

## Regular project roles:

## (Key and Non-Key Communication Expert)

1. **Family name:** Kyriacou
2. **First name(s):** George
3. **Date of birth:** 11/02/1978
4. **Nationality:** UK/Cyprus
5. **Civil status:** Married
6. **Education:**

Institution	Degree(s) or Diploma(s) obtained:
IE-EI Institut Européen – European Institute 10/2003 - 07/2004	<b>MA Advanced European Studies and International Relations</b> - majoring in communications for international development <b>EDU A</b> Final thesis: <u>Quo Vadis Europa - Political communication in the framework of the EU</u>
Birmingham City University 09/1997 - 06/2000	<b>BA Honours European Business and Languages</b> French, Spanish <b>EDU B</b>

## Additional Training:

Institution	Relevant training and/or certification:
UX Design Institute (Ireland) in cooperation with Glasgow Caledonian University (Scotland)	Professional Diploma in UX (User Experience) Content and Design (2023)
Provider: Tetrattech International Development (Particip Consortium) under FPI Framework Contract (2021)	Project Implementation and Monitoring Support PIMS   logframe matrix (including results chain, KPI, outcome indicators). EuropeAid FPI Framework Contract)
Poznan Climate Change Conference – COP 2008	ENV Commissioner on the ground Spokesperson's – "handling the media swarm"
Green Week 2008 – Brussels, Belgium	DG ENV Spokespersons Training 2007
<b>European Institute for Gender Equality (EIGE) Brussels, Belgium (2011)</b>	<b>Gender Equality Mainstreaming in the public sector</b> UN Millennium Development Goals intermediate information seminar (UN Women)
Frontex – Warsaw, Poland (2010)	Expenditure Life Cycle certificate
Deloitte and Touche – Vilnius, Lithuania (2011)	Project Cycle Management certificate

7. **Language skills: competences are indicated from A1 (beginner) to C2 (proficient)**

Language	Reading	Speaking	Writing
English		Mother tongue	
Greek		Mother tongue	
French	1	1	1

8. **Membership of professional bodies:** British Professional Copywriters Network, ECREA (European Communication Research and Education Association), IABC (International Association of Business Communicators)
9. **Other skills :** Advanced audio-visual pre/postproduction including video and audio editing with Adobe Premiere Pro and Final Cut Pro Agile and Scrum (JIRA) Full-stack Project Management, MS Office, Adobe Photoshop, InDesign, Illustrator, advanced HTML, Drupal, WordPress, Joomla admin
10. **Present position:** Freelance Communication Expert
11. **Years with the firm:** 10 years
12. **Key qualifications (relevant to the project):**

**20+ years of demonstrated information, publicity, awareness, and communication implementation success** in the international organisations arena in developing media, communications training, knowledge management, dissemination and knowledge sharing strategies, as well as their execution.

**Experience in development of Statistics Information System (Management Information System)** in line with launch phase of the European Institute for Gender Equality (EIGE) Gender Equality Index 2011 - co-authored with Dr Anna Rita Manca  
Consistent delivery of results insofar as coordination of conferences, trainings, workshops, study visits and events (both hybrid) are concerned (European Institute for Gender Equality (EIGE) Thematic Journalist's Network 2009 Copenhagen, Vilnius, Barcelona - Seminar on Combating violence against Women under the auspices of the EU Cyprus Presidency 2012 Nicosia, Exchange of good practice - Awareness raising on violence against women, 2012 London)

**Acknowledged for creating new and alternative ideas towards web 3.0 sites and sub-site** development including semantics, content generation and maintenance: familiar with maintenance and interface of capacity4dev

**Outstanding native English and French report, publication, and content-for-web writing, editing and presentation skills**

Proven track record in conception and execution of communication strategies to promote campaigns and events via online activities, multimedia communication material and through website development, also in print through publications, reports, newsletters, leaflets, brochures, blogs (**REF 2B, 4B, 10B**)

**Enhanced knowledge of EC development policies and strategy** from an internal outlook as an established official and externally as a consultant/contractor

**Experience in successfully selecting, mobilising, and managing teams for the European Commission** (with vast knowledge of EC FWC, PRAG, EuropeAid and EC EEAS, DEVCO, ECHO and NEAR), UNDP, World Bank - funded projects (onsite, as well as remote based)

13. **Specific experience in the region:**

Region/Country	Date	Region/Country	Date
Global and Regional Covenants of Mayors for Climate and Energy (GCoM and GCoM Asia)	2020-2021	Kenya, Ethiopia, Somalia, Uganda, Iraq, Yemen, Jordan	2017, 2023
EU, North America, Latin America, South and Southeast Asia, Africa	2020 - 2022	Armenia, Georgia	11/2014 – 03/2015
Eastern Partnership Region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine	2019	Turkey	02/2014 – 11/2014, 2017
Ukraine	11/2014 – 03/2015	Tajikistan	08/2013 – 02/2014
EU28 Member States	2016	Tunisia, Algeria, France, Egypt, Morocco, Spain, Malta, Greece, Cyprus, Italy	07/2012 – 09/2013
New Zealand	2016	EU28 Member States	2009-2019
Hong Kong		EU25 Member States	2008-2009
Singapore		Guatemala	2006-2007
Albania	2019-2020	Croatia	06/2013 – 09/2013

