



International Organization for Migration (IOM)
The UN Migration Agency

REQUEST FOR PROPOSAL: PRODUCTION OF A VIDEO

To support the International Organization for Migration (IOM) with the production of a video under the project 'EU-IOM Joint Initiative for Migrant Protection and Reintegration'

Type of contract:	Service Agreement
Duration of contract:	+/- 2 months
Estimated starting date:	15.09.2020
End date the latest :	08.11.2020
Closing date:	15.08.2020

Under this call, IOM seeks to contract the services of a **professional video production company** under the project 'EU-IOM Joint Initiative for Migrant Protection and Reintegration'. Launched in December 2016 with the support of the European Union (EU) Emergency Trust Fund for Africa, the EU-IOM Joint Initiative for Migrant Protection and Reintegration is the first comprehensive programme bringing together 26 African countries of the Sahel and Lake Chad region, the Horn of Africa, and North Africa, the EU and IOM around the shared goal of ensuring that migration is safer, more informed and better governed for both migrants and their communities.

I. Background

Recent years have seen the rise of larger scale irregular migration within and from Africa as a result of continually limited regular migration channels and unaddressed factors that compel people to migrate in an unsafe or irregular way. The number of migrants returning to their countries of origin with support from assisted voluntary return and reintegration programmes has grown too. While some migrants return and reintegrate in a smooth manner, many face challenges to re-establish the economic, social and psychosocial relationships needed to maintain life, livelihood and dignity back in their countries of origin. At the same time, communities to which migrants return may not have the capacities to provide an environment conducive to successful reintegration due to a lack of local infrastructure and resources. A community's attitude towards returning migrants can affect a returnee's physical and mental health, which in turn can affect their livelihood and economic opportunities.

The EU-IOM Joint Initiative for Migrant Protection and Reintegration adopts an [integrated approach to reintegration](#) that not only provides assistance to individual returnees, but also supports communities of return. Rather than being defined by the receiving country, the assistance is determined based on the countries of origin and in partnership with the authorities of the respective countries. Actions are based on strong partnership with local actors and aim to support partner countries in responding to migration governance challenges and opportunities.

IOM recognizes that return and reintegration policies are more effective when linked with the protection of migrant rights and development of opportunities in the country of origin, particularly those that address the drivers of irregular and forced migration. It is critical that any approach to individualized assistance is balanced with community-based initiatives in the country of origin, so that key factors affecting reintegration are addressed and long-term solutions have a positive impact on the community as well. This goes far beyond the EUTF mandate and requires strong leadership from national authorities in countries of origin as well as active contributions at all levels of society (starting with migrants and their families, but also the private sector, civil society and international partners).

The actions implemented by the EU-IOM Joint Initiative for Migrant Protection and Reintegration focus on the sustainability of reintegration through local ownership, partnership and closer alignment to development planning. An effective and comprehensive referral and partnership system, based on mapping of local and national partners, is one of the key components of reintegration assistance under the EU-IOM Joint Initiative for Migrant Protection and Reintegration. Whenever possible, referral to local partners and services should constitute the first option for all migrants, whether or not in vulnerable situations.

2. Description of the assignment

2.1 Objective	<p>Produce a cross-regional video comprised of interviews with returnees, local and national governments, EU Delegations, IOM and civil society representatives to illustrate in a creative and compelling way the multi-dimensional, long term process and complexities of implementing IOM's integrated approach to sustainable reintegration in the context of the EU-IOM Joint Initiative for Migrant Protection and Reintegration, and showcase reintegration stories, four years into the programme.</p> <p>The video will highlight ways in which the EU-IOM Joint Initiative for Migrant Protection and Reintegration supports sustainable reintegration, including through local leadership of reintegration support, capacity-building of state and non-state actors, and strengthening of migration governance coordination mechanisms.</p>
2.2 Requested services and responsibilities	<p>Under the overall guidance and supervision of the IOM Regional Office in Brussels, working with IOM's Regional Offices in Dakar, Nairobi and Cairo, and in line with IOM's and EUTF's branding guidelines, the service provider will carry out the following activities:</p> <ul style="list-style-type: none"> • Undertake video pre-production, production and post-production of a compelling, high-quality film to illustrate IOM's integrated approach to sustainable reintegration in the context of the EU-IOM Joint Initiative for Migrant Protection and Reintegration, and highlight reintegration stories, four years into the programme. • The video will also highlight the various factors that are a pre-condition for successful reintegration, such as returnees willingness, personal abilities, experience and resources; the acceptance by his/her family, peers, and community; community absorption capacities and perceptions; the structural factors affecting the reintegration process - opportunities for or barriers to sustainable reintegration - and its sustainability emphasizing cooperation between various government departments at the local and national levels, returnee-oriented policies and legal instruments, and access to employment and basic services.

