

Service	Details	Quantity
Website content management	Copywriting (educated features)	20 (A4)
	Design infographics	10 (A5)
	News writing and translation from ENG to UA	30 (A4)
	Content-plan development	1
	Posting on the website	monthly
Print production	BOOKLET: B5, two-sided offset print, full color cover/back - 250g/cm2, matt paper; colour text inside with colored illustrations - 150g/cm2, offset print, matt paper, font: Myriad Pro_74 pages. HIGH QUALITY PRINT	10 000
	Content creation - Booklet (design and copywrite)	1
	Transfer to each oblast and communication with local authorities for distribution (supplier should cover all expenses)	
	Content creation - Poster (design and copywrite)	1
	POSTER: A3, one-sided offset print, full color, matt paper; colour text with colored illustrations, offset print, matt paper, font: HIGH QUALITY PRINT	5 000
National trainings campaign for Educators	1 national online webinar (arrangement, invitations, technical support, content support, speakers briefing, at least 100 representatives including representatives from each oblast).	1
	Content development for teachers (1 post, 1 presentation, 1 feature)	2 topics (for 01.06.2021 and 20.11.2021)
	Offline lectures arrangement for educators on the local level (for teachers, at least 30 representatives)	24
	Delivery to the teachers special CoE content (2 times)	2 topics (for 01.06.2021 and 20.11.2021)
	SMM campaign to teachers communities (educated posts)	50 publications
Influencers campaign	Tit Tok viral campaign creation and launching with brand ambassador (at least 500 000 followers) and 10 influencers (at least 200 000 followers)	1
OOH	Citilight placement in the following cities: Kyiv (30), Mariupol (15), Lviv (25), Severodonetsk (10) for 2 month (01.09 - 31.10.2021)	80
Media campaign	1. Design of promo-materials 2. 3 month media campaign in social media: Tik tok, Instagram, Facebook with link to CoE website with target on 2 separate audiences including all oblasts (regions): for adults (parents, teachers) and for children (6-18 years) 3. Websites branding (2 month)	15 000 000 reach promo 1 500 000 reach websites branding
PR campaign	1. 100+ free publications in media during the project (press-materials based on CoE content) 2, Integration in the relevant events (non-paid basis) - up to 3 events	100 publications 25% publications in KEY media (approved by client)
Reporting	1. Providing to the client report each month including media monitoring and strategic recommendations	monthly