### 13. Professional experience:

Date	WD	Location	Organisation / Reference	Position	Description
05/2012 up to date	1000+	EU wide	Mesogio Limited  *Mesogio Limited references below between 2012 till present day either in the form of subcontractor or as awarded tenders	<b>Managing Director / Senior Communication Expert</b>	The expert held multiple roles in Mesogio Limited (in George Kyriacou) which is a full Member of the British Professional Copywriters Network. <ul style="list-style-type: none"> <li>• <b>Completed project cycle management</b> for Mesogio's <b>European Union</b>, WB and UN clients encapsulating recruitment, training, and mentoring of technical experts in the <b>training, knowledge sharing and communications</b> sectors via extensive knowledge of <b>European Commission external action procedures and programmes</b>, as well as WB, UN - bilateral agencies (SIDA, USAID) including foundations and private corporations</li> <li>• <b>Developed internal and external Communication Strategy</b></li> <li>• Carried out full direction of partnership and consortium formation and business development processes based on profound working experience in communicating the environment and environmental protection, justice and home affairs and employment and social affairs sectors</li> <li>• <b>Supervised the overall administrative, financial, and human resources supervision of company</b></li> <li>• <b>Coordinated the content management and content marketing development and</b> ensured quality of the communication works with <b>professional Level editing and proofreading for European Union</b> and International Organisation projects</li> </ul>
07/2023 - ongoing	10	Yemen	<b>2023-2025 – The Cooperation Facility for the EU Delegation and Civil Society in Yemen 2022, SIEA 2018-10052</b> <i>Contracted under NIRAS</i> <a href="mailto:DUNC@niras.com">DUNC@niras.com</a>	<b>Communication Expert</b>  Team Leader	<b><u>Support to The Cooperation Facility for the EU Delegation and Civil Society in Yemen 2022, SIEA 2018-10052</u></b> As Communications Team Leader in charge of Development, <b>implementation, and monitoring of communication action plans and implementation plus monitoring.</b> <ul style="list-style-type: none"> <li>• <b>Implementation of the communication plan agreed with the EU Delegation:</b> <ul style="list-style-type: none"> <li>○ Communicating and coordinating communication activities with implementing partners to implement the communication plan.</li> <li>○ Communication campaigns on topics agreed with the Delegation.</li> <li>○ Story-telling on EU projects.</li> <li>○ Testimonials from beneficiaries.</li> <li>○ Video-stories.</li> <li>○ Visuals.</li> <li>○ Articles about EU projects.</li> <li>○ Communication products to show good/innovative practices of CSOs in Yemen Project fiches.</li> <li>○ Production of relevant contents on cooperation activities and cooperation work in Yemen.</li> <li>○ NEXUS projects from EU Delegation, ECHO and FPI with template and format agreed with EU Delegation</li> </ul> </li> </ul>
01/2022 04/2023	220	EU27 + Erasmus+ countries	<b>2022 – European Year of Youth Multiple Framework Contract COMM/2021/OP/0037</b>  <i>Contracted under ICF NEXT</i> <a href="mailto:amel.saeabi@icfnext.com">amel.saeabi@icfnext.com</a>	<b>Senior Campaign Manager</b>  Senior PM	<b><u>Communication action for a specific contract to be placed in the context of Multiple Framework Contract COMM/2021/OP/0037 with reopening of competition for the Provision of Services linked to the Organisation of Information and Communication campaigns. European Commission, Directorate-General for Education, Youth, Sport and Culture</u></b> <ul style="list-style-type: none"> <li>• Supervised - all <b>communication activities</b> for the European Year of Youth (EYY) including the <b>establishing and updating the project web page <a href="https://youth.europa.eu">European Year of Youth (europa.eu)</a></b> serving as the main point of contact.</li> <li>• Acted as the sole interlocutor with DG EAC for any requests attending progress meetings</li> <li>• Provided assistance to DG EAC of answers and solutions, both about the contract and on organisational or administrative matters</li> <li>• Implemented the PRINCE2 (Projects IN Controlled Environments) methodology.</li> <li>• Organized total of 11 events in 2022 (<b>*below list</b>)</li> </ul> <b>Ref 2a: See attached screenshot for the EYY Portal News section</b> that expert oversaw both content as well as UX Design-wise as Senior Campaign Manager. The section encircled in red (Portal link is: <a href="https://youth.europa.eu/news_en">https://youth.europa.eu/news_en</a> )
04/2021 – 11/2021	13	Regional Covenants of Mayors for Climate and Energy (GCoM Asia)	<b>Support to Global Covenant of Mayors for Climate and Energy (GCoM) in Asia, EuropeAid/140696/DH/SER/MULTI</b> <a href="mailto:Kari_Busman@dai.com">Kari_Busman@dai.com</a>	<b>Communications and Visibility Expert</b>  Senior Non-Key Expert	<b><u>Support to Global Covenant of Mayors for Climate and Energy (GCoM) in Asia, EuropeAid/140696/DH/SER/MULTI</u></b> Description of tasks identical to GCoM Global Secretariat role – however approached and deployed across Asia, South Asia, Southeast Asia, China, Japan, South Korea: <ul style="list-style-type: none"> <li>• Development, implementation, and monitoring of a GCoM communication action plan.</li> <li>• <b>Coordinated the design and delivery of activities for Increasing visibility and awareness</b> of EU climate, energy and development policies and support for urban climate action and interest towards them by national and subnational governments around the world – primarily for and during <b>COP26</b> during implementation phase.</li> <li>• Coordinated the design and implementation of activities for promoting of EU standards and policies (e.g., for climate-resilient infrastructure) to scale up energy transition and climate action and particularly to highlight the role of EBCD policies, funding, and technical assistance also via the European Green Deal internationally through DGs INTPA, CLIMA, ENER, NEAR and FPI / EEAS; including promotion and showcasing of EU innovations, technologies, services, and practices related to clean energy transition and tackling of climate change.</li> <li>• Coordinated the design and implementation of activities for the promotion of project themes, i.e., urban climate action in the widest sense but also specific areas of interest as they arise (e.g., co-benefits between climate, environmental, health and just transition objectives), considering guidance from the Contracting Authority.</li> </ul>

