



Interreg



Co-funded by  
the European Union

NEXT MED

---

YOUTHMED

# Call for media expert

## YOUTHMED Project

Empowering Youth for an Inclusive Mediterranean

Project Code: A\_Y\_3.1\_0624

Reference: A\_Y\_3.1\_0624 - 002

Better World Foundation is looking for a communication service provider who will be contracted as part of the YOUTHMED project, co-funded by the European Union under the Interreg NEXT MED Programme.

### **Project Overview**

Programme: Interreg NEXT MED Programme, co-funded by the European Union

Project Duration: 30 months (June 2025 – December 2027)

YOUTHMED aims to strengthen youth participation, cooperation, and civic responsibility across the Mediterranean through inclusive dialogue, cross-border exchange, and digital innovation — enabling youth and youth organizations to co-create solutions and actively shape resilient societies.

### **Key Benefits and Impact**

510 youth trained in civic engagement, media literacy, and digital participation

25 youth organizations cooperating across borders

1 multilingual AI-powered platform (SmartMaria) to enable youth collaboration

4 transnational events with political and cultural leaders

1 shared digital knowledge space

Policy-relevant data and networks to inform inclusive youth strategies

Target Groups: Youth aged 18–30, youth organizations, civic actors, and public institutions in Lebanon, Egypt, Greece, and Spain.

### **Assignment Scope**

The selected provider will support Better World Foundation and its partners in executing several communication and outreach activities, including:

#### **1. Video Production**

- 1 Cohesive Narrative Video (testimonial-style) – max 5 minutes
- 2 Short Videos (project launch & achievements) – max 3 minutes each

#### **2. Media Relations**

- 1 National-Level Media Activity (press, interviews, etc.)

#### **3. Event Support**

The provider will also support the organization of multiple events, including:

- Branding and visibility materials
- Photography and videography coverage
- Refreshments, meals, and logistical arrangements
- Venue setup and participant materials

#### **Supported events include:**

- 1 dissemination Event (60 participants).
- 1 Joint Networking Event (40 participants)
- 3-day youth exchange activity (40 participants)

#### **4. Strategic Support and Consultancy**

- Providing ongoing communication consultancy and advisory services to BWF's team to ensure effective planning, EU-compliant visibility, and message coherence throughout the project.

Indicative Timeline of Activities

	Task	Period (month)	Deliverable
--	------	----------------	-------------

D1	Produce 1 short video (inception)	Months 2-3	1 video (3 minutes)
D2	Host 3-day Youth Exchange activity (40 participants)	Months 10-12	4-star venue, equipment, refreshments, lunch, program, project visibility materials, and interpreters
D3	Organize 1-day hybrid transnational event (40 local participants)	Months 13-18	5-star venue in Cairo, equipment, refreshments, lunch, program, project visibility materials, and interpreters
D4	Produce 1 testimonial/narrative video	Months 18-22	1 narrative video (5 minutes)

D5	Conduct 1 national media activity	Months 22–35	1 TV interview and press release
D6	Organize 1 national dissemination event (60 participants)	Months 14–30	5-star venue in Cairo, equipment, refreshments, lunch, program, project visibility materials, and interpreters
D7	Produce 1 short video (achievements)	Months 24–30	1 video (3 minutes)

Final activation dates will be communicated by BWF. The provider must remain available and responsive throughout the project.

**Provider Profile**

- Experience: Minimum 3 years in media production or event communication
- Portfolio: Proven record in EU/international cooperation projects
- Language: Fluency in English and Arabic.
- Capacity: Ability to deliver and organize events across Egypt.
- Compliance: Must follow Interreg NEXT MED visibility and branding rules

**Expected Deliverables**

- 3 professionally produced videos (1 narrative + 2 shorts)

- 1 press/media activity (documented)
- Full event communication coverage and materials for events with 40+ participants.

### **Contract Terms**

- Contract Type: Framework contract (task-based activation)
- Duration: Until December 2027
- Supervision: BWF Communication Manager & Project Manager

### **How to Apply**

Please fill out the following form to apply by Thursday the 22th of January 17:00:

<https://forms.gle/fZAimzspLZysiRPJ9>

This call is funded by the European Union under the Interreg NEXT MED Programme. The views expressed in this document do not necessarily reflect those of the European Union.