

PUBLIC CALL FOR IMPLEMENTING PARTNERS ENGAGEMENT IN PRODUCING INNOVATIVE
PROTOTYPES OF AWARENESS RAISING CAMPAIGNS ON THE POSITIVE SOCIOECONOMIC
CONTRIBUTION OF MIGRANTS TO HOSTING SOCIETIES

Date of issuing: 23 August 2022

Date of closure: 13 September 2022

Ref#: IP-C_SEC_03_2022 - OSCE E-MINDFUL PROJECT ON PROMOTING A POSITIVE
NARRATIVE OF MIGRATION

To develop innovative prototypes of awareness-raising campaigns that can contribute to changing the often biased and stereotyped perception of migrants, allowing audiences appreciate the positive contribution that migrants could display to hosting societies, OSCE seeks to hire as an implementing partner a consortium composed of a production company together with educational entities (up to max 4). The main mission of the production company is to **provide professional capacity for a pre-production process**, including research, writing of treatment and storyboard, as well as organization of shooting, while sub-grantees should provide **professional teaching and/or training on communication and marketing, semiotics, journalism/TV, cinema and arts, with a special attention on the use of innovative approaches and new technologies in developing communication formats**.

The costs to develop the prototypes will be covered from the budget of the OSCE project “**E-MINDFUL: Enhancing Migration Narrative to Develop Further Union’s Long-term actions**” and will be transferred to the selected implementing partner under conditions stipulated in the implementing partner agreement and in line with the criteria described in the present Call.

The OSCE reserves the right to reject any or all applications received in response to this Public Call and to negotiate with any of the applicants in any manner deemed to be in the best interest of the OSCE.

1) Background information

The political discourse about migration has changed significantly in the past few years. The European Agenda on Migration underlines how “Misguided and stereotyped narratives tend to [...] overlook the inherent complexity of this phenomenon, which impacts society in many different ways.” Already before the so-called “migration crisis” in 2016, the representation of migration as a threat to security had increasingly monopolized the public debate at global level. The consequences are borne particularly at the level of policymaking: the growing negative attitude towards migrants has made migration management approaches that could better harness the positive contribution of migrants more difficult to implement while the socioeconomic inclusion of migrants is being challenged by increasingly hostile attitudes. Contextually, legal migration channels have progressively shrank, with evident repercussions on economies of both countries of origin, due to decreased remittances, and countries of destination – facing labour shortages, growth of the informal economy, as well as migrants’ exploitation. Aware of the divisive potential of an unbalanced public discourse on migration,

the E-MINDFUL project intends to provide the European Commission, the OSCE and ILO constituents with evidence-based, action-oriented guidelines together with innovative, awareness-raising tools that could orient future communication efforts towards a balanced narrative of migration that, while acknowledging the challenges, can allow the audiences appreciate the socioeconomic contribution of migrant to hosting societies. In doing so, the project will leverage the role and mandates of the Organization for Security and Cooperation in Europe (OSCE) - a regional security organization - and the International Labour Organization (ILO) - a specialized UN agency, custodian of the key international conventions on labour migration, in the framework of the EU Agenda on Migration.

The project will engage partners in Austria, Bulgaria, Italy, Bosnia-Herzegovina, North Macedonia and Serbia. In particular, **National Multidisciplinary Creative Groups (NMCGs) will be established in each of the countries involved, gathering up to max. 5 members from local/national production companies (leading applicant) together with educational entities dealing with semiotics, communication, marketing journalism, cinema/TV and arts (sub-grantees).** The NMCGs will be involved in developing innovative prototypes of awareness-raising campaigns/ edutainment formats based on the results of a stocktaking exercise that will be carried out in the first phase of the E-MINDFUL project. Such stocktaking will analyze lessons learned from selected information/awareness raising endeavours developed with the purpose to shift the perceptions of target audiences towards greater appreciation of migrants' contribution to hosting societies. The key findings of the stocktaking will provide the NMCGs relevant grounds to elaborate innovative awareness raising/edutainment formats that will be produced by production companies and tested on targeted audiences in the respective countries.

2) Specific tasks of the implementing partners shall include:

A) Grounded on the findings of the stocktaking exercise, develop an innovative prototype of awareness raising/edutainment format **in GERMANY**, with the aim to communicate migration and migrants in a balanced, evidence-based way, challenging often biased and stereotyped perceptions (6-7 months).

