CALL FOR PROPOSALS FOR UNESCO’S INTERNATIONAL DAY TO END IMPUNITY AGAINST JOURNALISTS GLOBAL CAMPAIGN

UNESCO is calling for proposals from creative agencies for this year’s campaign for the International Day to End Impunity for Crimes against Journalists (IDEI). This is an annual campaign to raise awareness on safety of journalists and the fact that very few cases of killings of journalists are prosecuted and sentenced. This limits the freedom of expression of everyone.

Since 2014, UNESCO has been the UN agency leading the commemoration of the International Day to End Impunity by organizing global awareness raising campaigns on attacks against journalists and the high levels of impunity of cases of killings of journalists. See examples of previous years here: 2021, 2020, 2019, 2018.

This brief provides the guidelines for a creative agency to be able to bid for the campaign, but UNESCO also offers consultations with those agencies who are seriously considering a bid. The deadline for submissions is 17 July 2022 to idei@unesco.org

Context of impunity, attacks against journalists and UNESCO's work.

Ending impunity for crimes against journalists is one of the most pressing issues to guarantee freedom of expression and access to information for all citizens. Between 2006 and 2020, over 1,200 journalists have been killed around the world, with close to 9 out of 10 cases of these killings remaining judicially unresolved, according to the UNESCO observatory of killed journalists.

While killings are the most extreme form of media censorship, journalists are also subjected to countless threats - ranging from kidnapping, torture and other physical attacks to harassment, both offline and online.

In many cases, threats of violence and attacks against journalists are not properly investigated which, too often, lead to more severe aggressions and murders. Even killings of journalists are not properly prosecuted in 87% of cases. A recent study developed with the support of the Global Media Defence Fund showed that out of the 139 murders of media professionals in Latin America, half of them had received threats related to their work. It is therefore essential to strengthen the investigations and prosecutions of threats of violence against journalists in order to prevent crimes against them.

Women journalists are particularly impacted by threats and attacks, notably by those made online. According to UNESCO’s recent discussion paper, The Chilling: Global trends in online violence against women journalists, 73 percent of the women journalists surveyed said they had been threatened, intimidated and insulted online in connection with their work.

In addition, justice systems that vigorously investigate all threats of violence against journalists send a powerful message that society will not tolerate attacks against journalists and against the right to freedom of expression for all. To that effect, a greater understanding of the threats of violence and attacks faced by journalists will assist in improving the quality of prevention and protection policies for media workers and journalists. In this regard, the strengthening of national protection mechanisms for journalists is essential to address this issue.
UNESCO is the leading agency for the UN Plan of Action on Safety of Journalists and the Issue of Impunity, which marks its 10th anniversary this year. During the year regional consultations are held in all regions and two thematic consultations. This year, 2022, marks the 10th anniversary of the UN Plan of Action which will be the occasion to discuss achievements and challenges in the implementation of the UNPA. This will be done through regional consultations in all regions, two thematic consultations and at a ministerial high-level conference in Vienna in November, convened by the Austrian Minister of Foreign Affairs in collaboration with UNESCO and OHCHR, back-to-back with the International Day to End Impunity for Crimes Against Journalists (2 November).

UNESCO also has an observatory of cases of killings of journalists and requests Member States to submit the status of judicial follow-up of unresolved cases. This is then collected for the bi-annual UNESCO Director-General's Report on the Safety of Journalists and the Danger of Impunity. The report presents the trends of killings of journalists in the last 4 years as well as the figures the last two years. The 2022 edition of the report will be published in November and will issue the 2020 -2022 findings as well as the trends of journalists' killings from 2019- 2022. See the latest Report version.

UNESCO is concerned that impunity damages whole societies by covering up serious human rights abuses, corruption, and crime. Impunity leads to more killings and is often a symptom of worsening conflict and the **breakdown of law and judicial systems**. Governments, civil society, the media, and everyone concerned to uphold the rule of law are being asked to join in the global efforts to end impunity.

**IDEI 2022 Campaign Concept**

The contracted agency will develop and agree with UNESCO on the overall design of the campaign, including a **promotional video, advocacy products, key messages**, and testimonies among other tasks. A timeline should also be provided.

This year the campaign key component could be a **video in formats for digital and social media** which could borrow from PR stunts techniques in public spaces where for instance an **empty press room or conference** with no journalists could represent the number of killed journalists in the last 10 years since the launch of the UN Plan of Action. The idea could be inspired by **this campaign**. The campaign should also raise awareness of the UNESCO Director-General's Report on the Safety of Journalists and the Danger of Impunity 2020 -2022 findings.