11/2020 – 11/2021	93,5	Global Covenant of Mayors for Climate and Energy (GCoM Global) EU North America Latin America Asia Africa	<b>Support to the Secretariat of the Global Covenant of Mayors for Climate and Energy</b> (Service contract PI/2020/418-375)  Contracted under DAI/Human Dynamics <a href="mailto:severina.markova@ec.europa.eu">severina.markova@ec.europa.eu</a>	<b>Communications and Visibility Expert</b>  Senior Non-Key Expert	<b>Support to the Secretariat of the Global Covenant of Mayors for Climate and Energy (Service contract PI/2020/418-375)</b> As Communications and Visibility Expert in charge of <b>Development, implementation, and monitoring of a GCoM communication action plan.</b> <ul style="list-style-type: none"><li>Coordinated the design and delivery of activities for <b>Increasing visibility and awareness</b> of EU climate, energy and development policies and support for urban climate action and interest towards them by national and subnational governments around the world – primarily for and during <a href="#">COP26</a> during implementation phase.</li><li>Coordinated the design and implementation of activities for promoting of EU standards and policies (e.g., for climate-resilient infrastructure) to scale up energy transition and climate action and particularly to highlight the role of EBCD policies, funding, and technical assistance also via the European Green Deal internationally through DGs INTPA, CLIMA, ENER, NEAR and FPI / EEAS; including promotion and showcasing of EU innovations, technologies, services, and practices related to clean energy transition and tackling of climate change.</li><li>Coordinated the design and implementation of activities for the promotion of project themes, i.e., urban climate action in the widest sense but also specific areas of interest as they arise (e.g., co-benefits between climate, environmental, health and just transition objectives), considering guidance from the Contracting Authority.</li><li>Managed all news and content as well as branding guidance. Link to the Sub-Saharan Africa Chapter: <a href="https://comssa.org/en/news">https://comssa.org/en/news</a> in relation to the Newsletters from across the world for the Global Covenant of Mayors Project <a href="#">Ref 4 a (Newsletter)</a>.</li></ul>
10/2020 – 12/2020	10	Eastern Partnership Region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine	<b>CybersecurityEast</b> (EuropeAid/140015/DH/SER/Multi) Contract Nr. ENI/2019/411-043)  <a href="mailto:besnik.limaj@gfa-group.de">besnik.limaj@gfa-group.de</a>	<b>Communications and Visibility Expert</b>  Senior Non-Key Expert	<b>EU4Digital: Improving Cyber Resilience in the Eastern Partnership Countries – Cybersecurity component</b> Eastern Neighbourhood partner countries (Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine)  The Project aimed to address and contribute towards the development of technical and cooperation mechanisms that increase cybersecurity and preparedness against cyber-attacks, in line with the EU standards across the EaP region – <b>including the resilience, approximation and technical cooperation aligned to the distribution of disinformation and fake news inter alia.</b> <ul style="list-style-type: none"><li>Developed <b>Draft Communication and Visibility Strategy</b> following the EU's applicable general Communication and Visibility Requirements for EU External Actions (2018) as well as the EU's specific Eastern Partnership Brand Guidelines and the EU4Digital Initiative's guidelines.</li><li>Developed <b>Final Communication and Visibility Strategy incl. Action Plan</b> specifically following the EU4Digital Initiative's guidelines and feedback provided by GFA Project Team and Team Leader and EU DG NEAR Task Manager, responsible officer for communication and visibility for EU4Digital/the EaP region.</li></ul>
10/2019 12/2020	242	Global	Action Global Communications  <a href="mailto:kyriacos.m@actionprogroup.com">kyriacos.m@actionprogroup.com</a>	EU & International Development Projects	<ul style="list-style-type: none"><li>Coordinated business development and communications consultation on projects for International Institutions;</li><li>Provided consultancy and developed communication campaigns (including traditional and social media campaigns) including drafting &amp; proofreading of communication strategies and proposals;</li><li>Provided recommendations on department's social media planning for advancing synergies between departments and external agencies.</li></ul>
06/2019 – 01/2020 <a href="#">Ref 7</a>	30	Tirana, Albania	<b>European Union Delegation to Albania</b>  Ardian Metaj, Programme Officer - Transport and WBIF Coordination  <a href="mailto:Ardian.Metaj@eeas.europa.eu">Ardian.Metaj@eeas.europa.eu</a>	<b>Communications and Visibility Expert</b>  Senior Non-Key Expert (Outreach/ Journalism   Content /Web/ Event Management   Capacity Building)	<b>Technical Assistance to strengthen the capacities for the overall planning preparation and implementation of infrastructure projects in Albania</b> <b>Main Tasks:</b> <ul style="list-style-type: none"><li>Developed the Communications and Visibility Strategy and Action Plan for the Inception Report and coordinated the staff and internal resources for communication and visibility activities; and supported the TA team in promoting and coordinating visibility activities with local EU Delegation, beneficiary institutions and media.</li><li>Facilitated technical assistance to Albanian institutions/agencies across large infrastructure project/programmes in Energy and Environment sectors and delivered capacity training to beneficiary institutions/agencies for upgrading their greening capacities for the implementation of infrastructure projects.</li><li>Regularly coordinated and guided the EUD and relevant Beneficiaries in advance of any <b>visibility event</b> to finalise the agenda, scene setter, background note and key messages to be disseminated to the public.</li><li><b>Designed, prepared, delivered, and evaluated the communication materials</b>, including, but not limited to, publications, reports, brochures, <b>newsletters</b>, media releases, videos, social media content and <b>website updates</b>, visibility products, and products for exhibitions and launches.</li><li>Ensured the EU Delegation <b>media channels are provided with key information</b> and developed project-specific deliverables as agreed by the EUD and/or beneficiaries.</li><li>Carried out the monitoring and assessing of the project's work progress, status of deliverables and effectiveness of strategy related to Communications and Visibility actions.</li></ul>
01/2018 – 04/2019 <a href="#">Ref 8</a>	200	Luxembourg	<b>European Investment Bank</b>  Bruno Robino, Head of fi-compass at European Investment Bank  <a href="mailto:b.robino@eib.org">b.robino@eib.org</a>  (Mesogio Ltd: subcontractor)	<b>Team Leader</b>  <b>Key Expert 1 (Outreach/ Journalism   Content /Web/ Event Management   Capacity Building)</b>	<b>Communication and Capacity Building services for the use of European Structural and Investment Funds (ESIF) Financial Instruments in the 2014-2020 Programming Period</b> <b>Main Tasks:</b> <ul style="list-style-type: none"><li>Acted as the main formal contact point with EIB <i>fi-compass</i> on day-to-day management and coordination of all individual assignments for quality and successful <b>delivery</b> of the <i>fi-compass</i> project.</li><li>Managed overall daily implementation of the project, including monitoring of the services rendered and resourcing the individual assignments and have set-up and managed teams of adequate size to perform specific tasks. Monitoring of all other Key Experts performance and quality of deliverables (assignments) and assurance of timely delivery of all services in line with contractual agreement and timeframes.</li><li>Developed and reviewed the key performance indicators by assignment activity for the purposes of gauging relevant communication results</li><li>Coordinated the efforts for successful achievements in coherence with the key performance indicators concerning the communications outputs vis-à-vis EIB Group Climate Bank Roadmap which aims to ensure assimilation of EIB commitment to "gradually increase the share of its financing" in the area of green financing to "reach 50% by 2025 and beyond.</li><li>Managed the relations with consortium members, ensuring that they actively participate in the project and comply with the consortium internal manual of procedures and scheduling and lead in the orientation, quality and risk training for the project team</li><li>Guided the <i>fi-compass</i> team for adoption of the most effective and cost-effective responses and solutions from an organisational and administrative perspective <b>to ensure optimal outreach and awareness, information and content delivery and effective logistics and content impact across event.</b></li></ul>

