



Funded by the U.S. Embassy in Georgia



International Organization for Migration (IOM)
The UN Migration Agency

INFORMATION CAMPAIGN TO RAISE PUBLIC AWARENESS ON TRAFFICKING IN PERSONS, 2nd PHASE

TERMS OF REFERENCE

June 2022

Introduction

IOM requests the services of a specialized company to produce the below-mentioned deliverables for conducting an information campaign to raise the awareness of the population of Georgia as well as foreign visitors on trafficking in persons.

Tangible and measurable outputs

The service provider will provide to IOM the following products and services:

- 1) **Placement of 6 roll-up banners** in the following locations (two banners per each location):
 - Tbilisi International Airport (arrival hall - luggage reception area / departure hall – check-in area)
 - Kutaisi International Airport (arrival hall - luggage reception area / departure hall – check-in area)
 - Batumi International Airport (arrival hall - luggage reception area / departure hall – check-in area)

The selected service provider shall negotiate with the management authorities of all three above-mentioned locations the conditions for placement of the banners and obtain competitive price quotes. IOM will deliver all 6 banners to the selected service provider in ready-to-use format (no design nor printing services required).

The size of the roll-up banners will be 2 x 1 meters.

Required duration of placement: please provide two separate price quotes for placement of:

- 4 months and
- 6 months respectively.

- 2) **Placement of (up to) 30-second animated video clip** at the following locations:
 - The clip shall be displayed on service announcement screens that are commonly in use at the three locations mentioned under point 1 above, at a frequency as agreed with the management authorities of the three airports concerned.
 - The service provider will ensure airing of the clips on at least 3 commercial TV channels (Rustavi 2, Formula TV and Adjara TV) at competitive prices and attractive times for a period of at least 3 weeks.

IOM will provide the video clip to the selected service provider in ready-to-use format.

3) Placement of posters in highly visible outdoor locations

The service provider is expected to provide the following services:

- Print three (3) pre-designed, full colour posters in A-1 size.

IOM Georgia

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- Provide competitive quotes for the placement of these 3 posters at busy bus stops in central locations in Tbilisi, Kutaisi and Batumi. The price quote shall be based on the placement of one A-1 size poster at a bus stop per each above-mentioned city for the duration of one (1) month.

IOM will provide the design version of the poster concerned at the required quality level.

Realistic delivery dates and details as to how the work must be delivered

All material must be put in the agreed location or, where relevant and as agreed with IOM, physically delivered to IOM no later than 7 July 2022.

Performance indicators for the evaluation of results

The final product will have been delivered on time and endorsed by IOM.