



Terre des hommes

Helping children worldwide.

Call for TikTok campaign for the BRIDGE project

Terre des hommes in Romania is looking for a Romanian vlogger that can address an audience of children between 12 -18 years and can create a short awareness campaign on Tik Tok on the topic of gender-based violence. 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 an invoice, must be registered in Europe

Deadline to apply: October 7th 2020

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

Requirements

1. Reach out to at least 25.000 viewers, in total, including an audience of Romanian and migrant children living in Romania
2. Create at least 10 videos (30 seconds) in English (Romanian subtitles)
3. Create the first videos and launch the campaign as soon as possible (end of campaign in December)

It is not necessary that he/she should know the topic of gender-based violence in detail, because knowledge and information will be offered by the organization. However, the vlogger must be experienced in communicating to an audience of children, and have a good professional and moral reputation.

CONTRACTOR PROFILE

- Varied portfolio
- Creativity, innovation, originality
- Willingness to work in limited time
- Basic knowledge on gender-based violence, public health, women's rights is an advantage
- Engagement, reach, audience
- Min. 10.000 subscribers on Tik Tok.



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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. 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, if the case). The payment will be issued upon conclusion and final approval of the service.

TO APPLY

Qualified applicants are requested to submit:

1. A short portfolio (link to) samples of similar previous work published
2. A Financial offer

Please send the complete documents by October 7th 2020 to rodica.novac@tdh.ch and 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.

About BRIDGE

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



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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.