



The Check In, Take Off web application (CITO App) is an easy-to-use online assessment application, which provides a positive experience for the user to explore their learning goals, recognise their existing skills and identify the skills to be developed.

The CITO App aims to:

1. develop a user's agency to engage in a learning experience;
2. create an environment that builds the confidence of the user by acknowledging the skills that they already have;
3. motivate the user to take the next step in achieving their goal.

We are now inviting proposals from agencies to work with us to develop:

- a communications outreach model and toolkit for the local promotion and engagement of a new literacy App, called CITO, which will facilitate a local outreach campaign in each of the three partner countries; and
- to test the model and toolkit by implementing a small trial campaign.

The communications outreach model and toolkit will:

- include a selection of local awareness raising activities, which will highlight the importance of having good basic skills and the role of key stakeholders in embedding that message into their work;
- highlight the benefits for different target groups of using the CITO App and ultimately returning to learning;
- identify best practice in the promotion and adoption of the CITO App; and
- provide a scalable solution that can be replicated in different cultures and countries across Europe.

For more information please head to the [etenders website](#). The closing date is the 10th March 2021.