

24th March, 2023

CALL FOR TENDERS
PRODUCTION OF AUDIOVISUAL MEDIA (VIDEO OR ANIMATION)
FOR THE EU-FUNDED PROJECT "LILA"

PROJECT:

101049286 - LILA - CERV-2021-DAPHNE

LILA. Integrated one-stop support service aimed at women survivors of GBV and their children to tackle the needs arising from the Covid-19 crisis

Webpage: lilaproject.eu

CLIENTS

- **ABD Associació Benestar i Desenvolupament** <https://abd.org/>
CONTACT: mcreixell@abd-ong.org, mmunte@abd-ong.org, mfancelli@abd-ong.org
- **PAYOKE** <https://www.payoke.be/>
CONTACT: silvia.lamonaca@payoke.be, jade.bollansee@payoke.be
- **DIOTIMA** <https://diotima.org.gr/en/>
CONTACT: karapiperidou.diotima@gmail.com, stefanitsi.diotima@gmail.com
- **ACRA** <https://www.acra.it/>
CONTACT: elenamuscarella@acra.it, alidalapaglia@acra.it

ABOUT ABD

ABD is a Spanish NGO, designated a public service by the government aimed at protecting the rights of people, as well as responding to the processes that generate situations of social exclusion. ABD was born in the 1980s, when a group of professionals and volunteers came together to face the increase of drug use and AIDS. Today, ABD's social action is transversal, addressing situations such as physical and cognitive dependency, lack of basic resources, gender-based violence, child abuse, elderly care, migration issues, discrimination based on gender, ethnicity or origin, among others. Currently, ABD is developing more than 119 national and international programmes, assisting more than 125,000 people annually with a team of more than 1,600 professionals and 400 volunteers.

ABOUT DIOTIMA

Diotima Centre is a non-profit, non-governmental women's organisation, established in 1989. Combating gender discrimination is our vision, preserving gender rights and empowering women and femininities is our mission. Support services to gender-based violence survivors through specialized legal and sociopsychological aid are at the core of our action. Moreover we carry out research and provide gender-based violence trainings.

Since 2016 we have extended our action to provide support to women, LGBTQI+ people, men survivors of sex and gender-based violence and torture with a refugee background.

ABOUT ACRA

ACRA is a non-governmental, secular and independent organization, founded in Milan in 1968. ACRA works along with local communities in Africa, Asia, and Latin America to ensure access to the rights of food, water, education, energy, and environmental protection. Its goal is to support inclusive and long-term growth assisting local enterprises and talents. In Europe and Italy ACRA promotes a culture of peace, dialogue and integration, cultural exchange, and solidarity. It promotes educational activities for schools, agricultural models and sustainable consumption practices.

ABOUT PAYOKE

Payoke a pioneer in tackling trafficking since 1987, is one of the three government-recognized reception centers for victims of human trafficking in Belgium. The organization's victim support program, lasting two to three years, is designed to help the person from the first stages of identification and accommodation, to the end of the judicial proceedings. Payoke also offers knowledge and resources to help government, civil society, communities and individuals recognize and prevent exploitation, inspiring action and helping prevent modern slavery. In 2018 Payoke has been appointed by the Flemish government referral center for all victims of trafficking through the loverboy modus operandi in the region.

CONTEXT OF THE PROJECT

Launched in March 2022, the EU-funded project [LILA](#) aims to design and pilot a comprehensive psychosocial support program for women and girls victims of gender-based violence and their children, with a close look at the needs arising from the Covid-19 crisis.

Special consideration will be given to migrant and refugee women and victims of trafficking through the loverboy modus operandi, as particularly vulnerable groups exposed to multiple forms of violence, and to the severe consequences of the pandemic.