11/2017 – 02/2018 <i>Ref 9</i>	6	Thessaloniki Greece	<b>European Centre for the Development of Vocational Training (CEDEFOP)</b> <a href="mailto:jesus.bustamante@cedefop.europa.eu">jesus.bustamante@cedefop.europa.eu</a> (Mesogio Ltd: subcontractor)	Skills Panorama Marketing Consultant  Senior Marketing Expert	<b><u>CEDEFOP – Skills Panorama – complete Marketing and Awareness Strategy development</u></b> <ul style="list-style-type: none"> <li>Developed the <b>Content strategy and content marketing strategy incl. action plan</b> (with a view to full implementation in 2018)</li> <li>Coordinated Target audiences and stakeholder mapping optimisation, conducted content and audience analysis of Skills Panorama users using UX Marketing Skills Panorama profile research and development.</li> <li><b>Managed the Social Media</b> audit and recommendations with a view to strategic overhaul in 2018 (post February period)</li> </ul>
11/2016 – 04/2018 <i>Ref 10</i>	168	Brussels, Belgium	<b>European Commission- DG Employment, Social Affairs, Skills and Labour Mobility</b>  Marinella van Welsenens, EURES Policy Officer <a href="mailto:marinella.van-welsenens@ec.europa.eu">marinella.van-welsenens@ec.europa.eu</a> (Mesogio Ltd: subcontractor)	<b>EURES News and Information Bureau Manager</b>  Head of Content and Dissemination	<b><u>EURES News and Information Bureau Management</u></b> – complete PCM of content and dissemination – under FWC VC/2016/0362 – FWC for services in support of communication activities in the field of employment, social affairs, skills, and labour mobility. <ul style="list-style-type: none"> <li>Developed communication content <b>including Research, interviewing and redaction of 10 articles/blogposts per week</b>, carried out <b>Editorial and operational management of two monthly newsletters</b> – internal and external stakeholders</li> <li>Managed the overall CMS and <b>knowledge sharing management system</b> including referencing, tagging and curation of all <b>media content</b></li> <li>Developed the events management strategy to address Brussels Job Day with a primary focus on “the green economy” as part the European Commission priorities for its potential in fostering job creation and kick-starting the economy</li> <li>Carried out the <b>Curation, crafting, redaction and uploading of all EURES social media content inputs via all EURES social media platforms and</b> cross-publishing between national <b>EURES social media accounts</b> and other EC platforms</li> <li>Moderated and facilitated the EURES collaborative workgroups, and provided guidance on <b>improving the EURES web page/portal and extranet</b></li> <li>Coordinated update of the <b>events calendar on the EURES blog/portal as Chief Editor (Ref 10a (See attached screenshot of the for the EURES blog which is <a href="https://eures.ec.europa.eu/index_en">https://eures.ec.europa.eu/index_en</a> needs an EU login to access.</b></li> </ul>
01/2017 – 01/2018 <i>Ref 11</i>	180	Brussels, Belgium	<b>European Commission – Joint DG DEVCO / ECHO:</b> <a href="mailto:Juergen.Hohmann@ec.europa.eu">Juergen.Hohmann@ec.europa.eu</a> (Mesogio Ltd: subcontractor)	<b>Communication Expert</b>	<b><u>Methodological and Knowledge Sharing support programme (MKS)</u></b> Assignment for the execution of the first phase of the preparation of an ECHO/DEVCO guidance package including one EC staff seminar on: Shaping Social Protection as effective short and long-term response to multivariate shocks, protracted crises and displacement - Jointly coordinated by DG DEVCO B3 and DG ECHO B1, in collaboration with DG DEVCO C1 and its Advisory Service in Social Transfers   ARES approval (16/09/2016): Ares (2016)5410980 <ul style="list-style-type: none"> <li>Developed <b>content and marketing structure for interactive collaborative platform (<a href="http://capacity4dev">capacity4dev</a> and <a href="http://socialprotection.org">socialprotection.org</a>)</b></li> <li>Developed the KM Platform method, strategy and action plan capable of facilitating interaction, knowledge and best practices</li> <li>Facilitated and supported the stakeholder efforts towards the framework of harnessing information and <b>sharing policy dialogue between both DGs and addressing gaps in internal communications implementation and follow-up and for the purposes of sharing information</b> and dialogue about the overarching and shared policy area of Social Protection between DEVCO and ECHO and particularly on the adverse effects (material and other well-being) of climate variability and climate change that occur despite efforts.</li> </ul>