To this end, under the overall supervision of the Office of the Coordinator of OSCE Economic and Environmental Activities, the selected implementing partner shall engage in the project activities as follows:

Task no. 1: Grounded on the lessons learned from the stocktaking exercise that will analyze strengths and weaknesses of selected awareness-raising endeavours communicating migration and migrants, develop an awareness raising/edutainment prototype in collaboration with other National Multidisciplinary Creative Group (NMCG) in the countries engaged in the project, namely Austria, Italy, Germany, Serbia, Bosnia-Herzegovina and North Macedonia. This overall co-creation process will consist of a pre-production process, including research, writing of treatment and storyboard, as well as organization of shooting. Preferably, the prototype shall target a specific segment of audience and privilege cross-media formats according to the features of the target audience. The selected implementing partner, a production company, must engage up to max 4 additional sub-grantees per country in order to provide the technical and human resources needed to execute the pre-production process on a professional level, within 3-4 months, tentatively in January-March 2022. To ensure continued interaction within the NMCG under its coordinating role, as well as with the other NMCGs, the selected IP will be expected to use available communication means, including the open source social

platform, called Elgg¹. Once the awareness raising/edutainment prototype is developed, the selected IP will be expected to test it on the target audience for a period of approximately 3 months, tentatively in March-June 2022. To complete this task candidates are expected to submit a description of roles and responsibilities of the leading applicant and sub-grantees in the pre-production and testing processes, including the respective competences and experiences in the field of production as well as semiotics, communication, marketing journalism, cinema/TV and arts, together with a budget estimate;

Task no. 2: Participate in the project activities envisaged to support the co-creation process of the awareness raising/edutainment prototype, and in particular:

2.1. participate in two, three-day workshops organized in Rome, Italy to ignite the co-creative process, tentatively in early January-February 2022. The workshops will discuss the lessons learned from the stocktaking exercise analyzing strengths and weaknesses of selected awareness raising initiatives developed with the purpose to shift the perception of target audiences from a biased and stereotyped representation of migration and migrants. The workshops will also examine the socioeconomic and security factors driving international migration and the current complex dynamics of human mobility, including different categories of migrants according to international law and national regulations. The intention is to involve the members of NMCG in an interactive and open discussion about diverse societies, so to better understand the challenges in communicating migration in a balanced manner, away from biased and stereotyped narratives;

2.2. participate in one, three-day transnational workshop in Vienna gathering the seven National Multidisciplinary Creative Groups (NMCGs). The workshop will offer the chance to illustrate and discuss the respective prototypes and edutainment formats for cross-fertilization with the view to shape the final the prototype(s);

Task no. 3: Participate in a national event in Vienna, organized by OSCE and ILO to launch the info/awareness raising prototypes at national level, tentatively in March-April 2022.

B) Provide narrative and financial reports

The selected implementing partner will provide the OSCE with narrative and financial reports related to the implementation of the above tasks, as follows:

1. Once the awareness-raising prototype is finalized, not later than three (3) weeks upon completion of the co-creation process, the IP shall provide electronically in English a mid-term narrative and financial report. The report shall include:

- An executive summary, outlining the main points of the report;
- A brief description of the overall creation process of the prototype, including the following: the features of the selected audience; the description of each step of the creative process; how each member of the National Multidisciplinary Creative Group, contributed to each step of the creative process; how NMCG intends to disseminate the message in order to reach the intended audience and why; how the prototype is expected to shift perceptions on the subject matter; why the IP identified that message as the most suitable to shift perceptions; an overall description and justification for the

¹ Elgg is free to download and use. It is dual licensed under the terms of the GNU General Public License (GPL) as published by the Free Software Foundation and the MIT License. Elgg runs on the LAMP (Linux, Apache, MySQL, and PHP) platform. Elgg is used by the NGO Oxfam and other international organizations such as UNESCO, the World Bank, UNDP, as well as other relevant entities engaged in social and educational activities.

esthetic and technical choices of the prototype; any additional content that is considered pertinent to the understanding of the creative process of the awareness-raising prototype;

- A mid-term financial report in line with the agreed financial proposal;
2. Upon conclusion of the 3-month dissemination of the awareness-raising prototype and not later than one month after, the IP shall provide electronically in English a final narrative and financial report. The report shall include:
- An executive summary, outlining the main points of the report;
 - A detailed description of the overall creation process of the prototype, including the following: the features of the selected audience; the description of each step of the creative process; how each member of the National Multidisciplinary Creative Group, including the Bidder, contributed to each step of the creative process; how NMCG intends to disseminate the message in order to reach the intended audience and why; how the prototype is expected to shift perceptions on the subject matter; why the IP identified that message as the most suitable to shift perceptions; an overall description and justification for the esthetic and technical choices of the prototype; any additional content that is considered pertinent to the understanding of the creative process of the awareness-raising prototype;
 - A final financial report upon completion of activities and in line with the agreed financial proposal.

C) Participate to the project's events throughout its implementation (24 months)

The selected implementing partner together with the members of the consortium (NMCG) is expected to participate to the overall project's events and activities, in particular, the kick-off meeting and the final conference, including coordination meetings and other events considered relevant to achieve the project's objectives, including via online means.

