

Call for Tender for subcontracting external expertise

EU-funded project “Print Your Future 2”

(PYF2– project number 101262620)

1. Background

The European printing industry faces a dual crisis: a shrinking, aging workforce and difficulty attracting young talent, partly due to a perception problem. The industry comprises around 110,000 companies employing 550,000 people across the EU, mostly small and micro enterprises. Many young people see printing as outdated and environmentally harmful, unaware of its modern dimensions, digital technologies, sustainable practices, and its presence in everyday products like packaging, banknotes, and ID documents. They are also unaware of the workplace protections offered through collective bargaining.

Research shows young people today prioritize mental health, work-life balance, inclusivity, and sustainability, values the industry needs to communicate better. Many also come from diverse backgrounds or VET pathways and would like to see their needs reflected in the industry.

Building on a previous initiative ([Print Your Future](#), 2020–2022), UNI Europa has drafted a new project called Print Your Future 2. The two-years project “Print Your Future 2” is a joint social dialogue project running by UNI Europa Graphical and Packaging in cooperation with Intergraf, identified as the Social Partners. Representing over 350,000 members of the Publishing, Printing and Packaging Industry in Europe, UNI Europa Graphical and Packaging represents over 40 affiliated graphical national trade unions across 30 countries in Europe. Representing over 100,000 companies, and 22 member federations from 21 countries in Europe, Intergraf is the trade association promoting and protecting the interests of the graphic industry at European level. PYF2 aims to develop a targeted communication strategy to connect directly with young people before they choose a career path, to encourage them to join the printing sector. It will highlight the sector's diversity, sustainability credentials, and collective bargaining achievements. In parallel, it seeks to strengthen social partners' capacity to engage with European social dialogue, including the Graphical Sectoral Social Dialogue Committee (SSDC).

The project will focus on selected European countries to build a transferable model, with communication materials translated into the main EU languages, and videos dubbed into at least eight languages.

2. Context and Project Description

The PYF2 project promotes young people’s participation in the sector by strengthening cooperation between employers and trade unions through structured social dialogue. The graphical industry's workforce is one of its key assets, but attracting new talent has become an increasingly urgent challenge over the past decade. Four main issues have been identified:

Aging workforce and recruitment: A large share of workers are nearing retirement, but younger entrants are not replacing them at sufficient rates, creating a growing skills gap. Clear strategies to attract, train, and retain young professionals are needed.

Skills shortages: As printing technology evolves, it requires new competencies that much of the current workforce lacks. Vocational training programmes have not kept pace, resulting in a mismatch between the skills taught and those the industry actually needs.

Image and perception: The sector is widely seen as traditional, labour-intensive, environmentally harmful, and lacking innovation — deterring young people drawn to modern, sustainable, and inclusive

workplaces. Many are unaware of the industry's connections to their own interests (comics, board games, playing cards) or of its advances in digital printing, sustainability, and IT integration. Young people in VET are also an increasingly diverse cohort — culturally, ethnically, and in terms of learning differences — and actively seek workplaces that reflect and respect that diversity, as well as mental health and work-life balance needs.

Market competitiveness: The combined effect of skills shortages and recruitment difficulties is undermining the sector's capacity to innovate and remain competitive in a fast-changing market.

Thus, the project has two main goals: attracting young talent into the European printing industry by reshaping its image and strengthening participation in the Graphical Sectoral Social Dialogue Committee. Together, these aim to tackle labour and skills shortages and secure the sector's long-term competitiveness.

The specific objectives are:

- Correct misconceptions about the industry by showcasing its modern technology, sustainability, and career opportunities through social media and communication materials.
- Target young people (14+) and their parents with a media campaign that connects printing to their interests (comics, board games, playing cards), dismantles myths, and highlights collective bargaining protections.
- Promote skills development by partnering with educational and training institutions to encourage enrolment in relevant vocational and academic programmes.
- Drive a cultural shift within the industry toward digital transformation, sustainability, diversity, anti-discrimination, and mental health awareness — aligning it with the values of younger generations.
- Strengthen sectoral social dialogue by improving the preparation, participation, and monitoring of European social dialogue developments, and ensuring effective implementation of the Graphical SSDC work plan.
- Build social partner capacity by facilitating the exchange of best practices between employer and worker representatives and deepening their understanding of demographic trends across Europe to better address the root causes of labour and skills shortages.

