



CHANGE contest video

JRS Europe is seeking to contract an agency or videographer to work on the production of videos for the CHANGE project to raise awareness about asylum and migration issues within students 12-18 years old (<http://www.jrschange.org>).

1. Project Description

The CHANGE project (THINK, ACT, ENCOUNTER, CHANGE: Student Ambassadors & Migrants Together for Inclusive Societies) fosters critical thinking skills among young people (ages 12-18) on the positive contribution of migrants to society through creating encounters with migrants in their classrooms and support them to take action to raise awareness in their schools and local communities. The project engages a network of 400 schools across 9 European countries (Belgium, Croatia, Ireland, Italy, Hungary, Malta, Portugal, Spain and the United Kingdom) to reach approximately 60,000 students through developed pedagogical materials to be used in the classroom and awareness raising activities that call the students to action.

From the 60,000 students expected to be reached by the project, 2,000-4,000 of these students will be more actively involved by becoming Student Ambassadors on their school campuses, collectively organising over 800 events at their schools or in their local communities with the support of teachers. The project encourages young people to think critically and exercise judgement – especially in the context of the internet and social media – to be able to distinguish fact from opinion, recognise propaganda and to resist hate speech and be motivated to counter such misinformation with their own positive and fact-based messages.

By mobilising this network of schools across Europe, JRS Europe and its partners utilise its 30 years of experience in raising awareness and advocating for issues faced by migrants and refugees seeking safety in Europe to share their stories and voices with the general public. Particularly, the project gives migrants a platform to use their voice to present their stories and experiences to the schools involved in the project.

In the long-term, through the material (pedagogic curriculum, training resources, event how-to guides, campaign branding, videos and infographics) and activities of the project (student events, 9 national events, 1 European-level event) the next generation of societal influences will have developed their critical thinking and leadership skills to discern fact from fiction, shape the public discourse and contribute to the presentation of an informed and positive vision of a diverse, multicultural and inclusive Europe for the future.

Main Objectives of the Project:

- **Encourage the dissemination of fact-based information** complimented by the stories and testimonies of migrants **to create a balanced perception of the situation faced by asylum seekers and refugees** who have arrived to Europe seeking safety.
- Train students to **develop critical thinking skills**, to debate different viewpoints about migration and to counter overtly negative coverage and/or hate speech present in the media, in social media or among their peer groups.
- Provide awareness **raising material and communication tools for social media to mobilise students to spread positive messages** about forced migrants in their societies through micro-campaigns and ongoing dissemination of the project information.



2. Purpose of the Task

The agency or videographer is expected to develop a total of 10 videos (9 national videos + 1 European video) using the footage provided by the partners of the project.

The agency/videographer is expected to provide guidance to the partners to obtain high-quality footage and testimonies.

3. Tasks

The agency/videographer has the following principal tasks:

- (i) Develop an idea for the European video (minimum of 2 minutes and maximum of 4)
- (ii) Develop an idea for the 9 national videos (around one minute and a half each)
- (iii) Participate at an online meeting to discuss with the partner the needs and to explain the project
- (iv) Select the material provided by the partners
- (v) Produce the 10 videos

4. Expected Results and Deliverables

Expected outputs from the agency/videographer are:

- Video guidelines manual for partners developed with JRS-E communications indicating the structure of the video and specifics of the footage
- 9 national videos and 1 European public, in their national languages with English subtitles

5. Timing and Duration

The total duration of the development of the communications materials will be **5 months within** the period of February 2021– 30 June 2021, according to the following plan:

Planning phase (February 2021):

- Acquaintance with the project

Gathering of materials and working on the idea (March and April 2021)

- Support the partners in gathering images providing them with guidelines
- Creative idea



Selection and editing phase (April and May 2021):

- Drafting the strategy

To ensure specific customs procedures insight of the process, the agency/videographer will work in close contact with the JRS Europe Communications Officer.

6. Required Qualifications

- Proven experience in editing videos
- Proven experience in the area of communications
- Understanding of Migration and Refugee issue in Europe
- Excellent writing and communication skills
- Fluency in English is required, other languages are desirable

7. Practicalities

This work can be done entirely remotely.

8. Cost estimate

JRS Europe requires a written estimate of the cost for your services. Please send it by 12 February at 11am by email to: sara.garcia@jrs.net and carola.jimenez@jrs.net.