



TERMS OF REFERENCE – SHORT FILM FOR REACH OUT

CONTEXT AND JUSTIFICATION

BRIEF INTRODUCTION TO THE PROJECT:

The REACH OUT project aims to provide an improved response regarding gender based violence perpetrated against women, girls, men and boys migrants, including refugees. This European project is implemented jointly by MdM-Belgium (Antwerp), MdM Germany (Munich), MdM Netherlands (Amsterdam, The Hague, Rotterdam and Nijmegen) and the Serbian Red Cross of Sid (Sid). It is implemented with the support of the European Commission's Directorate-General for Justice and Consumer Affairs, through the Rights, Equality and Citizenship funds.

This project aims to prevent gender-based violence among these particularly marginalised populations, to identify survivors and people at risk of GBV, in order to provide them with services meeting their needs and to complement existing services through dynamic collaboration between stakeholders. The aim is therefore to identify involved actors, to strengthen practices and protocols through training and exchanges of experience and knowledge. Outreach and empowerment activities will also be carried out for the target population. Finally, advocacy activities will be implemented with various stakeholders in order to bear witness to the situations observed with a view to bringing about social change.

Objectives of the project :

Main objective:

- ✓ Empower refugees & migrants (women, children, UAMs, men/boys) facing SGBV in accessing their human rights in targeted areas (BE, NL, DE & RS).

Specific objectives:

- ✓ Enhance coordination between all staff providing support to migrants & refugees in identifying and treating SGBV and integrate them into local systems for SGBV survivors;
- ✓ Enhance capacities of CSO representatives, the legal community & healthcare providers to provide support, services and information about human rights to migrants & refugees facing SGBV;
- ✓ Raise awareness, educate and facilitate access to support services/ treatment provided by public authorities & CSOs for refugees & migrants facing SGBV, and incorporate SGBV related topics into existing advocacy documents/actions.

ORIGINS OF THE REQUEST: The production of this short film takes place within the framework of the REACH OUT project. The film aims at bringing attention to the issues deriving from gender based violence against migrants amongst the general public in Europe. Indeed, sensibilization of public opinions is crucial to improve the efficiency of the projects tackling GBV faced by migrants such as REACH OUT. By informing the general public and increasing the general knowledge around GBV, MdM hopes to bolster public empathy and engagement towards migrants and GBV survivors, as well as to foster the quality of the care provided to GBV survivors. Besides, the film will highlight the work done by REACH OUT across the European continent and will underline the necessary cooperation of health organization between Belgium, Germany, the Netherlands and Serbia.



DESCRIPTION OF THE EXPECTED SERVICES

Objectives of the consultancy :

The service provider will provide support to the coordination team of the REACH OUT project by producing a short film destined to an open viewership. This film will play an important role in the project as part of the “communication” and “advocacy” components, ultimately participating in the improvement of the images and attitudes regarding migrants.

Requested services :

- ✓ A technical and creative proposal by the service provider regarding the short film, as well as a financial offer for the production of the film supported by a chronogram detailing the different steps of the work and a precise planning. The proposal will present a clear methodology regarding the production of the film.
- ✓ The technical offer will include precisions on the technical means available and a description of the technical equipment which will be used. It will also detail the composition of the team who will work on the project, with precisions on the professional qualifications of all members.
- ✓ Exchange regularly with the coordination team regarding the state of advancement of the film and obtain the formal approval of Médecins du Monde at the end of each of the following steps :
 - *Redaction of the script*: Médecins du Monde will prepare a script to the service provider to be adapted (comments and modifications on both sides).
 - *Development of the visual "story board"*: The service provider will develop the original proposal and an exchange will take place with the team at Médecins du Monde on the visual elements proposed.
 - *Production of a first version*: at this step, the proposed film will be submitted to Médecins du Monde for comments, which will be included in the final version.
 - *Production of the final version*: If needed, last modifications will be included in the short film.
- ✓ Ensure the consistency, the quality, the respect of the expected content of the film (according to the Grant Agreement) and deadlines (according to the coordination of the project).

Expected results and deliverables :

- ✓ A short film of minimum 4 minutes and one shorter version of the film (around 30 seconds) to be shared on social media. A second shorter version of the film of 30 seconds is optional and will be considered as an asset;
- ✓ The short film is finalised in accordance to the statement of intent ;
- ✓ The film in English version without subtitles and versions subtitled – including audio description- in German, Dutch, Serbian and French with the logos of the partners and donors;
- ✓ The short film respects MdM rules and ethics, and is in compliance with the EU procedures and requirements;
- ✓ The scripts of the video dialogues on electronic support in English, German, Dutch, French and Serbian;
- ✓ The script of the short film;
- ✓ The version of the short film without the subtitles;
- ✓ If possible, the source files of the short film.



STATEMENT OF INTENT

As part of the advocacy work carried out Médecins du Monde Belgique with the REACH OUT project, Médecins du Monde seeks to realize a short movie to raise awareness regarding gender-based violence experienced by migrants and inform the general public about the activities implemented within REACH OUT and about the role everyone can play to help to help protect migrants from the infringement of their basic human rights. Given the sensitivity of the topic, the short film will use animation. It should last for approximately 5 minutes.