The project aims to:

- develop a protocol for psycho-social support to increase women's resilience, help them escape abusive relationships, regain autonomy, and prevent further victimization
- strengthen survivor's economic independence through training and job activation
- foster and enhance multi-agency cooperation to increase the capacity of stakeholders and relevant professionals to provide support to survivors
- raise awareness around gender-based violence

PURPOSE OF THE CALL

The LILA project is looking for a service provider **to produce a central piece -video(s)- and other complementary materials** in the framework of the project's communication campaign. The general objective of the project's campaign, developed by partner organizations, will be to raise awareness against gender-based violence (GBV) and promote active citizenship (i.e. "a structural problem that needs a communitary solution"). Understanding that gender-based violence is rooted in social and economic structural components, the specific objective of the video(s) is to show daily situations and contexts in which GBV occurs or can be detected, and how an active citizen can respond to prevent, identify and support people who suffer from it.

Video Production

Production of a **central piece -one or more videos-** and **other complementary materials** (such as the film cover/poster and other graphics and images that may be useful to promote it). The video(s) will be shared through social platforms (**Instagram and Facebook**) to raise awareness among citizens about their role in identifying and preventing situations of GBV. The video(s) will be launched in the framework of the project's campaign.

OBJECTIVE

The central piece - which can be one or multiple videos - has to explain different situations in which gender-based violence can be identified in experiences lived by women who have participated in the project. For example, everyday situations where GBV is presented as something structural which needs a collective answer. The focus is to raise public awareness to play an active role in the prevention of gender-based violence **show and promote the role of an active citizenry that can act before GBV happens.**

The video/s should:

- a) Point out the structural causes¹ that generate gender-based violence and the different situations in which GBV can take place.
- b) Appeal to social responsibility to prevent and support situations of gender-based violence. Step in. Do something.

Examples of situations that could be portrayed:

Situation 1: A situation on the streets. A young woman talking with her group of friends about how she feels insecure in her relationship with her boyfriend. Describes a few situations as their girl pals point out these situations as psychological/ emotional violence and recommend she talk to him. Also, they offer their support.

Situation 2: A migrant woman in a training class explains to the trainer that she has missed a few sessions because she needed to take a job cleaning. She had to prioritize this job because she relies on her ex-partner's support to provide for her and their children. For a while, she had not been getting this support and she thinks

¹ By "structural causes" we mean the existence of social imbalances of power, discrimination and inequalities between women and men that enable and legitimize violence. Referring to structural causes, therefore, means pointing out that violence against women is not the result of random, individual acts of misconduct, but is deeply rooted in these relations of inequality and has a social and collective dimension.

she can't get help from any official resource because of her administrative status. The trainer gives her information about different services where she can get information and support.

Situation 3: Showing a girl exploited in prostitution by a trafficker through the loverboy modus operandi (grooming/romance, for more info, see [this link](#)). Flashbacks to the past, showing moments where something could have been done to prevent damage (showing 'red flags'). For example: she suddenly has new friends, takes drugs, has a boyfriend much older than her, showing texts the trafficker sent to the victim, etc.

TARGET AUDIENCE

- **Direct:** general population. The goal is to promote an active role in preventing based violence, to help people who have been impacted by GBV, and to communicate the idea that GBV is structural. The language must be informal and generate empathy.
- **Indirect:** institutions

STYLE AND TONE

The tone of the video should not be dramatic or negative, the style should be informative and aimed at a wide audience. It is recommended to use:

- Gendered and intersectional language
- Inclusive language and images that promote gender equality and the diversity of potential victims of GBV (sexual diversity, cultural origin, age, etc.)
- Non-sexist language.
- Avoid sensationalism
- Focus on not revictimizing or blaming.
- A non-paternalistic, welfare-oriented language and tone.
- Messages and images that focus on the perpetrators and not on the victims (anyone can be a victim because the causes are structural).
- It must be guaranteed that stereotypes or images that contribute to victimization are not reproduced.

It is possible to include real-life images in the video, as well as other formats (illustrations, animation, etc.).

DISTRIBUTION, CHANNELS AND TERRITORIES

The video will be shared through the partners' social media:

- ABD (Spain): [Instagram](#) and ABD [Facebook](#)
- ACRA (Italy): social media
- Payoke: Belgium -nationwide, with a focus on Flanders, Instagram, Facebook
- Diotima: Greece
- Also in the projects' [own website](#) and [Facebook](#) account.
- Partners will collaborate with influencers specialized in the subject for the dissemination of the video.
- Other channels: press, events, presentations...

