

# Call for tenders for the project Creative Circular Cities:

## Communications Campaign

Request for tenders  
10/10/2025

We are looking for tenders from communications teams or agencies to produce a creative milestone for Creative Circular Cities (CCC): a coherent set of city-feature stories and a cost-effective communication/PR campaign that reaches beyond project-owned channels.

As a result of the efforts of the winning tender, strong awareness will be raised of the CCC project activities amongst European stakeholders.

### Desired outcome

As a result, the contractor is expected to deliver:

- **Editorial:** High quality written feature stories (one to two) for each CCC demo city - Riga, Aarhus, Kiel, Gdynia, Turku, Tallinn). The features will synthesize what has happened so far, what is happening now, and what is next in the context of the Creative Circular Cities project. Text must be publication-ready in native level, proofread English, with rights cleared for CCC/NDPC multichannel use. Visuals should be integrated (sourced from partners and/or produced by the team). The content must be independently set up, and study visits, if deemed relevant, may be foreseen to capture diverse activities in the 6 project cities. There is no upper limit in length, but the collaborator is invited to propose different narrative approaches to capture this at best, keeping in mind that the nature of the CCC-related events varies. See a blurb of each location activity here: <https://www.creativecircularcities.com/pilot-cities-2/>

- **Campaign:** A pragmatic, all-encompassing, creative communication/PR campaign that goes beyond organic posting in project/partner channels to achieve meaningful reach and recognition among European municipal, policy, and ecosystem audiences. This includes a clear strategy – driven by an insightful approach to the circumstances and needs of this specific case – plus channel/partner mix, media kit, core assets, implementation and concise reporting;
- **Optional addon (valued):** Suggestions for CCC website layout/information architecture to present the new content effectively (wireframe/annotated mock). Please price separately.

### General guidance for applicants:

- We expect experienced writers with native-level English language skills to be on board;
- We value proposals thinking “out of the box.” Proposing an organic social media campaign on the CCC project channels or project partners’ channels will be insufficient, these channels being small and with almost no following outside the project context. We expect a cost-efficient strategy well-grounded in the available budget; the collaborator is expected to have expertise in this and reflect this in their tender. Social media ads campaign is included in the budget;
- Subcontracting is permissible, provided all subcontracted costs are included in the tendered total price. No additional fees, margins, or surcharges will be accepted beyond the agreed contract value.

## Tasks and timeframe

(presuming the work commences on 10/11/2025)

### Discovery & concept (11/2025)

- Rapid familiarisation with CCC materials; framing of story angles and audiences.
- Campaign concept: core idea and basic strategy, target geographies, collaborators, earned/partnered media options, type of content items, communication messages and topic proposals, campaign planning, and other elements deemed relevant to amplify reach and relevance, trusting the collaborator’s expertise in the communications field;

- Editorial plan: structure for the city features (sample headlines and outlines).

### **Editorial production (11-12/2025)**

- Interviews with partners/city actors; drafting and proofreading of city features.
- Sourcing/producing visuals; rights clearance for CCC use (web/social/press/print).
- Graphic design of features (CCC visual identity available)

### **Campaign planning (12/2025-02/2026)**

- Channel mix (media/PR, networks, events, influencer/partners).
- Asset list (articles/adaptations, social cutdowns, reels/motion, quote cards and other content as relevant)
- Calendar and measurement approach (KPI logic elaborated on together with project representatives to tailor to BSR audiences).
- Optional website layout concept handoff.

### **Asset production & roll-out (02-05/2026)**

- Produce assets consistent with CCC visual identity (available and will be provided).
- Implement the campaign and document outcomes.

### **Reporting & hand-over (06-09/2026)**

- Short activity and results report with insights and recommendations.
- Other communication support based on the previous work & the CCC activity plan for project closing;
- Transfer of editable files and usage rights;

The stages and the given timeframes for them are indicative and up to changes, if discussed so during the contracting phase.

