

Terms of Reference

Call for proposals

Subject	Awareness-raising campaign on migration and COVID-19 in West and Central Africa
Countries	Cameroon, Cote d'Ivoire, Ghana, Guinea-Conakry, Mali, Niger, Nigeria and Senegal
Période	1 month
Ref.	DAK/CI/2020/RFP/025
Code	DAK/EXB/534RAF5000

I. Context and justification

UNESCO is implementing a project entitle "Empowering Young People in Africa through Media and Communication", which benefits to eight countries in West and Central Africa: Cameroon, Côte d'Ivoire, Ghana, Guinea-Conakry, Mali, Niger, Nigeria and Senegal.

The project is supported by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and its special committee ("Comitato Congiunto per la Cooperazione allo Sviluppo"), within the framework of the "Fondo Africa". The Italian Agency for Development Cooperation (AICS) ensures the financial and operational follow-up.

The main objective of the project is to empower young boys and girls to make informed decisions on migration issues through better access to quality information (ODD 16.10).

In its specific objectives, the project aims at:

- strengthening the access to quality information for the population in West and Central Africa (in particular the youth, considered as the most vulnerable) on migration, including irregular migration (root causes, flows, risks), in the sub-region and towards Europe;
- promoting gender equality in capacity building of media professionals, editorial content and access to information, in relation to migration issues;
- supporting peaceful dialogue between migrants and host communities in the target countries through media and communication;
- strengthen the capacities of journalists (especially young journalists) to produce ethical and professional reporting, including in the field of investigative journalism, on migration;
- and strengthening the capacities of young artists to produce content on migration.

Since first being recorded late last year in China, the Covid-19 coronavirus has spread around the world, and been declared a pandemic by the World Health Organization, affecting more than 2,2 million people in nearly 200 countries. The epidemiological situation is constantly shifting as the numbers of new cases and deaths change on a daily basis.

Although the African continent was affected later than the others, it was nevertheless not spared by COVID-19. According to the African Union, as of 15 April 2020¹, 3,893 positive cases were recorded in the target countries of the project. The spread of the virus has forced the governments of these countries to adopt containment measures, such as the prohibition of public meetings and travel restrictions.

Despite the limited number of deaths, the disease constitutes a major public health threat - due to the fragility of the national health systems but also and above all to a lack of awareness among a section of the population, which is not informed about its real risks and consequences – as well as a great challenge for the countries concerned at the social and economic level.

Just like host populations, migrants - men and women - face risks and challenges, but a number of them are more vulnerable due to their poor living conditions, making the situation of migrant women and children particularly precarious. In addition to the difficulties encountered in accessing health care services, water, food or shelter, the COVID-19 crisis and the social tensions it may generate expose migrants to prejudice and discrimination.

In the countries concerned in the project, as elsewhere in the world, the COVID-19 pandemic is accompanied by an "Infodemic", a spread of disinformation and misinformation making it difficult for people to find accurate information. In a context of acute health, social and economic crisis, there is a high risk of spreading discriminatory information against migrants (men and women), whose rights must be protected. Such attitudes can only increase the vulnerability of migrants and provide no solution to the problem of COVID-19.

In such a context and in line with UNESCO's mandate in the field of communication and information, there is a need to raise awareness among local populations in the targeted countries to counter misinformation about migrants. The UNESCO Regional Office for West Africa (Sahel) - "UNESCO Dakar" - is planning to implement an awareness-raising campaign among local populations in order to fight, through the mobilization of national and local media, against the misinformation and discrimination against migrants in the target countries.

II. Overall objective

Within the framework of this activity, UNESCO Dakar seeks to engage an organization to contribute to the fight against discrimination against migrants through the translation and production in HD audio formats of ten (10) messages², in national and local languages³, to be disseminated among national and local media.

¹ <https://au.int/en/covid19>

² Messages last on average a maximum of 30 seconds

³ The original versions of the messages (in French and English) will be prepared by UNESCO Dakar. The languages are as follows: Abon, Agni, Asante, Bambara, Baoule, Bete, Beti, Diola, Djerma, Duala, Ewe, Fanti, Fulani, Guere, Hausa, Igbo, Koniake, Mandingu, Malinke, Senufo, Serer, Songhay, Soninke, Susu, Tamashek, Wolof, Yacuba and Yoruba.

