**CALL-OFF STRATEGIC AND CONCEPTUAL COMMUNICATION**

**Collaboration:** KTH and Gullers within framework agreement V-2021-0650

**Date:**

**Contact person KTH:**

**Phone:**

**Mail:**

**Cost center / Invoice reference:**

**Brief – [Name of project]**

**Background and current situation**

[What is the background to the project? Describe the current situation, problems and needs]

**Assignment**

[What is Gullers' assignment? Describe your request of delivery, what do you want to achieve?]

**Purpose and aim**

[What is the purpose and aim of the project?]

**Target group**

[Which target group/groups should you communicate with?]

**Challenges and risks**[Are there any challenges, risks?]

**GDPR**

[Describe requests regarding handling of GDPR]

**Language and accessibility**

[Describe requests for language and possible accessibility adaptations]

**Timeframe**

[Are there any requests for a schedule?]

**Budget**

[Please state a budget so that Gullers more easily can adjust to the level of ambition and expectations]

**Other**

[Describe other information that may be relevant to the assignment, such as previous communication assignments, insights, guidelines, appendices, etc. Describe mandate for decision-making and any need for anchoring]