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

Call for proposal

Terms of Reference: Media campaign

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 agency to place media materials that will be produced as part of the project’s campaign. Campaign will include 2 media campaigns on mainstream media and 4 campaigns on online media throughout the project duration and a continuous campaign on social media. Campaign will have to reach in cumulative 3 million people through the production and placement of materials.



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Scope of work

The specific work will include following tasks:

- TV campaign – The TV campaign will include the placement of 5 video features up to 2 minutes on 6 TV stations (4 public and 2 private). The estimated reach should be minimum 700.000.
- Campaign on web portals – 6 web features on 6 web portals and 4 PR articles placed to support the display campaign and provide more information on the outcomes with 1 million impressions.
- Social Media campaign - Campaign on social media with placement of video features and posts, including boosting (Facebook, YouTube, Twitter) with planned reach of 1.100.000,00.
- Media monitoring report.
- Subtitle and translation to English language.

The duration of campaign is throughout the project time (until 1 August 2026): The campaign flights will be agreed with Ja bih u EU.

The campaign material will have to be approved by EUD.

Qualifications and skills:

General professional experience:

- ✓ At least 5 years of experience in conduct of media campaigns.

Specific requirements:

- ✓ The company is registered in the field of marketing and communications.
- ✓ The company has a portfolio with successfully implemented mainstream media campaigns.

Open positions

1 (one)

Workplace

Bosnia and Herzegovina



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Note:

All deliverables produced must satisfy European Union visibility requirements including European Union logo, emblem, and information on funding as well as disclaimers. Please check the visibility requirement **link** https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en .

Intellectual Property

All deliverables produced during the assignment shall be the property of the European Union.

Selection criteria:

The applicant companies are required to provide their portfolio and media plan. The evaluation will be based on 60% technical bid (references and media plan) and 40% financial bid.

The applications need to be submitted by email: info@jabiheu.ba, or directly to JaBiHEU, Ćumurija 2, Sarajevo, no later than 23 July 2024.