

TERMS OF REFERENCE

March 2023

CALL FOR PROPOSALS TO PRODUCE AN ONLINE, ACCESSIBLE AND USER-FRIENDLY DATA TOOL ALLOWING GOVERNMENTS TO EFFECTIVELY USE INFORMATION GIVEN BY IOM'S GLOBAL VICTIM-PERPETRATOR SYNTHETIC DATASET

PUBLICATION DATE	ASAP
DEADLINE FOR PROPOSALS	2 weeks after publication
GOAL	Produce an online data product to be published on the IOM global website that helps target governments access and use IOM's Global Victim-Perpetrator Synthetic Dataset.
CMS	Drupal
URL	https://www.iom.int/counter-trafficking/XXXX
DATA SOURCE	https://www.ctdatacollaborative.org/global-victim-perpetrator-synthetic-dataset
BUDGET	EUR 20k (without VAT)
LANGUAGE	English, French, Arabic
NEEDS TO BE READY BY	June 2023
WBS	PX.0376.CH10.N1.03.001 (Support to Awareness Raising)

BACKGROUND

The **International Organization for Migration (IOM)** and the Ministry of Foreign Affairs of the Netherlands launched the Cooperation on Migration and Partnerships for Sustainable Solutions initiative (COMPASS) at the beginning of 2021.

COMPASS, a global initiative in partnership with 14 countries, aims to ensure that migrants of all gender and diversity groups have access to protection sensitive pathways and are empowered to contribute to sustainable development of their communities. The initiative is centered on a whole-of-society approach which, in addition to assisting individuals, will work across all levels – households, communities, and the wider communities.

In 2022, IOM launched the first [Global Victim-Perpetrator Synthetic Dataset](#) in collaboration with Microsoft Research. The two organizations worked together to develop and refine an algorithm to generate synthetic data from IOM's sensitive victim case records. The resulting synthetic data accurately preserves the statistical properties of the original victim data without revealing actual victims' personal information. Data linking the profiles of trafficking victims and perpetrators are now downloadable thanks to this technology. The Global Victim-Perpetrator Synthetic Dataset published here provides first-hand information on the relationships between victims and perpetrators. The dataset includes IOM case data from over 17,000 victims and survivors of trafficking identified across 123 countries and territories, and their accounts of over 37,000 perpetrators who facilitated the trafficking process from 2005 to 2022.

As part of its advocacy efforts on human trafficking and exploitation, and to better support governments to implement evidence-based counter trafficking policy, IOM is looking for an expert provider specialized in data tools and storytelling. The selected agency is expected to design, develop and implement a data tool that makes the data from the Global Victim-Perpetrator Synthetic Dataset accessible to partner governments from the following partner countries: **Afghanistan, Algeria, Chad, Egypt, Ethiopia, Iraq, Lebanon, Libya, Mali, Morocco, Niger, Nigeria, Sudan and Tunisia.**

This data story or tool will be published as a sub-page of the IOM website under <https://www.iom.int/counter-trafficking> and be used as the landing page for this year's global campaign for World Day Against Trafficking in Persons.

All contents will be available in **English, French, and Arabic.**

GOAL

The goal of the online data tool is to help governments to access first-hand information on the relationships between trafficking victims and perpetrators, and thus support them to develop evidence-based policy to protect victims and prevent trafficking in persons.

The successful candidate will propose a strategy and product in line with the available budget and project timeline, to reach all target government officials in adapted ways.

Performance indicators

- 60% more visitors to the Counter Trafficking pages in the first 3 months following the launch of the tools
- At least 75% of government representatives evaluate the tool positively
- The final product is delivered timely
- Final product is fully aligned with IOM visibility requirements (branding)

TARGET AUDIENCES

IOM wished to promote the Global Victim-Perpetrator Synthetic Dataset among key government agencies and stakeholders in the following partner countries: Afghanistan, Algeria, Chad, Egypt, Ethiopia, Iraq, Lebanon, Libya, Mali, Morocco, Niger, Nigeria, Sudan and Tunisia.

To reach these audiences, the dataset (including IOM case data from over 17,000 victims and survivors of trafficking identified across 123 countries and territories, and their accounts of over 37,000 perpetrators who facilitated the trafficking process from 2005 to 2022) needs to be presented in a user-friendly way so that governments understand the purpose of using it and can successfully translate the information from the dataset into actual action.

TASKS, DELIVERABLES AND SUPPORT

Tasks of IOM:

- Manage recruitment (Service provider)
- Provide a brief over a call
- Share all content for the data tool development with the provider
- Provide feedback on drafts and support the development process

Tasks of the selected provider:

- Attend an initial briefing meeting with the IOM/COMPASS team
- Present a first direction
- Develop a first prototype in line with the briefing
- Test the prototype among target users
- Present findings from user testing to IOM
- Implement changes to the prototype and finalize the design
- Develop the online product and translate into target languages
- Implement the final tool/product following IOM brand guidelines
- Deliver all code to IOM web development team to be embedded in the web pages (Drupal)
- Liaison with Online Communication Unit to implement all 3 versions of the tool
- Final presentation for IOM on the tool and how to use it

All deliverables need to be ready by 30 June 2023.

ELIGIBILITY CRITERIA

- Ability to work in English, French and Arabic (publish translated content)
- Ability to work remotely with availability during UTC working hours
- Proven experience working in data storytelling
- Proven experience with user testing for data products
- Experience working with international organizations and/or non-profits
- Having worked with IOM and/or COMPASS is an asset
- Ability to work in Arabic is an advantage

HOW TO APPLY

Interested candidates should send their application to ... (email) before ... (deadline) mentioning in the email subject '[Global Victim-Perpetrator Synthetic Datatool](#)' including:

- Presentation of the provider
- 3 examples of similar projects done
- Proposed tool or strategy description (one page)
- Workplan
- Detailed budget
- CVs of main collaborators

