PROJECT FACTSHEET

Funded by the European Union

EU Strategic Communications in Azerbaijan in 2022-2025



Duration: 04.03.2022 - 02.03.2027

Countries:
Azerbaijan

EU contribution: € 1 981 890

Total budget: € 1 981 890

Implementer:
Commwithus SA

Social media:
facebook.com/EUDelegationtoAzerbaijan,
instagram.com/eudelegation_az/,
youtube.com/c/EUDelegationtoAzerbaijan

Website(s): eu4azerbaijan.eu

Project description:

The overall objective is to increase awareness and better understanding of EU and its activities in Azerbaijan, to contribute to the improvement of public perception as well as to a better understanding of European policies and their impact through the regional and bilateral EU support and cooperation programmes in Azerbaijan for all its citizens. The purpose of the contract is the development and delivery of a positive and impactful communication approach, including the updated overarching communication strategy for 2022-2025 and campaign activities based around the EU's support for Azerbaijan.

The overall approach will encompass the implementation of communication campaigns, media placements and public events, as well as general communication support to and engagement with EU funded projects.
Project activities should take place throughout Azerbaijan, not just in Baku. They will, where relevant, include and reach out to youth, women, minorities and vulnerable groups. The project will organise and be present at the following public events: EuroVillage, EU Days, Education Fairs, Photo exhibition, EU Youth competition.

Expected results:

1)Development and implementation of a communication strategy and action plan to reflect the achievements of EU funded projects/ actions in Azerbaijan,
2)To organise several events such as EuroVillage event, EU Day events, Erasmus/ Education events, Photo exhibitions, youth competitions,
3)To raise awareness amongst the public regarding tangible benefits of EU supported initiatives/ EU-Azerbaijan cooperation (e.g. economic development/ trade, job creation, education)
4)Maintain and update the www.eu4azerbaijan.eu web page and its connected tools to reflect the achievements of EU funded projects in Azerbaijan
5)Conduct trainings and share knowledge to support the communications work of EU funded projects.