

TERMS OF REFERENCE

Call for concept and financial proposals for 2022 World Press Freedom Day global awareness raising campaign

Background and Justification:

World Press Freedom Day (3 May) celebrates the fundamental principles of press freedom, to evaluate press freedom around the world, to defend the media from attacks on their independence and to pay tribute to journalists who have lost their lives in the exercise of their profession.

UNESCO coordinates the commemorations of the Day, which involve around 100 celebrations in countries around the globe and leads the main celebration by organizing a global conference together with the host government and various partners working in the field of freedom of expression. The theme of the Day changes every year to highlight the urgent contemporary challenges facing press freedom.

On 3 May, UNESCO launches a global media awareness-raising campaign, linked to the theme of World Press Freedom Day. The campaign mobilizes [top newspapers and media organizations](#) and leading journalists, experts and activists around the world, who disseminate the campaign across different media and social media outlets. See annex for examples of previous WPFDD campaigns.

For the 2022 edition, World Press Freedom Day theme “Journalism under Surveillance” will focus on digital challenges in relation to media and press freedom. Between 2-4 May 2022, UNESCO together with the Republic of Uruguay will host the Global Conference. The conference will bring together policymakers, journalists, media representatives, activists, researchers and media and legal experts from around the world to explore and discuss topics such as the digital era’s impact on freedom of expression and the safety of journalists, access to information and privacy and the interconnections between these fundamental rights.

Objective:

The global media campaign for the 2022 World Press Freedom Day should engage top media newspapers, outlets and broadcasters (TV and radio) from around the world to disseminate the campaign materials and raise awareness about the issues of the Day’s theme in a way non-specialized publics can easily understand and connect to.

Deliverables:

The Contractor will develop and execute the 2022 World Press Freedom global awareness raising campaign, by producing the following deliverables, which involve activities below, but are not limited to.

All deliverables should be ready at least 4 weeks in advance of 3 May, to carry out media outreach on time.

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CAMPAIGN PLANNING:

Develop and agree with UNESCO on the overall design of the campaign including key components, advocacy products, key messages, dissemination timeline, among other tasks.

DEVELOPMENT OF CAMPAIGN MATERIALS:

- **Short campaign video teaser (approx. 1 min)**
 - Submit a draft script and storyboard and include inputs from UNESCO.
 - Production of short video could use a combination of stock footage, motion graphics, illustrations, and modern animation techniques. *Read 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 adapt 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.

- **Print ads for newspapers**

The Contractor will develop print asset(s) for newspapers' print editions. The Contractor should handle requests from newspapers to adapt print asset(s) to different sizes. **The print asset(s) should be shared with media at least 2 weeks in advance of the launch of the campaign to enable them to schedule printing.**

- Translated in the 6 official UN languages
- Provide adaptations in different sizes according to newspapers' requests.

MEDIA OUTREACH:

- The Contractor should provide a dissemination and outreach plan for the campaign materials. The campaign's roll-out may be in different phases to ensure consistent audience engagement and create momentum for 3 May.
- Outreach effort to engage top media newspapers and TV and radio broadcasters to disseminate the campaign on digital and print. Engaged media should be recognized for being trustworthy and independent.
- Draft of Press Release and support extensive dissemination in media outlets around the world.
- Engage with high-profile journalists, podcasts, writers as well as celebrities, from different regions (Western Europe and North America, Latin America and the Caribbean, Africa, Asia and the Pacific and Eastern and Central Europe in order to support the cause to involve their communities and generate awareness; Influencers should be engaged on a pro bono basis.

- **Visibility report**

- A final report presenting 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 end January until end of May 2022.

HOW TO APPLY:

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 and explanation of how the concept is linked to WPF2022 theme.
- 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 3 May.

- Description of the company's profile outlining recent audio-visual work with relevant links where this work can be screened.

Financial proposal:

The Contractor should send a quotation with a value of less than 49,999 USD. The Contractor can specify receiving the payment in different installments.

Concept and Financial proposals should be sent by 17 January 2022 (Midnight Paris Time) to: wpfd@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:

Mandatory requirements

- Applications are open to creative agencies, PR, marketing companies with demonstrated experience in developing awareness raising campaigns, across multiple media platforms.
- Capacity and experience to carry out global outreach efforts and engage top media outlets, newspapers, broadcasters and influencers.
- Demonstrated creativity, innovative and professional delivery of video, storytelling, and graphic design production.

Desirable requirements

- Experience working for UNESCO and the United Nations
- Experience handling work in several of the 6 UN languages
- Contractor based in Latin America and the Caribbean region or ample knowledge and work experience with Latin American public.

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.

ANNEX.

PAST WORLD PRESS FREEDOM DAY (WPFD) AND INTERNATIONAL DAY TO END IMPUNITY FOR CRIMES AGAINST JOURNALISTS (IDEI) CAMPAIGNS DEVELOPED BY UNESCO AND CREATIVE AGENCIES

- WORLD PRESS FREEDOM DAY 2018 – “READ MORE. LISTEN MORE” - [LINKS](#)



- WORLD PRESS FREEDOM DAY 2020– “FACTS” - [LINK](#)



- WORLD PRESS FREEDOM DAY 2021 – “QUESTIONS THAT MATTER” - [LINK](#)



INTERNATIONAL DAY TO END IMPUNITY FOR CRIMES AGAINST JOURNALISTS

- 2021 – [“A threat Against a Journalist is a Threat Against your Freedom”](#)
- 2020 – [“Protect Journalists. Protect the Truth”](#)
- 2019 - [“Truth Never Dies”](#)