III. Mission and specific objectives

The activity aims at :

- Translating into 28 national/local languages ten (10) messages⁴ produced by UNESCO Dakar for dissemination among national and local media (radio, TV, print and online media, community radio);
- Producing in 30 national and local languages (including English and French), different HD audio formats (wav) and compressed versions of the ten (10) messages;
- Mobilizing the media in the targeted countries for the dissemination of the messages.

IV. Targets

- Youth People
- Migrants
- Population at large

V. Expected results

- UNESCO Dakar's messages in English and French against misinformation about migrants are translated into 28 national and local languages;
- Messages are produced in 30 national and local languages (including English and French), and in different HD (wav) and compressed audio formats;
- Messages to fight against misinformation about migrants are disseminated to national and local media in the target countries;
- Messages are available to local populations in their local languages.

VI. Tasks

Within the framework, the organisation will:

- Submit to UNESCO Dakar a list of media outlets identified in the target countries for the dissemination of the messages (TV, radio, online and print media, community radio).
- Submit the messages translated into 28 national and local languages to UNESCO Dakar ;
- Submit to UNESCO Dakar the messages in various HD (wav) and compressed audio formats in 30 national and local languages (including English and French);
- Disseminate to the selected media outlets the messages in appropriate languages.

VII. Deliverables

⁴ Messages last on average a maximum of 30 seconds.

1. Implementation strategy for the activity, including a methodological note explaining the work approach adopted and a detailed work plan;
2. List of media outlets identified in the target countries for the dissemination of the messages (TV, radio, online and print media, community radio);
3. Translation of ten (10) messages into 28 national and local languages;
4. Production of ten (10) messages in different HD (wav) and compressed audio formats in 30 national and local languages (including English and French);
5. Dissemination of the messages - written and audio versions - to selected media outlets (TV, radio, print and online media, community radio);
6. A detailed financial and technical activity report.

VIII. Planning of activities

Activities	Deadlines
Implementation strategy for the activity and list of media outlets identified in the target countries	06th May 2020
Translation of the messages into 28 national and local languages	09th May 2020
Production of the messages in different HD (wav) and compressed audio formats in 30 national and local languages (including English and French)	13th May 2020
Dissemination of the messages - written and audio versions - to selected media outlets	17th May 2020

IX. Supervision

All activities will be implemented under the authority of the Director of the UNESCO Regional Office in Dakar, under the direct supervision of the Regional Adviser for Communication and Information, and the guidance of the Project Coordinator of the Communication and Information Section of UNESCO Dakar.

X. Payment deadlines

Payments will be processed upon receipt and approval of deliverables.

Deliverables	Percentage	Deadlines
1-2	33%	15 May 2020
3-4-5-6	66%	30 May 2020

XI. Minimum Qualifications and Experience

- At least five (05) years of experience in the management of project development in the field of communication and information ;
- Demonstrated experience in working with national and local media (TV, radio, print and online media, community radio) in West and Central Africa, particularly in the target countries;
- A good knowledge of the challenges and issues of migration in West and Central Africa, and of the media perspective;
- Demonstrated capacity in planning, management and reporting of activities;
- Previous experience with United Nations agencies would be an important asset;
- Excellent writing skills in English and/or French, and very good knowledge of the selected languages of this activity.

XII. Submission conditions and closing dates

To participate in this call for proposals, the applicant must submit:

- A detailed implementation strategy;
- A detailed budget proposal;
- Documents proving the experience and qualifications required;
- CVs of the persons to be involved in the project;
- Examples of technical and financial reports in previous projects.

All applicants must submit their application to : j.massarenti@unesco.org

The reference number for this call for proposals is: CI-2020-RFP-025

Closing date for applications is **30th April 2020** at midnight (Dakar Time).

XIII. Selection criteria

1. Implementation strategy (40%)
2. Experience and qualifications (40%)
3. Budget (20%)

XIV. Contact

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