The project is divided into three phases:

Phase 1 - Preparatory and monitoring phase

The subcontractor will propose a comprehensive package, including a methodology, explaining how the materials in phase 2 and 3 will be produced, the timeline, and how the content will achieve the target results. The subcontractor will cooperate closely with the Steering Group of the project (represented by the UNI and Intergraf secretariats) to develop and better define the package presented at the moment of this call and its content. The subcontractor will be expected to work in frequent communication with the Steering Group, making sure to double-check language and content to adjust it to the sensibilities of the Social Partners.

Phase 2 - Production of videos

The subcontractor will produce a series of videos which will be at the heart of the project's activities:

- 4 thematic videos presenting the printing industry through the means of infographics, doodling, etc.
- 4 promotional videos showing the sector, its workers and employers through real footage.
- 1 real footage video focused on innovative VET practices in the sector.
- 5 videos in dedicated YouTube channels covering hobby materials connected to printing (board games, comics, manga, stickers, art, etc.) and how these materials are produced within the

printing industry.

Phase 3 - Capacity building and results dissemination

Using also materials produced during phase 2, the subcontractor will produce:

- a Social Media Strategy, targeting young people (14+) and their parents, vocational schools and policy makers, encouraging them to invest in vocational policy.
- a leaflet including the highlights in the project.
- an update of the Print Your Future website

3. Purpose of the Contract

The subcontractor will set out to fulfill the tasks and achieve the results outlined in this call. This work will be undertaken under the supervision of and in cooperation with the sectoral social partners composing the project steering group.

4. Tasks to Be Performed by the External Company

Phase 1 - Preparatory and Monitoring Phase

September 2026 – October 2026

Tasks

- Take part in at least 1 Steering Committee meeting to understand the project's purpose, scope and the main characteristics of the printing industry;
- Discuss the proposed package of tasks to be performed, the content of the tasks, and the main directions to follow for said content and language;
- Build a monitoring timeline with the Project Coordinators to establish periodic updates and an open line of communication to fulfil the tasks.

Results

- Monitoring timeline and task schedule.

Phase 2 - Production of videos

October 2026 – March 2027

Tasks

- 4 thematic videos explaining aspects of the printing industry: Topic: job security and career development (CB), technological development, impact in society (markets and segments including arts, board game, etc), contribution to knowledge dissemination, environmental commitment; Format: doodle or infographics videos. Dynamic, animated. Transmit positiveness and excitement.
- 4 videos showing the industry: Highlight technology in the sector, healthy workplace environment. Some interviews with workers (highlight collective bargaining) and employers. Format: real footage from printshops, production, workers and employers. Some live footage is available; more might need to be produced.
- 1 video showing innovative practices in vocational school toward printing work: Highlight modern and inclusive teaching techniques, supportive mentoring. Some interviews with teachers, students and parents. Format: real footage from vocational schools.
- 5 videos in dedicated YouTube channels: Allow channel partners to document the production of a product of their interest (board games, comics, manga, stickers, art, etc.). Use this

opportunity to show other parts of the production to their audience and highlight good working conditions in the sector.

- The subcontractor shall submit a specific budget item for AI translation and/or AI subtitling of the videos

Results

- 4 video infographics
- 4 videos with real footage produced.
- 1 video of real footage for VET practices
- 5 videos in dedicated YouTube content creators and channels. The performance of the dissemination of these videos should be measured through specific KPIs. The baseline metrics should start from a number of total subscribers of 7.9 million across 69 channels that should be approached, with an average subscribers per channel of around 114,500. Assuming a partnership with 5 channels, and that each channel produces 1 sponsored or aligned video per month (a common collaboration frequency):

View-to-Subscriber Rates:

Conservative (5%) → ~142K views/month

Expected (10%) → ~285K views/month

Stretch (20%) → ~570K views/month

Monthly KPI Targets

KPI Tier Monthly Views Target

Minimum Goal 150,000 views

Expected Goal 300,000 views

Stretch Goal 600,000 views

Phase 3 - Capacity Building and Results Dissemination

2027-2028

Tasks

- Design and implementation of a Social Media Strategy and content, using the materials produced in the previous phase, targeting young people from 14 years and their parents, vocational schools and policy makers to encourage them to invest in vocational policy.