3) Qualifications of the IP (mandatory requirements):

Each applicant organization:

1. Shall be a no-profit production company, demonstrating minimum 5 years of professional capacity for production of professional cross-media programmes, including research, writing of treatment and storyboard, professional shooting and distribution;
2. Shall be registered in Germany;
3. Shall provide electronically in English a brief description (technical proposal) of the consortium comprising up to 4 (four) sub-grantees. The description should include a presentation of entities and individuals together with roles and areas of expertise, involved in the implementation of the above tasks – particularly no. 2/task no. 1 – including a budget estimate to complete no. 2/task 1 not exceeding EUR 80,000 (eighty thousand euros), an administrator responsible for the management of funds, contact details, as well as the technical equipment available to carry out the above tasks. The sub-grantees should be selected among public or private educational entities with minimum 5 years of experience – Universities, legally recognised schools, training centres or similar - whose main mission is to provide high-quality courses/professional teaching/training in the fields of semiotics, communication and marketing, journalism/TV, cinema and arts, with a special attention on innovative approaches and new technologies, including possible experiences of collaborations/partnerships with the private sector and production companies. The sub-grantees should involve teachers/trainers

with minimum 3 years of proved experience in designing innovative approaches/projects in the fields of semiotics, communication/marketing/journalism/cinema and arts assigned for the implementation of the requested tasks;

4. Shall provide preferably a multicultural ecosystem where diversity, mutual respect, peer support, gender-sensitivity are appreciated and encouraged;
5. Shall ensure the use of the English language of all personnel involved;
6. Shall ensure professionalism, transparency and accountability in managing funds provided by external entities.

Applicants will be evaluated based on the following criteria:

1. Experience in producing professional cross-media programmes, including research, writing of treatment and storyboard, professional shooting and distribution. Preference will be accorded to production companies engaged in social matters;
– 30 out of 100 points
2. Quality, diversity and experience of sub-grantees including trainers/teachers involved in the consortium (please enclose CVs)

- 30 out to 100 points
3. Records of transnational projects and partnerships, particularly those envisaging management of funds provided by external entities;

- 20 out of 100 points
4. Quality of the description and cost-effectiveness of the budget to complete activities related to no. 2/task 1) of the present Call

- 20 out of 100 points

4) The project proposal should provide:

Technical Proposal (no prices should be included to the Technical Proposal):

a) Supporting documentation, as requested under 6) below.

Financial Proposal:

a) The Financial Proposal shall cover all expenses to be incurred for performing the services as specified including, but not limited to the cost of the remuneration of the IP's personnel and all other compensations, insurance and social charges as well as other direct costs such as travel costs – if any - incurred by the IP for the purpose of performing the services; and shall show a detailed cost breakdown per price categories;

b) progress payment(s) based on the specific tasks shown under B) above and suggested to be: 20% upon signature of the IP; 50% upon approval of the mid-term narrative and financial report; 30% upon approval of the final narrative and financial report.

As the OSCE is always interested in delivering products of the highest quality, the applicants are welcomed to present any suggestions or comments on how to improve the delivering of the awareness campaign.

5) Entities eligible to apply:

- No-profit production companies in consortium with educational organizations/entities providing high-level/professional teaching on semiotics, communication and marketing, journalism/TV, cinema and arts, registered in **Germany**.

6) Supporting documentation:

Applicants shall provide information on their operational capacities as follows:

- Registration certificate (accreditation)
- Statute (in English) demonstrating the no-profit nature of the entity
- Documentation proving experience in producing professional cross-media programmes, including research, writing of treatment and storyboard, professional shooting and distribution;
- Documentation proving experience of sub-grantees in offering courses on semiotics, communication and marketing, journalism/TV, cinema and arts, including a short description of the courses offered, relevant to this Call
- A list of key teaching/training personnel including sub-guarantees who will be involved in the project with CVs
- Short description of projects/products at national and transnational level carried out in collaboration with external entities in the field of expertise, including the private sector/production companies, including level of financial resources received and managed;
- A budget estimate to carry out and complete task no. 1, 2 and 3 of the present Call not exceeding EUR 80,000. (eighty thousand euros);
- Bank account details

7) How to apply and the procedures to follow:

The Public Call documents are available on request by e-mail to: ipcalls-at@osce.org.

The Public Call documents include:

- This document;
- Acknowledgement letter - ANNEX A. Upon receipt of this EOI, you are kindly requested to return the attached Acknowledgement Letter (Annex A) not later than **5 days before the date of closure, 17:00 CET to ipcalls-at@osce.org**.

Applicants must apply in English. Hand-written applications will not be accepted.

Applications (Technical Proposal and Financial Proposal) must be delivered in ***separate, password protected PDF files*** to ipcalls-at@osce.org on or before **[13 September 2022], 12:00 CET**.

Any application submitted after the deadline at 13 September 2022 will be automatically rejected.

Please address all your queries or questions in writing at the addresses given below up to 5 days before the submission deadline and kindly refrain from any telephone calls or personal visits.