



International Organization for Migration (IOM)

The UN Migration Agency

TERMS OF REFERENCE (ToR) FOR PRODUCTION OF AN AWARENESS VIDEO ON HUMAN - TRAFFICKING IN SIERRA LEONE

November 2022

- I. **Duration of Service/Consultancy:** 02 months- with possible gaps between the deliverables to be completed within the course of the service/consultancy contract to allow for review and feedback.

- II. **Background information:** This consultancy is contributing to the Africa Regional Migration Capacity-Building Program (ARMP) based on which, is in line with the 2022 – 2025 ARMP program plan. The International Organization for Migration (IOM) thanks to funding from the Bureau of Population, Refugee, and Migration (PRM) will work with the government of Sierra Leone across the three key outcome areas: improving migration management policies and frameworks, leveraging multi-stakeholder partnerships to improve migration governance and strengthening capacities in crisis response.

In line with the above, IOM Sierra Leone invites bids from competent firms or individual consultants to submit their offers for consultancy services to undertake the production of a video documentary on human trafficking in Sierra Leone.

IOM Sierra Leone intends to produce a 10-minute awareness video to promote counter-trafficking content and messages among local communities and stakeholders on:

- The AMP model (Acts, Means, and Purpose) thus outlines the key steps through which human trafficking occurs (a trafficker, takes an Action, and then employs the Means of force, fraud, or coercion for the purpose of exploiting a victim)
 - Risks related to human trafficking.
- III. **Organizational Department Consultant is contributing:** under the overall Supervision of the Head of Office and the daily supervision of the project manager of the ARMP project in IOM Sierra Leone.

 - IV. **Rationale/Justification of the documentary:**
Traffickers in Sierra Leone predominantly recruit victims from rural provinces to urban and mining centers for exploitation in sex trafficking and forced labor. The victims are exploited in domestic service, mining sites, street crime, and begging. There are various forms of exploitation reported with the targeting of children from neighbouring countries into forced labor and sex trafficking in Sierra Leone, and traffickers exploit Sierra

Leonean children in neighbouring countries. Furthermore, Sierra Leonean adults voluntarily migrate to other West African countries, as well as the Middle East and Europe where traffickers exploit some into forced labor and sex trafficking. The documentary will also highlight the illicit removal of human organs as a human trafficking offense in Sierra Leone.

Therefore, the awareness video will contribute to raising public awareness. It will specifically, as mentioned earlier, focus on highlighting:

- The AMP model (Acts, Means, and Purpose) thus outlines the key steps through which human trafficking occurs (a trafficker, takes an Action, and then employs the Means of force, fraud, or coercion for the purpose of exploitation of a victim)
- Risks related to human trafficking
- Document real-time stories related to human trafficking in the context of Sierra Leone.

V. **Objective:**

The overall objective of this assignment is to develop an easily understandable, publicly accessible, and well-accepted video aimed at young people seeking to migrate. It will be used to create mass awareness to reduce the vulnerability of trafficking in human beings. The purpose of the video is to highlight possible risks that young people may face relating to the trafficking of human beings.

VI. **Scope and focus of assignment:**

The video should be designed and developed in close collaboration with the National Task Force on Human Trafficking Secretariat at the Ministry of Social Welfare and IOM. The documentary should target semi-literate or community members unable to read and write, thus the production should be appropriate to this audience. The successful candidate will perform the following tasks:

- a) Develop the documentary's overall concept and scenario, which should be presented to the IOM project team for review and validation.
- b) Develop the documentary script and storyboard to be used in the shooting and production of the documentary, which should reflect the rationale outlined, to be submitted to the IOM project team for review and validation.
- c) Interview selected interviewees (male and female survivors of human trafficking) for the awareness video as well as key partners. If there are no survivors, professional actors will have to be mobilized.
- d) The material should be developed in Krio with English subtitles.
- e) Perform appropriate video filming and text as part of the video content (full video production) and align the video editing style according to IOM brand style guidelines.
- f) Present a draft video to the IOM Project team for review and validation. Conduct a community test presentation of the developed draft video.
- g) Present the final version of the video, considering recommendations and inputs provided by the IOM Project team. The final version should be shared through applicable platforms, foreseeing the

possibility of downloading.

The vendor/service provider will be provided with community awareness and empowerment materials as well as IEC materials produced by IOM and other implementing partners, publications and documents on concerned policies of the government, and other relevant materials.

VII. Expected Outputs and Deliverables

- A concept notes and script in English with key messages of the video
- A finalized script for the documentary including inputs from IOM, partners, and potential migrants
- A final video in Krio with English subtitles
- All interviews should be transcribed. A copy of the English transcript should be provided to IOM for review
- Editing: At least 2D standard graphics, titles, and logo branding; music-under Creative Commons Attribution License or up to 1 royalty-free music track; standard voice-over, sound mixing, drafts for proofing and approval uploaded to YouTube with private links and shared with the Project team for review. 3 series of corrections will be done
- A final HD version of the video/documentary delivered via a file-sharing system to the Project team
- Documentary submitted to IOM Sierra Leone with broadcast quality of 1280 x 720 HD
- All raw b-roll footage submitted to IOM.

VIII. Payments and Working arrangements:

The consultant shall be paid 10% of the total cost upon approval and signing of the contract the rest shall be discussed upon selection.

Any delay against the set timelines should be communicated and agreed upon by both parties.

IX. Copy right:

All materials arising out of the Service/Consultancy shall remain the property of the International Organization for Migration (IOM).

X. Required Qualifications and Experience of the Consultancy firm/individual

- a) Must have more than 5 years of proven experience in media production.
- b) Extensive experience in producing development work-related documentaries/videos for organizations with the aim of reaching out to both local and international audiences.
- c) Excellent technical capacities (Full High-Definition video) to ensure high-quality production.
- d) Must be tax compliant/Tax registration certificate indicating TIN (e) Accurate current addresses i.e. physical, postal, telephone, and email
- e) Additional experience in development communication will be an added advantage.

- f) Extensive experience in producing development work-related documentaries for organizations with the aim of reaching out to both local and international audiences
- g) In addition, companies shall submit certified copies of the Certificate of incorporation as a company

XI. **IOM Sierra Leone will be responsible for:**

- a. Preparing the Terms of Reference (ToR).
- b. Selecting, contracting, and managing the service provider/ consultant.
- c. Reviewing and validating the script/storyboard
- d. Actively engaging with the consultant during the video shooting process
- e. Reviewing the draft video and providing feedback and validation of the final version.

XII. **The Service Provider/Consultant will be responsible for:**

- a. Preparation of a technical and financial proposal, work plan, and budget for the assignment.
- b. Produce deliverables in accordance with the requirements in this ToR.

XIII. **Application procedure**

Applicants are required to submit via email the following:

- a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
- b) The Firm/company should submit their profile or portfolio or share copies of their previous work to IOM
- c) Personal CVs for individual consultants highlighting qualifications and experience
- d) Contact details of referees which shall be organizations for whom you have produced films or documentaries
- e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment. Both technical and financial proposals shall not exceed five pages.

IOM Sierra Leone shall accept ONLY email applications.

Applications shall be submitted not later than 18/11/2022. Applications should be sent to iom-recruitment-sl@iom.int with the subject line: "IOM Sierra Leone_CT video production application".

IOM only accepts duly completed applications submitted to the email address. Only shortlisted candidates will be contacted by IOM.

No Fees:

IOM does not charge a fee at any stage of its recruitment process (application, interview, processing, training, or other fee). IOM does not request any information related to bank accounts.