



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

July-August 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 roll-up banners on airports

Airport	Terminal	Area	Type	Number of Units	Size	Number of months
Tbilisi	Arrival	Luggage	Roll-up Banner	1	1x2	2
Batumi	Arrival	Luggage	Roll-up Banner	1	1x2	2

2. Display of video clips on service announcement screens

Airport	Terminal	Area	Type	Number of Units	Size	Number of months
Tbilisi	Arrival	Luggage	Monitor	3	1920x1080 px	2
Batumi	Arrival	Luggage	Monitor	2	1920x1080 px	2

3. Display of posters at bus stops

City	Type	Number of Ad Pages	Size	Number of months
Tbilisi	Bus Stop	6	1,19x1,75 / 2,84x1,72	2
Batumi	Bus Stop	6	1,19x1,75 / 2,84x1,72	2

The selected service provider shall negotiate with the management authorities of all above-mentioned locations the selection of high-visibility locations, the conditions for placement of the banners and obtain competitive price quotes for those services.

IOM Georgia

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

All material must be put in the agreed location no later than 5 August 2022.

Performance indicators for the evaluation of results

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