

ANNEX 4

CASE STUDY

Lot 1

The SESAR JU would like to launch a communications campaign to showcase the positive impact of the SESAR programme on the environment.

As part of this case study, the tenderer is requested to produce a sample infographic about SESAR's impact on the environment.

The aim of the infographic is to describe how SESAR's R&D efforts are positively contributing to the environment. The tenderer may use the following information to feed the infographic: <https://www.sesarju.eu/approach/environment>

The tenderer should respect the following criteria:

- The text, graphics and any statistics used should allow audiences with no knowledge of aviation or ATM, such as EU and national policy and decision makers, to understand SESAR's contribution to the environment in a simple yet effective way.
- The tone of the infographic should be informative but should avoid EU jargon.
- The infographic should respect the current SJU visual guidelines: <https://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo>

As part of this case study, please indicate time and division of tasks among staff members.

The case study should not exceed four pages.

CASE STUDY

Lot 2

The SESAR JU would like to launch a digital communications campaign to showcase the positive impact of the SESAR programme on the environment.

As part of this case study, the tenderer is requested to propose a digital communications strategy about SESAR's impact on the environment.

As background information, an overview of SESAR's contribution to the environment can be found here: <https://www.sesarju.eu/approach/environment>

The SJU would like the tenderer to put forward a proposal for the digital channels and types of digital communications media/tools to be used for such a digital communications campaign, including budget, on how to get the key messages across.

It is expected that the tenderer takes into account that this digital communications campaign is part of a wider communications campaign aimed at showcasing SESAR's positive impact on

the environment. The tenderer may also propose a digital tool to be used at the workshop, as outlined in the case study scenario for LOT 3.

As part of this case study, please indicate time and division of tasks among staff members.

The case study should not exceed four pages.

CASE STUDY

LOT 3

As part of a wider communications campaign, the SESAR Joint Undertaking would like to organise an event to showcase how SESAR Solutions are contributing to making ATM more fuel efficient and environmentally friendly.

As background information, an overview of SESAR's contribution to the environment can be found here: <https://www.sesarju.eu/approach/environment>

The event will be 2 days in duration and should aim to be attractive for three major audience groups (300 participants):

- Political figures
- Industry experts
- Press and media

The event should be hosted in Brussels and a networking event should also be foreseen.

With the above in mind, the tenderer is expected to provide an event proposal including the suggested format for the event to ensure that the event remains attractive for the identified target audiences. This proposal should also include:

1) Concept development

- A suggestion for venue for the event, including menu for catering and a list of proposed audio-visual equipment (max budget 70,000 EUR)
- A suggestion for a goody, in line with the theme of the event (for a max budget of 15 EUR per item)
- A suggestion for a visual identity and branding for the event. Based on this visual identity, the tenderer may suggest supporting communications material to be distributed at the event (e.g. visual identity, PowerPoint template, roll up banners, participant hand out packs etc.) (for a max budget of 20,000 EUR)

2) Project Management Plan

- As part of the case study, the tenderer shall put forward a proposed project management plan and timeline (step by step) for the implementation of the event. The project management plan should clearly indicate the different steps necessary to define, prepare, integrate and coordinate the various activities for the successful organisation of the event, including monitoring and evaluation.

As part of this case study, please indicate time and division of tasks among staff members.
The case study should not exceed four pages.