03/2016 – 06/2016 <i>Ref 12</i>	35	Brussels, Belgium	<b>European External Action Service</b>  <a href="mailto:pietro.de-matteis@ec.europa.eu">pietro.de-matteis@ec.europa.eu</a> (Mesogio Ltd: subcontractor)	<b>Project Communication Coordinator</b>	<b><u>EU Policy and Outreach Platform / Public Diplomacy - PI Annual Action Programme (AAP) 2015 - EuropeAid/137304/DH/SER/Multi - Lot 01 EU Policy and Outreach Partnership</u></b> Project’s primary “ <b>public</b> ” or audience are thinking tanks and <b>media</b> , as well as <b>academics</b> and <b>students</b> . In close cooperation with <b>local universities</b> , PR companies, think tanks and other partners. The project <b>organised around ten events (e.g. conferences/seminars/round-tables)</b> , with well-developed audience interaction and elaborated outreach in the “pilot countries”. The identified priority topics included Climate Change, Geographic Indications within the context of Free Trade Agreements and <b>Media Perceptions of the EU</b> . <ul style="list-style-type: none"> <li>Acted as the key expert for European Commission's Foreign Policy Instrument globally, with focus on Hong Kong, Singapore, South Africa and New Zealand.</li> <li>Oversaw the <b>research of best practices</b> in Public Diplomacy and carried-out networking activities to help <b>identify best global partners</b> with links to <b>pilot countries</b>.</li> <li>Conducted <b>monitoring and evaluation</b> of “pilot interventions” and conducted review of relevant local partners and events.</li> <li><b>Supervised social media engagement and monitoring</b> activities on selected themes - in local context.</li> </ul>
11/2014 – 03/2015 <i>Ref 13</i>	20	Brussels, Belgium	<b>European Union European Institute for Gender Equality (EIGE)</b>  Jesper Hansen, Head of Communication <a href="mailto:Jesper.Hansen@eige.europa.eu">Jesper.Hansen@eige.europa.eu</a> (Mesogio Ltd: subcontractor)	<b>Team Leader / Knowledge sharing and awareness raising Expert</b>	<b><u>EIGE/2015/OPER/30 - European Institute for Gender Equality (EIGE) – awareness raising consultation and implementation services on the White Ribbon Campaign</u></b> <b>Promoting effective and sustainable institutional mechanisms for the advancement of Gender Equality</b> – situation and practice in Eastern Partnership, IPA and EU-28 countries, ENP, IPA, EU-28 <ul style="list-style-type: none"> <li>Developed <b>knowledge sharing seminar</b> on 8 &amp; 10 December 2014 at European Parliament and European Council (Brussels).</li> <li>Designed and implemented awareness raising and media relations’ strategy including full media monitoring outputs.</li> <li><b>Disseminated knowledge and good practice outcome of seminars</b> to multi-stakeholder community and selected gender based violence interested press corps in EU 28 and Brussels-based media.</li> <li>Developed methodology and scenario and oversaw complete production of two videos, audio-visual development and graphical and content ownership and team deployment of publications for two seminars. <b>Video sample for project:</b> <a href="http://www.mesogio.info/portfolio/european-institute-for-gender-equality/">http://www.mesogio.info/portfolio/european-institute-for-gender-equality/</a></li> </ul>
02/2014 – 11/2014 <i>Ref 14</i>	12	Ankara, Turkey	<b>European Commission (EEAS)</b> (Mesogio Ltd: subcontractor)	<b>Team Leader / Communication and Editing Expert</b>	<b><u>FWC COMM LOT 2 2013/334487 - Improved visibility on the internet of the EU financial cooperation</u></b> managed by the EU Delegation in Ankara Ensured <b>improved visibility on the internet of the EU's financial cooperation managed by the EU Delegation</b> in Ankara by coordinating the Project Cycle Management (oversight, formulation, elaboration of project proposal, including related budget; project management - including meetings with Delegation; supervised the <b>assignment of technical tasks to graphic designer, webmaster, SQL database administrator</b> , internal monitoring and evaluation



