

2021 WEST AFRICA JOURNALIST COMPETITION

June 2021

CALL FOR PROPOSAL FOR THE SELECTION OF A SERVICE PROVIDER

BACKGROUND

The International Organization for Migration (IOM) via its Migrants as Messengers (MaM) team, the Joint Initiative, and the Migration, Environment and Climate Change (MECC) team are planning a journalist competition in West Africa to foster quality reporting on migration subject-matters including environmental migration, awareness raising about irregular migration and alternatives to irregular migration in West and Central Africa. This initiative will build on the creation of the [Media Training Toolkit](#) and the numerous journalist trainings that IOM has organized across several countries in West and Central Africa.

This initiative will be launched in English and French and is based on a "solution journalism" approach which aims at identifying and responding to key social issues. It can also present existing initiatives aimed at solving these issues. Solution journalism is an approach to news reporting that focuses on the responses to social issues as well as the problems themselves. Solutions stories, anchored in credible evidence, explain how and why responses are working, or not working.

Migration is a complex topic. Journalists play an important role in unpacking these complexities. It is their role to give the public a clear understanding of all sides of the migration paradigm. The goal of this journalistic approach is to:

- present people with a truer, more complete view of these issues;
- tell migration stories in a balanced and ethical way to help migrants to make informed decisions;
- share accurate information to help communities and families to support migrants in making knowledgeable choices; and,
- share fair stories that can contribute to upholding the dignity of migrants worldwide

IOM is therefore looking for a service provider to design and implement this online competition targeting journalists and student journalists in West Africa and organize an online event at the end of the competition.

OBJECTIVE OF THE SERVICE

The goal of this service is to design and manage an online competition for journalists and student journalist in West Africa and organize an online event to announce the winners of the competition. Specifically, this will comprise of the following elements:

- Designing and launching an online journalist competition in French and English in West Africa
- Promoting the online competition
- Engaging one or two media partner(s)

- Selecting and managing the winning submissions, including managing a group of juries to select the winning pieces
- Organizing an online award ceremony and awarding the winners their prizes at the end of October 2021

TASKS AND DELIVERABLES

The selected provider will have the following tasks:

1. **Participate in briefing with the IOM regional team at the start of the project** and develop an implementation strategy approved by IOM which includes methodology explaining the work approach and a detailed work plan. Service provider to consult draft concept (see Annex A) to inform strategy.
2. **Design and launch an online journalist competition in French and English in West Africa**
 - a. Develop a strategy and launch a call for submissions in French and English in July 2021 in eligible countries in West and Central Africa¹ using <https://reportingmigration.org/> or a similar online platform. At least 100 submissions in French and English should be received.
 - b. Create rules and regulation for the competition.
3. **Promotion of competition**
 - a. Promote the competition targeting journalists and student journalists, with special attention to the inclusion of female journalists. Promotion should include, but is not limited to:
 - i. Direct outreach to journalists in the region, including but not limited to email outreach, social media, etc. and via journalist networks.
 - ii. Create visual assets and draft messages that IOM and partners can share on its social media platforms and with partners.
4. **Engage media partner(s)**
 - a. Engage two media partners (one French and one English) approved by IOM who will:
 - i. be part of the jury to select the winners,
 - ii. promote the journalist competition through their networks
 - iii. participate in the online award ceremony (more info below)
 - iv. re-publish the winning submissions on their online platforms
 - b. Manage coordination with media partner(s).
5. **Select and manage the winning submissions, including managing a regional jury to select winning pieces.**
 - a. Review all submissions and identify which submissions meet competition criteria to publish on the <https://reportingmigration.org/> website.
 - b. Create a shortlist per thematic of 40 submissions following IOM's pre-established criteria for the thematic jury to review.
 - c. Select and coordinate a jury per thematic, which should be composed of IOM staff, migrants, and partners, to select the winning submissions.

¹ Countries include: Benin, Burkina Faso, Cabo Verde, Cameroon, Central African Republic, Chad, Republic of Congo, Côte d'Ivoire, Gabon, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone, The Gambia, and Togo.

6. **Organize an online event and award the winners their prizes before the end of October 2021**
 - a. Propose a suitable format and date for an online event (in October) to announce the winners and host a discussion about “reporting on migration”.
 - b. Organize every aspect of the event, such as managing technical aspects of the online event, managing speakers, and invitations, etc.
 - c. Inform the individuals of the winning submissions that they have been selected as winners, award them their prizes, and coordinate at least 4 of the winners to participate in the online event.

