



International Organization for Migration (IOM)  
The UN Migration Agency

## Terms of Reference

Service Provider- Graphic Design for the Illustration of Social and Behavior Change Communication (SBCC) and Information Education Communication Materials.

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### **BACKGROUND**

The International Organization for Migration (IOM) has been working with the Federal Government of Nigeria on migration management in the country since 2001. Through its Assisted Voluntary Return and Reintegration (AVRR) Program, IOM aims to help stranded migrants who wish to voluntarily return home safely and supports the most vulnerable to get back on their feet. In 2002, IOM signed a cooperation agreement with the government of Nigeria and launched the country mission. Ever since then, IOM has continued to assist stranded migrants in host countries to return voluntarily to their home countries through the AVRR programs.

Building on existing projects, IOM seeks to improve access to trusted information sources and promote informed decision making by sensitizing potential migrants on regular migration options, vulnerabilities to TiP and risks associated with irregular migration. In addition, the project seeks to build institutional capacities and implement community-based actions in high-risk states of irregular migration such as Lagos, Edo, and Delta. In collaboration with the Federal Government of Nigeria (FGN), the intervention aims to build the capacity of state and non-state actors to exercise evidence-based planning and monitoring of behavioural change communication to prevent TiP and Smuggling of Migrants (SoM). Secondly, through community-based actions (peer education, community dialogue, art-based competitions) and capacity building trainings, the project aims to enable returnees, community members, government, and nongovernment actors to take action to prevent exploitation and promote informed decision making on safe and regular migration pathways. Using information campaigns, outreach and media reports, IOM seeks to equip vulnerable migrants with reliable information they need to migrate safely and access assistance when necessary. IOM also aims to address the root causes of vulnerability to Trafficking in Person (TIP) and Smuggling of migrants through awareness raising and development of media messaging content and programming as well as engagement at the individual, household, community, and structural levels.

To this end, IOM Nigeria seeks to design and illustrate the social and behavioural change communication strategy and strategy document for Partners in Awareness Creation on Human Trafficking and Irregular Migration which is being developed by IOM consultants. The illustrations in the manuals are geared to serve as visual aids to assist in increasing the level of awareness among the community regarding the safe migration process.

IOM also seeks to develop and design appropriate Information, Education and Counselling materials (IEC) which focus on the promotion of safe migration, raising risks on irregular migration, including trafficking in persons, and promotion of opportunities to succeed in Nigeria. The messages for this IEC materials will be drawn from the result of a recent Knowledge Attitude and Practice (KAP) survey conducted by IOM. These materials will be used to sensitise potential migrants and communities of origin of safe migration options as well as opportunities to make it in Nigeria.



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**Purpose of Assignment:**

To provide graphic design, illustration and multimedia-printing services for IEC materials for the **TRUSTED SOURCES: PROMOTING EVIDENCE-BASED PREVENTION EFFORTS TO REDUCE TRAFFICKING IN PERSONS** in Nigeria, funded by government of Netherlands. This assignment specifically supports awareness raising activities by IOM Communication for Development initiatives (C4D) across all program areas.

**Work Schedule:**

This assignment will be for the period of 120 days spread across six months from the date of signing the contract.

**Scope of Work/ Work Assignments:**

Under supervision of the Awareness Raising Officer and in collaboration with the Programme Support Officer, Migrant Protection and Assistance the consultant company will undertake the following:

- Using report from the Knowledge, Attitude, and Practices (KAP) survey, develop gender sensitive characters and illustrations for IEC materials under the Trusted Sources project, including adapting characters as developed under the EU-IOM Joint Initiative, deliver creative and innovative illustrations and designs for publications (for print and web), reports, communication for social change IEC materials, generic IEC, and training resources as follows:
  - Poster designs with 10 illustrations that can be used for A2 posters, A3 posters fliers and social media posts.
  - T-shirt designs with 5 illustrations
  - Wrist band design
- Illustrations of the content and design of book cover of the SBCC strategy on TiP and SoM as well as the PACTIM strategy following its validation in collaborations with NAPTIP, suitable for both print and e-version dissemination.
- Page layout and cover design of 45 pages Mental Health and Psychosocial Support (MHPSS) art base intervention training manuals. 3 minutes 3D animation for social change with key messages drawn from the results of the KAP survey.
- Recommend printing standards for designed IEC materials and illustrated strategy documents and training manual. Final products must conform to IOM standards for print and photography.
- Contribute to other graphic design needs as required.



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**Method of Application:**

IOM invites experienced and interested graphic design, illustration and multimedia companies both at local and national levels working in migration and human trafficking to submit an Expression of Interest (Eoi), along with requisite organizational documents and a cover letter in support of their application.

Interested companies will be expected to submit their proposal as an Eoi in the following manner:

- a. Each proposal shall incorporate a detailed program design, including background and work plan.
- b. Provide detailed financial costs, mentioning unit costs and rates.
- c. Each proposal should contain an organizational profile and a portfolio of previous work done in similar field for similar organisations, especially on Communication for Development and behavioural change communication.
- d. The organisational profile should include legal identity documents of the organisation and programs and projects, past and current with short descriptions.

The completed Eoi should be placed in a plain, sealed envelope and clearly marked: EXPRESSION OF INTEREST: Service Provider for Graphic Design for the Illustration of Social and Behaviour Change Communication (SBCC) and Information Education Communication Materials to IOM Nigeria, Lagos sub- Office by **5<sup>th</sup> May 2021 in the below address:**

**Procurement Department**

International Organization for Migration (IOM) Nigeria  
1, Isaac John Street, GRA Ikeja, Lagos  
E-mail – [iomlagostenders@iom.int](mailto:iomlagostenders@iom.int) .

**ONLY SHORT-LISTED SERVICE PROVIDERS WILL BE ASSESSED**