8/2013 – 2/2014 <i>Ref 15</i>	55	Dushanbe Tajikistan	<b>World Bank</b> (ECSSD) Anna Cestari, <a href="mailto:acestari@worldbank.org">acestari@worldbank.org</a>  (Mesogio Ltd: subcontractor)	<b>Senior Communication Expert</b>	<b>Development of a Communications Strategy</b> and customer Satisfaction Surveys for Dushanbe Vodokanal, (DVK) Tajikistan Second Dushanbe Water Supply Project (DWSP-2) <ul style="list-style-type: none"> <li>Developed a <b>three-year DVK Communications Strategy</b>, in support of DVK's objectives for <b>improved service, financial viability</b> and customer accountability, including <b>staff knowledge sharing strategies</b>.</li> <li>Developed the <b>action plan for the Communications Strategy</b> implementation, including <b>staff training methodology</b>, timeframes, descriptions of <b>knowledge sharing and outreach</b> methods &amp; instruments to be used, indicators for monitoring purposes, responsibilities of DVK staff members towards actions, cost estimates and sources of financing.</li> <li>Developed a <b>Manual for DVK Communications and Public Outreach</b> that will guide DVK with future operations.</li> </ul>
06/2013 – 09/2013 <i>Ref 16</i>	15	Zagreb, Brussels, Strasbourg	<b>Belgo-Croatian Chamber of Economy</b> Dragica Martinovic <a href="mailto:cce.brussel@skynet.be">cce.brussel@skynet.be</a>  (Mesogio Ltd: awarded tender)	<b>Team Leader / Public Relations Director</b>	<b>Media Awareness 'BeCroative' Campaign</b> – Croatian Chamber of Economy <b>EU Accession 2013 Brussels and Strasbourg awareness campaigns</b> <ul style="list-style-type: none"> <li><b>Completed the planning, scenario development, pre-production, shooting and editing of two corporate promo videos</b> for client as well as for five <b>national TV interviews with high level VIP present at the exhibition to raise awareness among TV viewers</b></li> <li>Developing promotional videos presenting the highlights of BeCroative exhibition - <a href="https://vimeo.com/71668053">https://vimeo.com/71668053</a> - <a href="https://vimeo.com/71629055">https://vimeo.com/71629055</a></li> <li><b>Managed investigation of 50 journalists</b> from Croatian, European and regional Media in the <b>field of EU Affairs, inventions, innovation</b> and lifestyle.</li> <li>Oversaw the processes for <b>drafting and dispatch of press releases</b> in English and Croatian before and after the exhibition making them interesting for journalists to read</li> <li>Managed the <b>exhibition</b> invitations to journalists particularly interested to bring them exhibition and organised Follow-Up sessions with the journalists after each action to make sure they received the material.</li> <li>Oversaw the <b>development of several national print interviews</b> (e.g. Le Monde, Tagesspiegel) with <b>high level VIP present</b> at the exhibition to <b>raise awareness among readers</b></li> <li>Developed feature news story in Belgian and French lifestyle magazines to give Croatian inventions the right stage to apply their quality</li> <li>Project reference available at following link: <a href="http://www.mesogio.info/portfolio/croatian-chamber-of-economy-becroative/#sthash.CnYwiqGW.dpuf">http://www.mesogio.info/portfolio/croatian-chamber-of-economy-becroative/#sthash.CnYwiqGW.dpuf</a></li> </ul>
12/2012 – 09/2013 <i>Ref 17</i>	25	Tunisia	<b>Union for the Mediterranean Secretariat (UfMS)</b> <a href="mailto:allal.ouazzani@ufmsecretaria.t.org">allal.ouazzani@ufmsecretaria.t.org</a> (Mesogio Ltd: subcontractor)	<b>Senior Communication Expert</b>	<b>Organisation of the Conference on Employment and Territorial Development in Tunisia Financing and Implementing</b> <ul style="list-style-type: none"> <li>Developed the <b>communication/media strategy to ensure maximum visibility</b> of the Conference vis-à-vis its key audiences, <b>coordinated the implementation for knowledge sharing, visibility and promotion of the Conference and</b> ensured coverage of the Conference from the preparatory phase (to raise the awareness about the event), during the event and after.</li> <li>Carried out the Content <b>management, editorial planning</b>, implemented the <b>entire suite of press</b>, public relations and carried out the written tasks circa Mediterranean Economic Conference (<a href="http://upm-jobconf.com">http://upm-jobconf.com</a>)</li> <li><b>Developed, maintained and managed the Conference website</b> and coordinated the <b>production of audio-visual material with interviews of important speakers</b> and presented at the conference website.</li> </ul>
05/2012 – 09/2012 <i>Ref 18</i>	35	Spain, Tunisia, Egypt, Morocco, France	<b>Union for the Mediterranean Secretariat (UfMS)</b> (Mesogio Ltd: awarded tender)	<b>Team Leader</b>	<b>ToR consultancy drafting for Conference</b> on Employment and Territorial Development in Tunisia Carried out research, developed the proposal including the methodology and terms of reference presenting the supporting suite of procurement documentation.
07/2012 <i>Ref 19</i>	7	Brussels, Belgium	<b>European Commission</b> <a href="mailto:david.sanmiquel@ec.europa.eu">david.sanmiquel@ec.europa.eu</a> (Mesogio Ltd: subcontractor)	<b>Communication Expert</b>	<b>Communications and publication coordination</b> in the context of <b>2nd EU REDD+ Projects Coordination Meeting</b> The 2nd EU REDD+ Projects Coordination Meeting took place in Brussels, on 3 and 4 July 2012. The meeting was organised by the European Commission, and had two main aims: Sharing updates on EU funded REDD+ projects; and exchanging information and taking stock of experiences in REDD+ implementation with EU partners and other actors in the REDD+ community. Designed and coordinated the communication activities for promoting the event and facilitating the community exchange among the 50 participants that attended the meeting, including representatives from REDD+ projects financed under the ENRTP programme.
08/2009 – 04/2012 <i>Ref 20</i>	679	Vilnius, Lithuania	<b>European Union European Institute for Gender Equality</b> Virginija.Langbakk, Director <a href="mailto:Virginija.Langbakk@eige.europa.eu">Virginija.Langbakk@eige.europa.eu</a>	<b>EU Staff Official / Information and Communication Officer</b>	<b>Project Management for knowledge sharing, good practice and peer review</b> of Beijing Platform for Action, <b>Gender Equality Index</b> , Women in the Media, Gender Equality and Climate Change EU Presidency publications <ul style="list-style-type: none"> <li>Carried out the communications and marketing material development, coordination, management and monitoring of Area K of the Beijing Platform for Action; in the Area of Women's role, the Environment and Climate Change concerning the "Review of the Implementation in the EU of area K of the Beijing Platform for Action: Women and the Environment".</li> <li>Acted as the Chief Project Manager of <b>Drupal driven interim and final websites (2009-2012) – full website management</b> and coordinated the development of <b>agency's website in terms of concept, content and promotion</b>.</li> <li><b>Acted as the Agency's Chief Publications Manager for all paper-based marketing materials including the production of leaflets, flyers, brochures, annual work programme</b>, carried out proofreading and editing agency's overall official, press documents and publications, coordinated works within the Agency for projects with EU Publications Office (OPOCE)</li> <li>Supervised and coordinated the <b>communications procurement procedures</b>, developed and carried out the <b>implementation of internal and external communications strategy</b></li> <li>Coordinated the planning and implementation of <b>agency logo campaign and brand identity – development of subsequent sub-marketing brands for each area of the Agency's areas and sectors of policy development</b> including drafting and editing of speeches and other written material for agency's Director.</li> </ul>