	<ul style="list-style-type: none"> • The video will focus on the sustainability of reintegration through local ownership, trilateral partnership with African and EU Member States, capacity-building as well as improved data collection on migration flows and profiles to enhance evidence-based policy and programmatic response. • The video will also include returnees who have reached levels of economic self-sufficiency, social stability within their communities and psychosocial well-being that allows them to cope with (re)migration drivers illustrating how this mitigates drivers that could eventually lead to the necessity to re-migrate and allows returnees to make further migration decisions a matter of choice, rather than necessity. • The video will illustrate how the integrated approach supports the implementation of the New York Declaration for Refugees and Migrants. <p>The videos should also incorporate:</p> <ul style="list-style-type: none"> • Animation, infographics and royalty free music • Highest broadcast quality production and filming • Key messages to suit a wider international audience
2.3 Deliverables	<p>Incorporating a process of review and approval by the IOM Team, the service provider is required to provide IOM with the following:</p> <ol style="list-style-type: none"> 1. A work plan outlining the process for the production and timeline according to the project activities (NOTE: The video should feature at least 3-4 country examples from the Sahel and Lake Chad region, 2-3 country examples from the Horn of Africa, and 2-3 country examples from North Africa.) 2. Script and storyboard 3. One fully produced video of +/-25 minutes with subtitles in English, French and Arabic (NOTE: The contractor should also make available to IOM the <u>editable file</u> of the fully produced final video.) 4. One teaser video of +/-2 minutes for digital promotion
2.4 Location and Duration	<p>It is envisaged that the assignment will take around two (2) months.</p> <p>The assignment is envisaged to start on 15/09/2020 and should be completed no later than 08/11/2020 so that the final products can be used in December 2020 for the anniversary of the EU-IOM Joint Initiative for Migrant Protection and Reintegration and beyond.</p>

3. Requirements

- At least 5 years of relevant experience in communications, production and editing
- Experience with international organizations and multilateral agencies
- Excellent technical capacities to ensure smooth and high-quality production
- Flexibility to travel for recording purposes (NOTE: Where COVID-19 related travel restrictions and/or other local circumstances do not allow filming on a project site, the contractor should foresee carrying out specific tasks through a local subcontractor (e.g. freelance video producer), in line with the overall requirements outlined in this contract, and in close coordination with the relevant IOM Regional Office.)
- Availability for coordination calls with of the IOM Regional Office in Brussels, and IOM's Regional Offices in Dakar, Nairobi and Cairo

4. Offers

This application is open to companies. Offers should contain the following:

- Corporate profile, detailing experience and expertise providing similar services
- Professional references (minimum two, with complete contact information)
- Copy of catalogue or samples of previous production work (minimum three samples of similar assignments – online portfolios and links to video work preferred)
- Price offer with a breakdown of proposed fees as per the quotation form attached (to be sent back in PDF). Feel free to add or remove some elements in the form if necessary.

All prices must be VAT excluded. Prices should be final and all inclusive.

Offers in response to this request for proposal must be submitted electronically to the following address: ROBrusselsProcurement@iom.int by 15/08/2020, referring to this advertisement ("IOM RFP 08/2020 Production of a video EUTF")