



Funded by
the European Union

Promoting comprehensive human rights- based
concept of freedom of expression in BiH
Freedom of Expression HUB

Call for proposal

Terms of Reference: DESIGNER

About the project

The project "Freedom of Expression Hub" promotes a comprehensive, human- rights based understanding of freedom of expression that creates trust in democratic institutions and empowers civil society (youth in particular) to understand and promote the right to freedom of expression but also its limitations through partnership with media professionals and representatives of the judiciary/ institutions. It also capacitates media professionals to address misinformation, hate speech, misogyny, and defamation. The right to freedom of expression (henceforth FoE) is declared in **Article 19 of the Universal Declaration of Human Rights and enshrined in several international and regional human rights instruments**. It is a fundamental pillar of any democratic society and plays a crucial role in safeguarding individual rights, promoting social progress, and ensuring the healthy functioning of democratic institutions. FoE empowers individuals, fosters accountability and transparency. However, **freedom of expression must** not be abused or exploited in ways that cause harm, spread misinformation, incite violence, or infringe upon the rights of others. The abuse of FoE has significant negative consequences for individuals, communities, and society. States may restrict the right to FoE under very limited circumstances. Criminalizing defamation and blasphemy laws are unlawful restrictions to freedom of expression.

*The **Overall objective** of the project is to contribute to a comprehensive, human- rights based understanding of freedom of expression that creates trust in democratic institutions.*

***Specific Objective 1** is to support and empower civil society (youth and youth CSOs) in BiH to understand and promote the right to freedom of expression and its limitations through partnership with media professionals and representatives of the judiciary; and*

***Specific Objective 2** is to create a knowledge-based hub and develop capacities of youth and media professionals to address misinformation, hate speech, misogyny, and defamation.*

Call

JaBiHEU is currently seeking for a designer to create a distinctive visual identity that will effectively captivate the audience and amplify the message in support of the project titled "Advancing Legal and Policy Reforms to Enhance Media Integrity and Protect Freedom of Speech."



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Scope of work

Thematic outline of creative work will reflect:

Empowering aspects of FoE: empowering individuals, fostering media accountability, promoting institutional transparency

Responsible exercise of FoE, caution against abuse or exploitation, avoiding harm, misinformation, and violence, respecting the rights of others

Negative consequences of FoE abuse: impact on individuals, communities, and civil society, highlighting the significance of responsible expression

The designer will be asked to carry out following tasks:

- Develop initial full creative package which includes development of the campaign's visual, hashtag, adaptation of visual identity to all media formats (brief will be developed on basis of themes above)
- Apply visual identity on social media formats, video material, TV spots etc

The engagement will span a duration of 90 days, spread over a period of 24 months, with work being undertaken on an as-needed basis. The responsibilities will primarily involve creating an initial comprehensive visibility package. Subsequently, the designer will receive a 15-day notice to either prepare new materials or make adjustments to the initial visibility package, aligning them with the communication products and activities carried out during the project implementation phase. This alignment will be in accordance with the media activity plan outlined in the JaBiHEU Contract with the designer.

Qualifications and skills:

General professional experience:

- ✓ At least 5 years of experience in the field of design and conceptual design.

Specific requirements:

- ✓ Proficiency in content design, with a minimum of 5 projects completed in this field.
- ✓ Proficiency in digital design, with a minimum of 5 projects completed in digital design.



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- ✓ Proficiency in digital animation, with a minimum of 3 animated video features created.
- ✓ Exceptional command of spoken and written English; a minimum requirement of C2 level proficiency.

Open positions

1 (one)

Workplace

Bosnia and Herzegovina

Note:

All the documents produced must satisfy European Union visibility requirements including European Union logo, information on funding as well as disclaimers

Intellectual Property

All deliverables produced during the assignment, including educational module content, shall be the property of the European Union

Selection criteria:

The applicant companies or individuals are required to provide their CV and portfolio. The evaluation will be made based on the prior experience, quality of portfolio and budget proposal.

Selection criteria will include:

- ✓ Number of successfully accomplished design projects
- ✓ Expertise in articulation of socially sensitive themes
- ✓ Number of works applied on different platforms (digital, social media, TV and OOH)
- ✓ Rewards

The applications need to be submitted by email: info@jabiheu.ba, or directly to JaBiHEU, Ćumurija 2, Sarajevo, no later than 25 March, 2024.