

MIGRANTS AS MESSENGERS PHOTOBOOK

April 2022

TERMS OF REFERENCE

BACKGROUND

Migrant as Messengers (MaM) is a peer-to-peer awareness-raising campaign that empowers young people in West Africa to make informed decisions about migration. Migrants as Messengers is funded by the Netherlands Government and implemented by the International Organization for Migration in Côte d'Ivoire, The Gambia, Guinea, Liberia, Nigeria, Senegal and Sierra Leone.

The campaign is carried out directly by returned migrant volunteers (also known as MaM Volunteers) who share honest accounts of their migration experiences with their communities and families. Through interviews and on-the-ground activities, these volunteers engage their peers so they too can share their stories. Authentic storytelling, peer-to-peer engagement, community activities, and dissemination through social media make these stories accessible to wider audiences, including local decision-makers, community leaders, religious leaders and potential migrants. This project captures the candid and emotional stories of returned migrants and their communities.

IOM is looking for a service provider to organize a creative photography & storytelling workshop in Dakar for MaM Volunteers, as well as co-create a photobook / photo-journal on migration with MaM Volunteers, and distribute/promote the final products widely.

OBJECTIVE OF THE SERVICE

The objective of this service is to organize photography & storytelling training workshops, immersive photo creation and collection sessions in the field with the MaM Volunteers, and to publish and distribute a photobook / photo-journal. Specifically, this will include the following:

- **Capacity Building:** Co-create a photobook that will strengthen MaM Volunteers' capacity to do photography and storytelling and allow professional photographers to immerse themselves in the world of a returned migrant.
- **Content Creation:** Co-create genuine and original content which will challenge stereotypical views of migration, migrants and West Africa.
- **Psychosocial:** Use art and content creation to invite returned migrants to explore their own culture, environment and experiences from a different perspective.
- **Promote discussions about migration:** Foster dialogue around migration and migrants from West Africa, within the region and further abroad, by distributing a photobook and its contents co-created by MaM Volunteers and professional photographers.

TASKS AND DELIVERABLES

The selected provider will have the following tasks:

1. INCEPTION MEETING: Attend one (1) virtual inception meeting with IOM to understand the context and ensure a common understanding of the objectives, scope, and expected results. *Target date: 2 May 2022*
2. PRE-PRODUCTION AND TRAINING: Organize two (2) online meetings and one (1) in-person training for MaM Volunteers on photography and storytelling for introductions and to define the needs, aims, angle and outputs of the stories that will be portrayed in the book. Specifically, this includes:
 - o Two (2) pre-workshop online meeting with IOM, MaM Volunteers and service provider's workshop facilitators (1 meeting in French, 1 meeting in English). *Target Date: 16 May*
 - o One (1) In-Person multi-day Workshop for MaM Volunteers in Dakar, Senegal: This 5-day workshop on photography and storytelling should be facilitated by professional photographers/visual-storytellers and in French and English. MaM Volunteers (2-3 Volunteers per country) will participate in this training. Service provider is responsible for creating content for the workshop (in Fr and Eng), facilitating workshop, arranging and covering all costs related to facilitators' travel and accommodation. *Target date: 31 May – 4 June 2022.*
3. PRODUCTION AND CONTENT COLLECTION: Following the workshop in Dakar, the service provider will organize for recognized professional photographers to do three country visits and 4 online sessions to work closely with the MaM Volunteers that participated in the in-person workshop to collect content for the photobook. Specifically this includes:
 - o Three (3) country visits: Professional photographers to visit three (of the seven) MaM countries. Each country visit will be around 10 days, and the photographers co-create content with Volunteers and provide guidance and comments to the Volunteers on the collected content. Service provider to cover the costs for photographers travel and accommodation, logistics of content collection with Volunteer. *Target dates: All visits should be completed by the end of July 2022.*
 - o A series of online sessions (at least 2 in English, 2 in French): For the four countries that will not receive in-person visits from photographers, online sessions for the Volunteers will be organized to provide them guidance and feedback on collecting content for the final photobook. *Target dates: Between 7 June – 7 July 2022.*
4. FINALIZING PHOTOBOOK: With the content collected by MaM Volunteers, produce a final photobook that combines photographs, insights and stories from the participating photographers and MaM Volunteers. Specifically, this includes:
 - o Design and finalize photobook. *Target date: 31 August 2022*
 - o Translate the final photobook to French (or English). *Target date: 31 August 2022*

- o Create a digital platform that features all final photos and text from the photo book. *Target date: 31 August 2022*
 - o Production of two (2) secondary products that are created using content from the book such as short videos, articles, etc. which can be used to promote the photobook once finalized. *Target date: 31 August 2022*
 - o 300 printed copies of the final photobook (150 in English, 150 in French) *Target date: 31 August 2022*
5. **DISTRIBUTION & PROMOTION:** Service provider to widely disseminate the final photobook through multiple communication channels. Distribution and promotion strategy will be developed in collaboration with IOM. This can include, but is not limited to; sharing the photobook with network of photographers, featuring the photobook as well as the secondary products created on service provider's website, Providing printed copies to partners, etc.

IOM's role

- IOM will review and approve training content and public facing materials (such as visual assets, press releases, etc.) created by the service provider.
- IOM will manage internal communications and coordination with participating IOM country missions.
- IOM will arrange MaM Volunteers participation for the workshop taking place in Dakar, Senegal. This includes booking and covering the costs for their travel, accommodation and DSA.
- IOM will book workshop venue in Dakar, Senegal.
- IOM staff from the regional office in Dakar will accompany the photographers travelling to the three countries.
- IOM will cover Volunteers' per diems during the photographer's visits in the three countries.
- IOM in coordination with the service provider will select the countries that will receive the visits from the photographers.

DELIVERY AND PAYMENT SCHEDULE

Activity	Date (all in 2022)	Payment Plan
Start of contract /Inception meeting	02 May	50%
Two (2) pre-workshop online meetings with MaM Volunteers	16 May	25%
Facilitate a 5-day workshop on photography and storytelling in Dakar in French and English	31 May - 4 June	
Organize four online sessions for MaM countries that will not be receiving photographer visits to guide Volunteers in collecting photos	7 June – 7 July	

Photographers visit three MaM countries to collect photos with Volunteers	July (all month)	
IOM reviews final selection of photos and texts for the PhotoBook	10 August	
Translate photobook into English and French	20 August	
Create a digital library containing all the contents of the project	31 August	
Print 300 copies of the photobook.	31 August	
Promote and distribute photobook and secondary products	31 Aug - 30 Sep	
Final report	30 September	25%

All activities under the current project related to the photobook production need to be completed at the latest on 30 September 2022. 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 around 40,000 EUR.

ELIGIBILITY CRITERIA

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

- A company, NGO or association;
- A minimum of 10 years of relevant professional international expertise in similar activities;
- Capacity to work in French and English; and,
- Respecting and promoting IOM's values and the promotion of youth integration.

HOW TO APPLY

Interested candidates should send to anero@iom.int copying Procurementdkr@iom.int the following documents by **Friday 22 April 2022**:

1. Presentation of the company, NGO or association
2. Proof of business registration
3. Technical proposal outlining:
 - o Proposed approach and work plan
 - o Explanation of the supplier's suitability for the assignment (1 page)
 - o Two examples of previous similar activities
 - o Names and CVs of individuals or team members proposed.
4. Financial proposal including a detailed budget breakdown

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