03/2009 – present <i>Ref 21</i>	36	France	Centre International de Formation Européenne Dr Matthias Waechter, Director <a href="mailto:Matthias.Waechter@cife.eu">Matthias.Waechter@cife.eu</a>	<b>Trainer</b> – Lecturer Research Adviser	Training and supervising Masters students' research on following topics: <b>Communicating the European Union</b> , including raising awareness and enhancing visibility of European <b>Commission DG COMM central versus decentralised communication</b> (Brussels to Representations/Delegations and vice-versa), climate, regional, gender and vocational training related topics to a wider public; Political communications strategy development and <b>Working with the media</b> , using current <b>digital communication tools</b> such as social media and blogs as well as <b>traditional media</b> (e.g. copywriting publications, reports, brochures, leaflets and flyer).
03/2008 – 03/2009 <i>Ref 22</i>	220	Brussels, Belgium	<b>European Commission DG Environment</b>  Unit A1 Communication and Governance Martijn Quinn <a href="mailto:martijn.quinn@ec.europa.eu">martijn.quinn@ec.europa.eu</a>	<b>EU Staff Official / Press and Media Officer</b>	<ul style="list-style-type: none"> <li>Coordinated the <b>DG Environment (DG ENV) Communication Strategy 2008 implementation</b>, including the supervision of unit contractors/suppliers (tender preparation, contract management)</li> <li>Developed <b>social media strategy using portals such as Facebook and YouTube</b>, edited <b>Commissioner's website and blog</b>, produced written material for the Environment Commissioner such as speech and flyer for UNFCCC COP 15 in Copenhagen – side event on 12 December 2009: "Climate change, ecosystem services and biodiversity"</li> <li>Acted as the <b>Editor and carried out the multimedia communications coordination of DG ENV Biodiversity and Climate Change web section</b> and ensured the <b>quality control of website and page contents</b>; verify that information is regularly updated.</li> <li>Worked as a central member of media team; developed <b>press releases, articles, written interview replies</b>, citizen's summaries, midday express etc. and contributed to the design of messages and arguments, drafted and edited speeches.</li> <li><b>Drafted new content</b> (brief news, policy summaries) on <b>environmentally relevant events</b> and Commission's efforts to approach climate change and environmental degradation in <b>English and Greek</b> such as Climate Change, Ecosystem services and Biodiversity – Flyer Link: <a href="http://ec.europa.eu/environment/nature/pdf/flyer_side_event.pdf">http://ec.europa.eu/environment/nature/pdf/flyer_side_event.pdf</a></li> <li>Carried out <b>Events management</b>: Coordinated and supported the events on the climate change and sustainable development.</li> </ul>
10/2006 – 03/2008 <i>Ref 23</i>	357	Berlin, Germany	<b>European Agenda Magazine; Helios Media GmbH</b>	<b>Senior Editor / Communications Director</b>	<b>Main Tasks:</b> Managed the <b>Definition of Editorial line and content</b> ; <b>designed</b> specialised English <b>PR training methodologies, Communication development and delivered trainings</b> for Helios Media's sister company Deutsche Presseakademie; coordinated the planning and editing of magazines; hired, trained and mentored external contributors; carried out investigation of content and writing of articles and coordinated efficient financial management to achieve under budget execution of successive magazine productions.
07/2006 – 10/2006 <i>Ref 24</i>	65	Berlin, Germany	<b>Transparency International Secretariat</b> <a href="mailto:rprocha@transparency.org">rprocha@transparency.org</a>	<b>Communications Coordinator</b>	<b>International Anti-Corruption Conference 2006</b> - - <a href="http://www.12iacc.org">www.12iacc.org</a> Coordinated the implementation of global anti-corruption conference; developed and implemented Secretariat IACC <b>communication strategy</b> ; <b>carried out media relations</b> conducted with participating press corps; facilitated collaboration with UNDP South American delegations, UNDP Central and Eastern Europe Delegation (Bratislava) USAID Guatemala, Mexico the Governments of Guatemala and Belize and with participating governments.
11/2004 - 06/2006 <i>Ref 25</i>	330	Sofia, Bulgaria	V+O Communication Bulgaria <a href="mailto:jmanakos@hutsjvt.com">jmanakos@hutsjvt.com</a>	<b>Public Affairs / Communications Manager</b>	<b>Coordinated and directly implemented corporate communications project management</b> (authored, consulted on, implemented, monitored, evaluated PR strategies) for Heineken, Pro Credit Bank, Bayer Pharmaceuticals, Hellenic Petroleum.
04/2002 – 08/2003 <i>Ref 26</i>	396	Luxembourg	<b>European Commission DG COMM</b> Panos Karvounis <a href="mailto:panagiotis.karvounis@ec.europa.eu">panagiotis.karvounis@ec.europa.eu</a> (current function: Head of European Commission's Office in Greece)	<b>Project Manager</b>	<b>Ex-ante/post Evaluation for DG's Environment, Enlargement, Press</b> (known as DG COMM today), in addition to Eurostat and OPOCE In the scope of a Framework Contract for the provision of evaluation and impact assessment services between 2002-2005, the main task entailed an ex-post <b>evaluation of the DG Environment and Enlargement Communication strategies</b> conducive to an ex-ante evaluation and recommendations for subsequent years. <ul style="list-style-type: none"> <li>Conducted the evaluation across the projects consisted primarily of the assessment and redefinition of global and specific objectives, the <b>audit of real key performance indicators</b> and the <b>development of key recommendations towards the reconfiguration of new strategies within</b> the same Management Plan.</li> <li>Supported DG COMM in its evaluation methodology process in relation to the DGs Annual Strategic Management Plan</li> <li>Developed the <b>Definition of Support tools for DG COMM strategic and operational objectives</b> (First level of ex_ante evaluation):</li> <li><b>Supported the implementation of DG COMM communication actions</b> (Second level of evaluation: ex_ante2)</li> <li><b>Provided decision-support regarding the upturn of global objectives, operational objectives and the internal/external context of DG COMM</b></li> <li>Prepared tender offers/bids in response to procurement projects, coordinated tender preparation and submission and methodology writing for winning tenders.</li> </ul>