The campaign video should also **introduce an emotional** narrative line that allows the viewer to empathize with attacks and the cases of journalists killed for their investigative reporting, for uncovering crimes or situations of abuse of power and sensitizes the public **how crucial it is to protect this profession**. The video should make a reference to killed journalists, by using testimonies, photos, examples of investigations, to mention a few examples.

In addition to the video, the campaign should also:

1. **Involve civil society partners working for press freedom in an active way.** This is to show that there are many NGOs. e.g. RSF, IFJ, CPJ, Article 19, IPI and others, working all year round to improve the judicial systems, protect journalists from attacks and other
actions, in order to end impunity for crimes against journalists and improve the safety of journalists.

2. **Involve UN agencies firsthand.** Show that they participate and are equally committed to the issue of impunity. This could be achieved through recorded video messages featuring UN High officials talking about this international day, its importance and the relevance of the issues addressed. This could be coordinated through the UN Focal Point Network on Safety of Journalists.

3. **Provide strong and viral social media component.** Use social media to engage interested publics by producing innovative and interactive content.

**Engage digital media.** The contracted agency should also provide ideas on how to engage digital media outlets.

**DEVELOPMENT OF CAMPAIGN MATERIALS:**

**Campaign video (approx. 1 -2 min)**
- Submit a draft script and storyboard for review by UNESCO.
- [See special clause in the end of this TORS for more information about copyrights].
- Delivery in 16:9 and 1:1 format as well as adapted in a universal format for TV broadcast and make adaptations if needed.
- Subtitled in the 6 official UN languages and Portuguese. Translations will be handled by the Contractor. UNESCO will include inputs and retain final decision on translations.

**Social media kit**
The Contractor will develop social media content, including edited video or audio snippets, social media cards, GIFS and other trending digital formats with campaign messages.
- Video snippets and/or social media cards and/or GIFS should be adapted for Twitter (1200 x 657); Facebook and Instagram sizes (1080 x 1080).
- Provide copy text for each post, adapted to Twitter, Facebook and Instagram, (English only).
- Translated in English, Spanish and French, and selected pieces in Arabic, Chinese, Russian and Portuguese. Translations will be handled by the Contractor. UNESCO will include inputs and retain final decision on translations.
- Produce a Twitter and Facebook cover image, a YouTube thumbnail, as well as other web banner sizes if needed.

**Visibility report:**
A final report presenting media clippings and social media impressions and other engagement analytics to measure the performance of the campaign in social media and the press.

**Timing:**
The Contractor is expected to start activities from mid-July 2022.- All materials should be finalized by beginning of October.

**Submission of concept proposal:**
The Contractor will submit to UNESCO a concept proposal for the campaign. The Proposal should include:

- Campaign’s concept briefing detailing title of campaign, creative process of the content
- 1 example of main visual asset, which includes campaign’s key message and UNESCO branding. The Contractor may also provide mood boards of different assets.
- A proposal of a timeline of activities for production of deliverables, dissemination and launch of the campaign on 2 Nov.

Financial proposal:
The Contractor should send a quotation with a value of less than 30,000 USD. The Contractor can specify receiving the payment in different installments.

Concept and Financial proposals should be sent no later than 17 July 2022 to idei@unesco.org

Eligibility/qualification/experience requirements:
UNESCO will select the Contractor based on an assessment of concept and financial proposals, based on the following criteria:

- UNESCO is seeking a contractor with demonstrated experience in developing awareness raising campaigns, across multiple media platforms.
- A contractor will have demonstrated creativity, innovative and professional delivery of video, storytelling, and graphic design production.
- Experience working with UNESCO or other UN institutions is desirable, or work on social issue campaigns, preferably on the freedom of expression and safety of journalists.

Special clause: As per the Organization’s rules and regulations, the Contractor will need to warrant that the work made under the contract is created by the Contractor; that the Contractor is the sole and unrestricted owner of the exclusive rights in the works, free from encumbrances, and that no third party is entitled to any intellectual property rights with regard to the work. the Contractor will also need to ensure that no third-party rights were infringed in the making of the work.

The Contractor will ensure the full copyright and UNESCO’s final ownership of all materials submitted to the Organization, this should include all the footage, music, and voice over and other graphic material that appears in the video.
The Contractor will also provide the international version of film which means the video without titles and subtitles.