



**Terre des hommes**

Helping children worldwide.

## **Call for online campaign for migrant children within the BRIDGE project**

Terre des hommes in Romania is launching a Call for an agency to develop an Instagram campaign addressed to migrant children in Romania. The campaign is part of the BRIDGE project (Building Relationships through Innovative Development of Gender Based Violence Awareness in Europe).

**Start Date:** as soon as possible

**Location:** Bucharest

**Eligibility:** Contractor status (registered companies or Authorized Natural Persons), able to provide a VAT invoice, must be registered in Europe

**Deadline to apply:** September 14th 2020

**The campaign will be developed between September -October and implemented in November-December.**

### **Requirements**

- Create the campaign concept for the specific audience of migrant children in Romania.
- Adapt the messages to cultural specificities and the needs of the project
- Adapt to the project deadlines
- The Messages will be in English and Arabic

### **CONTRACTOR PROFILE**

- At least 3 years' experience
- Varied portfolio
- Creativity, innovation, originality
- Willingness to work in limited time



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## **BUDGET AND RESSOURCES**

The contractor is required to submit a financial offer, clearly indicating the total costs for this assignment and the proposed deadlines for making the spot, including the time required to produce a spot of 60 seconds. Prices should be expressed in EUR. Prices should be inclusive of all expenses, charges, taxes incurred by the Contractor in fulfilment of its obligations (including VAT). The payment will be issued upon conclusion and final approval of the service.

## **TO APPLY**

Qualified applicants are requested to submit:

1. An updated presentation of the firm
2. A short portfolio (link to) samples of similar previous work published
4. A Financial offer

Please send the complete documents by September 14th 2020 to [rodica.novac@tdh.ch](mailto:rodica.novac@tdh.ch) and [iulia.stancu@tdh.ch](mailto:iulia.stancu@tdh.ch)

Applications will be analyzed by three evaluators and final scores will be given, using the following criteria and ratio: 70% for quality of the proposal (creativity, innovation, originality, proven experience, timeframe and quality of portfolio) and 30% as the financial offer (price/daily rate).

*Child Safeguarding Policy: To commit to respect Tdh Risk Management Policies including:*

*Child Safeguarding Policy, Safety and Security Policy and Anti-Fraud/Corruption Policy, Whistle Blowing Policy.*

*Gender & Diversity Policy: To commit to respect Tdh Gender & Diversity Policy.*



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#### *About the BRIDGE project*

*The BRIDGE project strengthens the protection of children and youth on the move affected by gender-based violence (GBV). It is implemented by Terre des hommes and its partners in Belgium, Greece, Hungary, Malta, Romania and other EU countries. BRIDGE is financed by the European Commission through the Rights, Equality and Citizenship programme.*

*Sexual and gender-based violence refers to any act that is perpetrated against a person's will and is based on gender norms and unequal power relationships. Studies point to alarming accounts of gender-based violence (GBV) affecting refugee and migrant children and youth in the European Union.*

#### *About Terre des hommes*

*Terre des hommes (Tdh) is the leading Swiss organisation for children's aid. Active in around 40 countries, Tdh works with its own teams and/or local and international partners to develop and implement field projects which significantly improved the daily lives of over four million children and members of their communities in 2019, in the domains of health, protection and emergency relief.*

*Terre des hommes Foundation has been operating in Romania for more than 25 years with the aim to improve living conditions for vulnerable children and youth. Currently, our three main areas of intervention are: (1) Strengthening child protection and juvenile justice systems, (2) Protection of children and youth affected by migration, and (3) Social inclusion of Roma and other vulnerable groups. We work at community level with local actors to build and strengthen the safety network for children and young people. We aim to prevent risk situations and strengthen the capacity of adults (caregivers and professionals) to support children, by offering specific trainings. Every year the total number of our beneficiaries is about 10.000 children or more.*