) and content (e.g., identification of local/Sicilian guests, relations with local schools).

## Festival design services/ Artistic direction

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Production of a coherent, comprehensive and challenging programme of activities during Mediterranean Citizenship Days including:

- Design the festival programme;

- Co-develop the festival content and format,
- Support the identification of guests and panels,
- Support the definition of the organizational planning steps and monitoring of the planning progress, using the latest software/planning tools
- Advice and offer qualified support to the local technical committee team,
- Make sure that the information released is legally accurate and provide quality control of public information, if needed (press work/communiqués, etc.)
- Monitor developments that might affect the organization of the festival (negatively or positively) and suggest new approaches and adjustments if needed,
- Participate in the festival.

In designing the festival, the service provider should aim at contributing to a cultural change, being culture a vector to assess, understand, and narrate contemporary challenges beyond stereotypes, fake news, and close-mindedness. Culture through open debate and creative expression is a tool to read societal phenomena and explain them, move emotions, and explore ideas for engaging people towards change – a tool which could often be more powerful than social sciences or political discourse.

The service provider should take into account the thematic axes of Med Dialogue’s work with civil society operating beyond borders in the Mediterranean, and in particular:

- The cause of democracy
- Practicing regional advocacy for change
- The challenge of ecological transition
- Making civil society sustainable and effective
- The Mediterranean as our common destiny

The service provider should make sure that Mediterranean Citizenship Days offer a **diverse range of events around these axes, not only debates, but also performances and cultural spaces**, so as to bring together the “social and political dimension” of active citizenship with the cultural and creative dimension of our communities. All these topics will be approached with this double viewpoint: discussing policy and policymaking with engaged citizens and drawing inspiration from the world of ideas and arts to change mindsets.

These axes should have **sub-thematic highlights** such as on specific rights issue (women’s rights, spaces of public participation, for example) or on specific regional challenges (building a human economy, or the issue of human mobility).

The service provider will work under the supervision of the Med Dialogue team, and in close coordination with the local technical committee. During the organizational process, the service provider will keep the Med Dialogue team informed by sending regular “Flash reports”.

## PR and media services/ PR coordination

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These services include creating and maintaining a favourable public image for the festival: write materials for media releases, plan and direct public relations programmes while working in close collaboration with Med Dialogue team, to make sure that advertising campaigns are compatible with the image of the programme. Furthermore, the service provider will identify main national and international media outlets and will act as a focal point of the Med Dialogue programme before and during the festival. In particular, the service provider shall:

- Identify main audiences including traditional media outlets and determining the best way to reach them,
- Coordinate and manage radio and television special reports, newspaper stories and magazine articles as well as interviews with traditional media,
- Arrange and conduct interviews and maintain other forms of public contact,
- Identify advertising and promotional programmes, make sure that they are compatible with Med Dialogue public relations policy,
- Prepare materials for the media, and writing press releases, reports, newsletters, as well as social media posts and key messages to be spread by the Med Dialogue team,
- Respond to requests for information from the media,

- Maintain Med Dialogue corporate and Festival image and identity,
- Support the local technical committee in communicating effectively with the public,
- Monitor developments that might affect the organization of the festival (negatively or positively) and suggest new approaches and adjustments if needed,
- Participate in the festival.

At the beginning of the assignment and following a detailed identification mission, the service provider will draft a media plan according to the “Mediterranean Citizenship Days” programme needs and approach, in collaboration with the artistic director. This plan will include all the media work to be done (media channels, targeted countries/ groups/ profiles, key messages per groups, etc.).

## Estimated work input

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For the festival design services, we expect the service provider to guarantee staff availability corresponding to 50% from January -June 2022.

For the PR and media services, we expect the service provider to guarantee staff availability corresponding to 40% from March -June 2022.

## Available budget

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The maximum budget available is 15.000 EUR for the festival design services and 7.500 EUR for the PR and media services.

## What we are looking for

**For the festival design services, we are looking for a service provider with the following profile:**

- Working in cultural management, and organization of social and cultural events
- Working with civil society and experience in the field of civil society support, advocacy or policy-making, journalism or research
- Extensive knowledge of the Mediterranean region, civil society affairs, social, political and cultural issues of the region
- Being able to provide services in English, French and Italian. Knowledge of Arabic is an added value.
- Excellent planning skills and ability to manage conflicts and organizational challenges
- Disposing of the latest planning software and other planning tools

**For the PR and media services, we are looking for a service provider with the following profile:**

- Working in the field of PR, marketing, events promotion, or journalism trades
- Proven experience with reputation management, crisis communication, social media practices, communication design, and leadership
- Good knowledge of the Mediterranean region, civil society affairs, social, political and cultural issues of the region
- Being able to provide services in English, Arabic and French. Knowledge of Italian is an added value.

## How to apply?

For applications, please send the following documents to **francesca.ferrari@particip.de**

- Your technical offer detailing your methodology of implementing the above services
- Your financial offer

<b>APPLICATION DEADLINE: 31 December 2021</b>
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