IOM's role

- IOM will review and approve public facing materials (such as competition application form, visual assets, etc.) created by the service provider in a timely manner.
- IOM will approve media partners identified by the service provider.
- IOM will provide the service provider with a list of contacts of journalists that have participated in media trainings in West Africa so that the service provider can inform them about the competition when launched.
- IOM will work in close coordination with the service provider to finalize the winning submissions.
- IOM can suggest migrants, a migration specialist and a MECC expert that can participate in the jury that will select the winners of the competition.
- IOM will manage internal communications and coordination with IOM country missions.
- IOM will provide the service provider credentials to <https://reportingmigration.org/> (if that is the platform chosen for the competition) to upload relevant content to the platform, such as call for applications, submission form, rules and regulations, relevant submissions, etc.

PROPOSED TIMELINE

Activity	Date (all in 2021)	Payment Plan
Start of contract / initial meeting	9 July	
Implementation strategy created by service provider is approved by IOM. Strategy to include methodology explaining the work approach adopted and a detailed work plan.	12 July	50%
Media partners are engaged	20 July	
Launch and promotion of journalist competition	July/August	
Submissions that meet competition criteria are shared with IOM to republish on reporting migration website	15 September	25%
Jury finalizes winning submissions	1 October	
Online event & prizes are awarded to winners	~21 October	

Final report	1 November	25%
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All activities under the current project need to be completed at the latest on 1 November 2021. Within this limit, the timeline above can be subject to change after discussion between IOM and the selected service provider.

BUDGET

The budget available to the selected service provider is \$20,000 USD. Some expenses are fixed - see breakdown:

ITEM	COST	COMMENTS
Winners Prizes (8 prizes: 4 thematic x 2 types of submission (articles & video/audio/radio))	10,000 USD	Fixed

ELIGIBILITY CRITERIA

IOM is looking for a service provider with the following profile and experience:

- A company, NGO or association;
- With a physical presence (bank account, legal registration, taxes);
- A minimum of 5 years of relevant professional regional expertise in similar activities;
- Previous experience working on or similar activities;
- Proven experience in organizing similar events in West Africa;
- Capacity to work in French and English; and,
- Respecting and promoting IOM's values.

HOW TO APPLY

Interested candidates should send to echolette@iom.int copying Procurementdkr@iom.int the following documents by **28 June 2021**:

1. Presentation of the company, NGO or association
2. Proof of physical presence (bank account, legal registration, taxes)
3. Technical proposal outlining :
 - o Work plan
 - o Explanation of the supplier's suitability for the assignment (1 page) including names and contacts of three recent professional referees.
 - o Two examples of previous similar event management activities
 - o Names and CVs of individuals or team members proposed.
4. Financial proposal including a detailed budget breakdown (broken down by the deliverables listed above)

Only complete applications received before the stated deadline will be taken into consideration

ANNEX A:

DRAFT CONCEPT NOTE FOR JOURNALIST COMPETITION IN WEST AFRICA

To participate in this competition, journalists are invited to submit their published articles, radio or video reports on the below thematic areas:

1. **Migration, environment, and climate change**, including the links between migration, pastoralism, displacement, planned relocation and environmental degradation, agriculture, water scarcity, coastal erosion, urbanization, desertification, disasters.
2. Feature stories on **reintegration projects that impact a returnee and its community**
3. **awareness raising about irregular migration**, and
4. **alternatives to irregular migration**.

The articles or reports should have been published or aired on a media outlet between March 2021 – August 2021.

Each thematic area will award two prizes (for a total of 8 prizes). Each thematic area will award a prize for best article and another prize for best audio and/or video report. The winning submissions will also have their pieces republished on a media partner's platform.

PARTICIPATION AND ELIGIBILITY

Journalists who meet the following eligibility criteria are invited to **submit their published pieces by [date tbc] August 2021** [*link to an application form developed by service provider*]

Participants must be:

- 18 years old or above.
- Nationals of a country from West and Central Africa: **Benin, Burkina Faso, Cabo Verde, Cameroon, Central African Republic, Chad, Republic of Congo, Côte d'Ivoire, Gabon, Ghana, The Gambia, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone or Togo.**
- Journalists or students in journalism schools officially accredited by one of the countries.

Submission criteria:

The winning submissions will be selected by a jury made up of IOM, media and thematic specialists on the 4 thematic areas (1) MECC, 2) reintegration, 3) awareness raising about irregular migration and 4) alternatives to irregular migration). The articles will be judged on the following criteria:

- Submitted contents should have been published in French or English by a media outlet during the competition period.
- The submissions must be submitted in English or French.
- Focuses on one of the four thematic areas
- Articles should not exceed 5000 characters
- Video or audio/radio reports should not exceed 3 minutes

The deadline for submissions is **[date tbc] August 2021**.