



## Call for tender: Communications analysis, recommendations and strategy

**Date:** 23 January 2023

**Deadline to apply:** 15 February 2023

**Project finalisation:** June 2023

### About HEAL:

The Health and Environment Alliance (HEAL) is the leading European not-for-profit organisation addressing how the natural and built environments affect health in the European Union (EU) and beyond. HEAL's vision is a world in which today's and future generations can benefit from a clean environment to enjoy long and healthy lives. Lives that are free of health-harming chemicals, where the air we breathe and food we eat and the built environments we live in are health promoting; and a future in which we have transitioned to a toxic free, de-carbonised, climate resilient and sustainable economy and way of life. We demonstrate how policy action can protect health and enhance everyone's quality of life.

Communications is one of HEAL's core activities. Our organisation has a track record of applying tailored and diverse communication tools not only for EU policy deliberations but also for public discussions in Brussels and in selected Member States. Our key audiences include our members, health and patient groups, policy and decision-makers on EU, national, regional and local level, and the media (EU and national).

HEAL has positioned itself as a key communicator on environment, pollution, climate and health through several key principles:

1. Translating science to policy
2. Multiplier through members, partners, coalitions
3. Multi-language approach
4. Communicating the urgency to act on the basis of scientific facts
5. Developing a health solution-oriented narrative

### Project summary:

We are looking to conduct a comprehensive evaluation and strategic re-thinking of our communication activities, to strengthen HEAL's visibility and effectiveness, improve and align our visual identity and branding across focus countries, publications and communications channels better.

The project will include three products:

1. An analysis of HEAL's current communications structures and products
  - Brand identity alignment, based on the parameters we have set and across our clusters and teams (colours, fonts, funders mention)
  - Language consistency and overall clarity and quality of writing (based on HEAL house guidelines)
  - Visual presentation of content (consistency and clarity)
  - Visitor's experience and ease of finding content on the HEAL website

- Numbers and data, opening and click rates, website visits and time spent, social media analytics
- 2. A set of key recommendations on improvement and taking our communications to the next level
- 3. A draft communications, media and social media strategy which we are looking to start implementing in 2023.

#### **Tools and channels to analyse:**

- Website: <https://www.env-health.org/>
- Social media: [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#)
- Publications (with a focus on reports, briefings, infographics, blog posts): <https://www.env-health.org/publications/>
- Press releases: <https://www.env-health.org/news-media/#press-releases>

#### **Deliverables:**

- Kick-off meeting with the HEAL communications team
- Analysis on current status of HEAL's communications tools and channels
- Interim meeting to present and discuss analysis
- Recommendations for improvements on branding, language and branding consistency, email, web and social media portals, management and content, as well as running regular analytics
- Draft communications strategy
- Final meeting dedicated to recommendations and communications strategy

*Please send your offer, any questions or inquiries to Elke Zander, Head of Communications at HEAL: [elke@env-health.org](mailto:elke@env-health.org)*