

Zagreb, 02 May 2022

Call for audio-visual artist for the project campaign

Project title: *2inclING - Thinking of integration process as a two-way inclusion* (funded by the European Union's Asylum, Migration and Integration Fund)

Project coordinator: Centar za mirovne studije

Introduction

The "2inclING" project aims **to promote and support refugee and migrant participation in the design and implementation of integration and related policies at local, regional, national and European level**. The project is a partnership of 4 CSOs (Croatia, Greece, Malta and Netherlands), 1 alliance (Belgium) and 1 university (Netherlands) - which gives a holistic multidisciplinary approach to the topic.

The project is divided into **5 work packages** focused on educational activities that are followed up with concrete tasks which will produce concrete policy tools for advocating refugee and migrant's inclusion in policy making processes. The approach of the project is based on **the creation of knowledge based on experience**.

The project will have:

- ⇒ **at least 750 direct beneficiaries;**
- ⇒ **at least 500 000 indirect beneficiaries via campaign** (social networks reach).

Expected impact is to include refugees and migrants into policy making processes on a national and EU level (having them in boards, working groups).

About the project campaign

Project campaign and its specific objective is **to achieve that a dialogue on integration policy has been created between refugee/migrant advocates/groups and decision/policy makers**. The idea is that the audio-visual campaign follows the project activities and presents its implication and impact to the direct and indirect beneficiaries. It is expected that this will lead to the creation of additional dialogue/spaces for collaboration between refugees/migrants and decision makers.



TARGETED AUDIENCE:

- a. REFUGEES AND MIGRANTS
- b. DECISION (POLICY) MAKERS

AIM OF THE CAMPAIGN:

- ⇒ creation of additional dialogue and spaces for collaboration between refugees and migrants and decision makers on integration policy and practice
- ⇒ to show refugees and migrants how their inclusion into policy making process is important and that it can bring changes that change our everyday lives
- ⇒ to encourage decision makers to consider position of refugees and migrants while creating the policies that directly affect their lives
- ⇒ to encourage decision makers that while preaching how integration is a two-way process, they should be also doing the two-way process while creating the policy
- ⇒ to explain both to refugees and migrant, and decision makers – that creation of conditions in society can only be effective process if it is done jointly

Description of the work

Selected audio-visual artist will follow the activities organised within the project and collect materials and ideas for the creation of audio-visual materials that will present the project to the relevant audience (refugee and migrants advocates, policy makers, CSO's). Audio-visual artists will be in constant communication with project partners so that materials are agreed upon and present the essence of the project aim. Audio-visual artist will create: video teasers and final video.

The idea is that the audio-visual artist follows project activities and creates an output according to it. Project outline includes following activities/event: 3 2-day workshops for refugees and migrants, International online lecture on the G100 model, National G100 conference, Advocacy Academy in Croatia, Train the Trainer workshop in Croatia, Steering Committee meeting, Policy meeting with migrant/refugee advocates and decision makers in Croatia. These activities will be organised and coordinated by CPS, while the audio-visual artists will follow some of the activity aspects to create video teasers and final video.

Framework of the audio-visual outputs are following:

1. VIDEO TEASERS

- ⇒ Deliverables: **5 video teasers**
- ⇒ Teaser duration: **up to 1 minute**
- ⇒ Subtitles: **Croatian, English** (translation provided by Centre for Peace Studies)
- ⇒ Timeline: **May 2022 – July 2023**
- ⇒ Targeted audiences:



- a. **Refugees and migrants (3 teasers)** – raise awareness among refugees on their rights, possible impact with their activation in the policy making process, practical examples on how they can practice their rights, changes in practice through time etc.
- b. **Policy makers (2 teasers)** – raising awareness among policy makers why refugee participation is important. Interviewing policy makers saying something to the ones that didn't participate.

***To keep in mind while creating a teaser:** Our videos should be speaking to people who are already involved in the topic of integration. We do not need to tackle the general public - we should target experts and people whose lives are directly affected by the integration policies. We can use videos as a call for action to the ones that are still not involved. We should use the project activities to create the teasers, but we do not have to focus on filming each activity.

2. FINAL VIDEO

- ⇒ Deliverables: **1 final video** which will include materials from the teasers previously made
- ⇒ Video duration: **3 to 5 minutes.**
- ⇒ Subtitles: **Croatian, English** (translation provided by Centre for Peace Studies)
- ⇒ **Agreed deadline: 10.09.2023.**

***Intention of the video** is to present the experience and the needs of people whose lives are directly affected by the integration policies. We wish to motivate policy makers and institutional stakeholders to make the procedures simple and efficient, while observing the needs from the ground. We wish that the created videos can be used in our further work.



AWARD CRITERIA

The objective of the award criteria is to evaluate the tenders with a view to choosing the most economically advantageous tender (best value for money). Each tender will be evaluated based on the following criteria and their corresponding weightings.

Criteria	Weighting in %	Number of points
Price	70%	70
Experience of working with vulnerable groups	30%	30
Total (maximum)	100 %	100

Price

The maximum number of points that can be awarded to a tender under these criteria is 70. The points will be awarded on the basis of the following formula:

Number of points = Lowest price offered / Price offered x 70

Experience of working with vulnerable groups

The tenderer should list all the videos they have made working with vulnerable groups (and provide the links to the final videos if possible). The maximum number of points that can be awarded to a tender under these criteria is 30. The points will be awarded on the basis of the following formula:

Number of points = Largest number of references / Number of references in tender under evaluation x 30

Contact

Please contact us with an expression of your interest no later than 15 May, 2022 to the e-mail address prijave@cms.hr.