To measure impact, the project will track the performance of the social media campaign through indicators such as views, clicks and shares. A qualitative report on the digital strategy and its effectiveness will be produced.

- Publication (online and in printing) of a 5-languages leaflet including the highlights in the project and an overview of the impact of the social media campaign. Translation will be provided separately, thus the Subcontractor will be responsible for fitting the different translations into the leaflet for publication and printing.
- Update the Print Your Future website (pre-existing from the previous iteration of the project), include the new conclusions and material of the project, translate it into 8 languages, and refer to the social media material to increase its visibility and invest in SEO and SEM to increase traffic in the PYF website

Results

- Social Media Strategy designed and implemented to disseminate the project's results.
- Qualitative written report on the digital strategy (the countries targeted, the platforms used etc) and the analysis of its performance with regards to the objectives
- 1 leaflet published and printed in 5 languages
- Project website updated

The ownership of all materials produced will be with the EU Project partners. Image source files need to be provided, and videos will need to be made available in a way so that they can be adapted to further countries and languages.

5. Eligibility/Required Expertise

The subcontractor ought to exhibit expertise in the following fields:

- **Excellent English** language skills, and at least one other European language desired.
- **Record** demonstrating experience of supporting similar projects.
- Proposed **methodology**
- **Demonstrated ability to think creatively** & ability to reduce the complexity of a whole industry for communication to a wider audience
- **In-depth knowledge of and experience of communication** strategies and tools.
- **In-depth knowledge of and experience of video-making** for communication purposes.
- **Proven track of work** in cooperation with YouTube content creators.
- **Experience with campaigns targeted at young people**
- **Experience of working with representative organizations**, with a solid understanding of political and industry related sensitivities.
- **Cultural sensitivity, diversity awareness, and familiarity with inclusive communication approaches:** Sensitivity to cultural differences and diversity issues to design communication materials that are inclusive and respectful of people and learners from diverse backgrounds and identities.
- **Continuous improvement mindset:** A commitment to ongoing evaluation and improvement of the materials proposed, based on feedback, data analysis, and emerging trends.

The subcontractor should exhibit expertise in the above broad subjects with proven experience of representing diverse groups in communication materials. The subcontractor should have a good understanding of relevant social issues and sufficient knowledge about European structures.

6. Selection Criteria

The following criteria will be considered to select among external contractors:

- The presentation of the bid must be clear, well-structured and relevant to the requirements.
- The bid should consider the sectoral specificities.
- The clarity, innovativeness, and efficacy of the proposed methodology.
- A team of international consultants would be an important asset.
- Proposing additional ideas.
- The price and output are non-negotiable.
- The bid should be sent in electronic version.

The winning bid should provide best value for money, provided that the company ensures workers' rights are respected.

All interested applicants must send in their application by 1st September **2026** at the latest, to UNI Europa Graphical and Packaging Director Dimitris Theodorakis at: dimitris.theodorakis@uniglobalunion.org and to Intergraf a.i.s.b.l. Beatrice Klose at bklose@intergraf.eu

7. Payments and standard contract

Payment to the contractor will be made in a series of invoices, based on project milestones. A first invoice will be issued when the contract is signed. The schedule will be as follows:

- 40% upon signing the contract.
- 40% following the mid-term evaluation of the project
- 20% after the presentation of the results

8. Price

The external company will be paid in accordance with the contract signed with the European Commission. Therefore, terms of price are non-negotiable and do not represent criteria for the award. The selected company will be paid according to a maximum amount of €144,000 (hundred and forty-four thousand euros), **VAT included**. The subcontractor is to cover all travel and accommodation costs related to the tasks described in this call, including on site filming.