## **Timeframe and budget**

Maximum amount of remuneration is EUR 50 000 including all applicable taxes, also VAT if applicable. However, the cost effectiveness of the proposal will be one of the selection criteria. For information, NDPC is not a VAT paying entity. Expected peak involvement in the project is 11/2025 – 6/2026, with a lower level of involvement in the reporting & hand-over phase of 06-09/2026

## **Application proposal submission**

We welcome tenders from Europe-based agencies or organised freelance teams experienced in editorial production and communication/PR (the contracting entity must be able to issue invoices). We expect the applicant to have experience in communication campaigning, journalism, PR, and similar fields within the creative and cultural sector, as well as sustainable transformation issues. **To submit your proposal, please send the following to [info@ndpculture.org](mailto:info@ndpculture.org) by the deadline below:**

- **Your Proposal**

A short description of how you will approach the city features and campaign – tone, angles, channels, and how you will make the stories clear and engaging for municipal and ecosystem audiences.

- **Examples of Your Work**

Portfolio or links to 3–5 previous, comparable projects (editorial features, campaigns, PR/media work for policy/sustainability/creative industries).

- **About You or Your Team**

A brief introduction to your team/agency, roles and key CVs/bios, including who will work on the assignment and any services you plan to purchase/subcontract.

- **Budget and Timeline**

A cost breakdown (work packages, roles/day-rates, travel if applicable, paid media, subcontracting, taxes/overheads) and a rough timeline covering 11/2025–06/2026.

- **Anything Else You Would Like to Share (Optional)**

Sample headlines and outlines, early mock-ups/wireframes for the optional website layout, or other materials that help bring your idea to life.

The collaborator is commissioned by the Northern Dimension Partnership on Culture, a project partner in the Creative Circular Cities project co-financed by the Interreg Baltic Sea Region program. The application deadline has been extended: **NPDC will take in consideration all proposals that arrive by November 5, 2025 (9:00am EET) at the latest to the e-mail [info@ndpculture.org](mailto:info@ndpculture.org).**

**For further information:**

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## About CCC

The Creative Circular Cities project focuses on the integration of Cultural and Creative Sectors and Industries (CCSIs) into the circular economy transition at the municipal level. It aims to develop guidelines and tools that municipalities, business support organizations and NGOs can use to implement circular economy solutions.

The creative sector can be a producer of circular solutions, for example by designing products and services that follow circular principles and can be a powerful tool to change public perceptions and habits towards circularity.

At present, the CCSI's are not sufficiently integrated into city strategic plans for circularity, which tend to focus on traditional sectors. There is also insufficient support for the development of circular business models and the engagement with creatives and citizens is limited. Weak links between city governments, creative practitioners, businesses and citizens prevent the creation of a shared vision and collaborative action.

To address these challenges, 6 cities in the Baltic Sea Region - Aarhus, Kiel, Gdynia, Riga, Tallinn and Turku - are working together to co-create and test creative industry-led solutions for circular transitions. The project establishes incubation programs for businesses within the CCSI, promotes circular lifestyles through citizen engagement, and develops a CCC Starter Kit - a toolkit for other cities to replicate successful approaches. The project also aims to integrate circular economy principles into existing city strategies through multi-stakeholder collaboration.

The project's approach is already showing promising results in the six demo cities, with each city launching tailored pilot initiatives that combine creativity, citizen engagement and circular economy principles. Early results include co-creation arenas connecting stakeholders, training programs for sustainable business models, innovative reuse strategies piloted with Gdynia's bulky waste system and Riga's circular garden. The project also produced a generic model to guide cities in implementing circular transitions, while transnational CCC Labs in Turku, Aarhus, Kiel and Tallinn fostered collaboration and knowledge exchange. Through these activities, the project aims to create scalable models and policy tools that can inspire circular transformation across Europe.

The project started in November 2023 and will continue until November 2026. It is 80% funded by the EU's Interreg Baltic Sea Region program with a total budget of approximately four million euros.