#### 14. Other relevant information (selection of publications):

- European Commission; **DG Environment Press Material**
  - The Mumbai crisis: How the EU organised a rescue plan to save terrorised citizens (**Commission En Direct, Internal EU Commission magazine** - December 2008)
  - EU Environment Commissioner Dimas web news, summary reports, citizens summaries
  - EU Environment Commissioner blog – responsible for all content drafted and editing of all testimonial blog entries
- European Institute for Gender Equality**
  - Entire suite of **press materials (2009-2012) as the Chief Editor of interim and final websites (2009-2012)**
  - Specifically developed content for following publications:**
    - Beijing Platform for Action Presidency Reports– Chief Editor
    - Reconciliation of work and family life as a condition of equal participation in the labour market: Report
    - Gender Equality and Climate Change: Report**
    - Violence against Women Victim Support: Report
    - Rationale for the Gender Equality Index for Europe
- European Training Foundation (EU Agency) - <http://www.etf.europa.eu> - Live and Learn Magazine (**Issue 23**): Breaking business barriers across the Balkans (agency link currently inactive – reference link: <http://www.mesogio.info/portfolio/live-learn/>)

- **Communication Director (Pan EU Corporate Communication and PR Magazine) - <http://www.communication-director.eu>:**
  - Agenda Setter - Issue 01 / 2006 - [The public face of Madame Royal](#) - Can cyberpolitics help Ségolène Royal win the French presidency?
  - Agenda Setter - Issue 01 / 2006 - [Live a Second Life](#) - Why so many people can't resist rebranding life in weird and wonderful ways
  - Agenda Setter - Issue 01 / 2007 - [Teaching tolerance](#) - An internal idea at furniture giant Ikea to promote diversity and understanding
  - Agenda Setter - Issue 02 / 2007 - [Bucking the knowledge trend](#) - Gauging worldly wisdom at grassroots level proves to be an enterprising project
  - Agenda Setter - Issue 01 / 2008 - [Emissions impossible?](#) - Vattenfall's new climate change campaign aims to involve stakeholders and clients alike
  - Agenda Setter - Issue 03 / 2007 - [Pipe dream or on the box dialogue](#) - Has the EU ever made you stop and think for more than a few minutes?

**Ref 2: "List of events managed by the expert for Ref 2 "European Year of Youth Multiple Framework Contract COMMI/2021/OP/0037" in 2022**

- 1) **Welcome trainees' event 21/03 - Online / Virtual:** The purpose of the meeting was to generate internal awareness as part of the first layer of the EYY communication campaign strategy which designates internal audiences, and institutional stakeholders as central in helping rally messaging and for developing awareness across the interinstitutional composition of the campaign. Online campaign brought in roughly 400 new Blue Book trainees on the day – made up of a very eager, enthusiastic, and chiefly young audience – very tailored and receptive to the EYY demographic and messaging.
- 2) **NC/Stakeholders meeting 29/03 - Online / Virtual:** The 4<sup>th</sup> EYY Stakeholders and National Coordinators Meeting followed the one that took place on February 9<sup>th</sup>, aimed to bring together youth stakeholders, national coordinators, and representatives from the European Commission, to exchange on the EYY and promote its amplification and development throughout the year. Provided content support for the communication updates to be shared with the meeting participants, made the toolkit assets available to all stakeholders via the [EYY portal](#). Provided content support for the presentation of the Voice your Vision platform, as the meeting preceded the soft launch. Total of participants: 180. Total of stakeholders: 64
- 3) **Young Journalists Meeting in Brussels 18-21/05:** Organised and facilitated the arrangements of all logistics related issues and deliverables, for 9 young journalists for whom travel to Brussels and lodging in a hotel where an event took place. The event was an internal event organised by DG EAC and Eurodesk.
- 4) **Discover EU event 25/05:** On Wednesday 25<sup>th</sup> May, a Stakeholders' Event on the goals of DiscoverEU and on the cultural dimension of the initiative took place at the Plaza Hotel, Brussels. The event was headed by Ioannis Malekos, Head of Unit Youth, Volunteer Solidarity and traineeships Office within DG EAC. 90+ participants attended where travel, airport to city to airport transit, accommodation, catering and full-scale event support including full registration, venue booking, pre-event-visit, rehearsal, the provision of communication activations (multimedia streaming) and materials were provided on site.
- 5) **NC/ Stakeholder meeting 02/06 - Online / Virtual:** On June 2<sup>nd</sup>, the 5<sup>th</sup> EYY Stakeholders, National Coordinators and National Contact Points Meeting took place.
- 6) **Young journalists summer festival:** During the summer, responded to an ad hoc request for support and organised the accommodation and travel for 8 participants attending summer festivals in Munich, Edenborough, Helsinki and Pristina for the 8 young journalists.
- 7) **EDL Portugal:** During the month of September, as an ad hoc request for logistics and travel support – travel tickets to Lisbon were purchased for a group of young journalists with a view to attending a Portugal based training session. In parallel to ticketing and management facilitation, also assisted the travellers with their personalised itineraries and interventions and further assistance provided in the run-up and follow-up to and from their places of origin to the training venue.
- 8) **NC/Stakeholders meeting 18/10:** On the 18<sup>th</sup> of October, the EC invited youth stakeholders, representatives of the 27 Member States (appointed as National Coordinators or national contact points) and representatives of the European Parliament (EP), the Committee of the Regions (CoR) and the European Economic and Social Committee (EESC) to the 6<sup>th</sup> EYY Stakeholder and National Coordinators Meeting. The overall purpose of the meeting was to inform participants on developments of the Year, to exchange and learn from each other, to discuss any legacy initiatives. Close to 110 participants took part in this meeting, representing: 32 Representatives of EU institutions; 26 National Coordinators and national contacts; 47 Stakeholders; 5 representatives from the communications support EC contractor.
- 9) **Voice recording EP (28-29 Level up):** As part of the LevelUp event in the European Parliament, coordinated the set up a recording booth that was on site for 2 days during the event and recorded voices for the Voice Platform. For this event the support of young people was requested. Flights and accommodation were arranged by RAINBOW.
- 10) **NC/Stakeholders meeting 05/12:** This event's main objective was to define the next steps in 2023 following the end of the European Year of Youth. With the aim of continuous collaboration beyond the Year, the working method and structure needed to be discussed and the work plan to be established. In addition, the stakeholders were informed about recent developments at EU level on the European Year of Youth and they were consulted on their conduct of the Year at their respective levels.
- 11) **Closing ceremony:** On December 6, 2022, a closing ceremony held at the European Parliament Hemicycle in Brussels took place as the crux moment to take stock of the achievements that were made during the Year. The main objective of this conference was to launch the legacy of the EYY and maintain youth policy as an important topic on the policy agenda. Participants: The list of invitees covered the full spectrum of actors active during the EYY: Young people, EYY stakeholder organisations, National Coordinators, National Contact Points, National Youth Councils, National Agencies, Eurodesk, Create Europe Desks, Permanent Representations, and representatives from the EU Institutions. A communication strategy and campaign was developed with the EP in concertation with DG EAC and the Czech Presidency. Total of participants: 872