LANGUAGE

Audiovisual and derived graphic products should be produced in English, **translated** with the partners' assistance, **dubbed and subtitled** into **Catalan, Spanish, Italian and Greek**.

IMPLEMENTATION SCHEDULE OF THE COMMUNICATION CAMPAIGN

- **April 23, 2023:** deadline for the submission of proposals
- **May 2, 2023:** communication of results
- **May - July 2023:** preparation of the communication strategy
- **July 2023:** final videos approved by partners and ready to launch
- **September 2023:** campaign launch
- **September-December 2023** campaign roll-out (execution of strategic actions, including videos launch)

During this period, participation in periodic planning and update meetings with clients is expected.

TECHNICAL REQUIREMENTS

The production of the video must include all pre-production, production and post-production expenses, including VAT, such as:

- Concept and script
- Direction and filming
- Sound recording
- Sound design and musical composition
- Editing, post-production and color correction
- Dubbing and subtitling

The final product must be sent in the following formats:

- Prores or equivalent file in FULL HD (.mov) format
- H.264 file in web quality

Proposal

ECONOMIC OFFER

The service fee is **€4,000 including taxes**. This amount must include all technical requirements, additional expenses, taxes and (if needed) travel expenses.

SUBJECTS ADMITTED TO TENDER

Communication agencies, media and freelancers are eligible to bid. Participants must meet at least one of the following requirements:

- Previous experience in social campaigns and/or production of videos related to GBV or other social issues.

HOW TO PARTICIPATE

Interested agencies/professionals/media must send the following documentation:

- **Portfolio/showreel.** Highlight previous experience in the implementation of social communication campaigns.
- **Technical proposal:** Present an outline of the video or animation with a draft storyboard
- **Detailed bid** that covers all the actions foreseen within the technical proposal, in accordance with the maximum budget and that includes all the expenses that the service provider must assume for the execution of the assignment.

TERMS AND CONDITIONS FOR THE SUBMISSION OF OFFERS

Agencies/professionals interested in applying for the call can send their proposal to the email address: mcreixell@abd-ong.org, mmunte@abd-ong.org, mfancelli@abd-ong.org .

Until **Sunday, April 23, 2023**. Requests for information can be sent to ABD/ACRA/DIOTIMA/PAYOKE.

EVALUATION CRITERIA

With a maximum score of 100/100, the evaluation criteria of the offers received will be:

- **Portfolio/Showreel:** from 0 to 20 points
- **Previous experience in the** implementation of initiatives and social campaigns: from 0 to 20 points
- **Technical proposal** (the relevance of the idea, consistency with the purpose of the project, originality and innovation will be considered): from 0 to 30 points
- **Itemized bid:** from 0 to 30 points

SELECTION

A joint committee made up of representatives from the project partners (ABD, ACRA, Diotima and Payoke) will evaluate the proposals and select the service provider, at its exclusive and unquestionable judgment. The results of the selection will be communicated the week of **May 2, 2023**. The selected agency or professionals will be contacted directly by the entities.

GUARANTEE AND CONFIDENTIALITY OF DATA

ABD, ACRA, Diotima and Payoke assume responsibility for data processing with the obligation to guarantee maximum confidentiality, applying the regulations on the subject provided by the Italian law of June 30, 2003 n. 196 (code relating to the protection of personal data) and subsequent amendments; and the Spanish regulations on the subject provided by GDPR 2016/679 of the EU.

In accordance with the rights conferred by the current regulations on data protection, you can exercise your rights of access, rectification, limitation of treatment, deletion and opposition, as well as revoke the consent granted by directing your request to ABD-ASOCIACIÓN BIENESTAR Y DESARROLLO, C/ QUEVEDO 2, 08012 BARCELONA or to protecciondedatos@abd-ong.org. You can also contact the competent control authority (SPANISH DATA PROTECTION AGENCY) to file a claim that you consider appropriate.

You can contact our data protection delegate: Ms. Olga Gibert by email: dpo@abd.ong.