The realization of this movie is based on the observation that little is known about the exposure of migrants to gender based violence. According to the Inter-Agency Standard Committee, gender based violence (GBV) *"is an umbrella term for any harmful act that is perpetrated against a person's will and that is based on socially ascribed (i.e. gender) differences between males and females. It includes acts that inflict physical, sexual or mental harm or suffering, threats of such acts, coercion, and other deprivations of liberty. These acts can occur in public or in private."* In their countries of origin, in countries of transit and in settling countries, there is an increased risk of being subjected to said gender based violence. All along their migratory journey, displaced persons are exposed to gender based violence. The risk remains prevalent in European countries (transit or arrival), where multiple factors of vulnerability such as the fear of being deported, economic struggles, impoverishment and cultural barriers, such as the language, place migrants at risk. However, such acts of violence are generally under reported due to shame and barriers in accessing health care and psychological support by migrants.

To better protect migrants from gender based violence and provide them with care if needed, Médecins du Monde launched REACH OUT in 2019, a project funded by the European Commission (Rights, Equality and Citizenship programme 2014-2020) which spans across four EU countries (Belgium, Netherlands, Germany, Serbia). REACH OUT encompasses a wide range of activities aiming to improve care provided to migrants subjected to gender based violence. The short movie aims to shed light on the topic for the general public, in order to increase public awareness on the issue, to highlight the activities and impact of REACH OUT and to incite civil society initiatives towards migrant for a better inclusivity.

The goal underlying the production of the film is to inform in an objective manner, without shocking or appealing to one's pathos. Therefore, it should not include shocking footage or images, nor should it portray people subjected to gender-based violence solely as victims. Instead, it should document violence in an objective manner and insist on the empowerment of survivors and of members of society to act against GBV.

In order to achieve this goal, the film will use animation and a voiceover. Symbolic items and short texts/keywords could be used as part of the animation to facilitate the viewer's understanding of the topic. The style of video could be similar to the series "Voir pour comprendre" produced by Amnesty International (see <https://www.youtube.com/playlist?list=PLxh2GCPGuglUyx77EYvYqOH35Fpt9Hpee>) or take inspiration from videos on gender produced by GIZ (<https://www.youtube.com/watch?v=lthLW7Ik6Ck>). The film will begin with a presentation of the notion of GBV, migrants, key figures and explanations regarding factors of vulnerability. Then, it will follow the migratory journey undertaken by migrants, underlining that they are at risk at every step of their journey, even in countries of arrival. The video will endeavour to make intelligible for a large audience, obstacles preventing migrants from exerting their rights and accessing health care services in countries of arrival will also be highlighted. Finally, the movie will present REACH OUT and the activities set up by the project, and feature testimonies from cultural mediators who have benefited from training by REACH OUT. The film will then conclude on the different ways people can help and support the work done by REACH OUT teams.



DURATION

The service provider(s) will prepare a work programme for the implementation of its service. The work programme should clearly describe the consultant(s)' methodology to ensure the deliverables' achievement. Médecins du Monde would like to produce the film as quickly as possible and therefore a strict commitment to respecting deadlines is essential.

BUDGET

The maximum amount for this service is 25.000€.

The amount for this short film will have to include all costs and taxes. The amount will also include translation costs as well as materials.

SKILLS AND REQUIREMENTS

- ✓ Proven experience in making animated films (similar experience with other organisations is an asset)
- ✓ Excellent command of English is mandatory
- ✓ Experience with Médecins du Monde is an asset

APPLICATION FILE

The consultants invited to bid shall provide the following details to the following email address: consultancy@medecinsdumonde.be and murielle.coiret@medecinsdumonde.be, specifying the subject reference "REACH OUT SHORT FILM".

a. *A technical proposal including :*

- ✓ An appreciation of the terms of reference
- ✓ The technical approach developed and the detailed methodology for the production of the animated film, taking into account all the aspects mentioned above, especially the statement of interest;
- ✓ A list of technical means: available technical capacities, explicit description of available material means to perform the short film;
- ✓ The team's composition, the assignment of responsibilities to each of its members, the proposed CVs and the members' availability.
- ✓ The provisional work plan.

b. *A financial proposal including:*

The total financial quotation (including tax) incorporating the budget allocation (fees, living expenses, transportation, interpreter, etc.)

For any information concerning this call for tenders, you can contact:

murielle.coiret@medecinsdumonde.be

Deadlines

Final date of receipt of the application files: 13/06/2021 at 23h59 p.m. Brussels time

Project number

856864

Project Acronym

REACH OUT



Bidders will be notified of the outcome of the award decision by 25/06/2021.

In case of withdrawal, or if you do not wish to respond to this invitation to tender, we kindly ask you to inform us by email.

Médecins du Monde Belgium reserves the right to cancel the tender (or negotiated procedure) in case of the donor refused the financing.