

ANNEX B

TERMS OF REFERENCE

UNHCR BULGARIA TENDER FOR CREATIVE AGENCY TOWARDS NATIONAL MASS COMMUNICATIONS CAMPAIGN ON REFUGEE INCLUSION AND SOLIDARITY

UNHCR is inviting creative agencies to submit proposals for a national multimedia mass communications campaign in Bulgaria centered on the socio-economic inclusion of refugees and the solidarity of host communities with people forced to flee conflict and persecution.

1. Context, Challenges and Opportunities

Global forced displacement has nearly tripled in the past two decades surpassing 114 million last year. This number represents the refugees and displaced people who have fled their homes because of persecution, human rights violations, violence, armed conflict, and serious public disorder. This constitutes 114 million shattered dreams, disrupted lives, interrupted hopes. It is a figure that reflects a crisis of humanity, and the principal reason is war.

It also represents the generosity and hospitality of the people who open their hearts and homes to those fleeing, including Bulgaria responding to arriving refugees from Ukraine.

Nearly 80 per cent of the 114 million people are hosted in low- and middle-income countries and usually stay as close to home as possible. Far fewer reach the west. Bulgaria is an important host to refugees from Ukraine – more than 50,000 presently reside in the country, at the same time Bulgaria receives thousands of people each year, mostly Syrian and Afghan refugees, through its southern border.

In the EU in 2023, Germany, Spain, France, Italy, and Greece received the highest number of asylum applications but Bulgaria as a country with an external EU border has an important role to play and is among the countries receiving a high number of unaccompanied children and youth arriving and seeking asylum.

Traditionally, Bulgaria has been a transit country for refugees but increasingly refugees are staying in Bulgaria and making their life here.

While forced displacement has continued to grow globally and in Bulgaria, UNHCR as the mandated agency for forcibly displaced and stateless people has an opportunity to assert leadership, promote human rights, demonstrate impact, and collaborate with a broad range of partners to amplify messages.

Another challenge is the negative politicization of refugee and migrant issues in many countries globally. We have an opportunity to lead with policy and protection guidance, to showcase benefits of refugee inclusion, and promote new ways of support for refugees, including integration as people wait for safe and dignified conditions to return home.

We are also witnessing distorted narratives affecting public perception. This provides an opportunity to highlight commonalities, amplify individual refugee voices, counter myths, and embrace trends to make the cause accessible.

Media coverage of refugees, migration, and asylum can be skewed, imbalanced, and provide stages for actors which propel misleading or inaccurate information. We also witness compassion fatigue and distorted news on social media. We have an opportunity to invest in inspiring stories, to use soft media, surprise audiences, and involve influencers to sustain attention.

UNHCR, the UN Refugee Agency, or UN Refugees has low brand recognition. We are tasked to coordinate humanitarian action for refugees, but we are not well known in Bulgaria. Our name *БКБООН, Върховен комисариат на ООН за бежанците*, is difficult to remember and does not easily lend itself to association with help and hope for refugees.

The vision is to depict UNHCR, the UN Refugee Agency, or UN Refugees as an organization saving lives, working with forcibly displaced and stateless individuals on regaining hope, rebuilding lives, and finding solutions for their futures. Key values include respect, caring, trustworthiness, responsiveness, proactiveness, and outcome-focused communication.

We have an opportunity to create a narrative in which we speak with a consistent voice, nurture brand loyalty, assert UNHCR's distinctiveness, and empower our supporters to humanize the organization and through us refugees.

In essence, the UNHCR Bulgaria Mass Communications Campaign is a comprehensive strategy designed to overcome challenges, seize opportunities, and effectively communicate UNHCR's vision and values to diverse audiences by showcasing refugees' hopes and talents, and their inclusion into Bulgarian society.

2. Introduction

Amidst the overwhelming narrative of massive, forced displacement and the political amplification of fear surrounding the arrival of refugees, it is crucial to shift focus towards the human stories behind the numbers. In recent years, politics and public perceptions have been skewed, often failing to recognize the plight of those forced to flee war and persecution, along with their integration and socio-inclusion needs and ambitions.

Refugees, arriving with hopes of finding protection and support, bring not just numbers but unique narratives of resilience and aspirations. To rebalance the understanding, the media narrative must play a pivotal role in shedding light on these individual stories, fostering empathy, and dispelling misconceptions.

Helping people today, who seek refuge from conflict and persecution, is not only a humanitarian imperative but also an investment in the strength of our societies. By extending a helping hand, we offer a chance for refugees to rebuild their lives and make positive contributions to our societies.

In this collective effort, beyond government and humanitarian action, the media, private sector, community leaders, academia, and society at large play integral roles. Together, we can create a more nuanced and compassionate understanding of forced displacement, paving the way for inclusive communities where everyone can thrive.

3. Objective of the assignment

Re-balancing public attitudes for solidarity and refugee socio-economic inclusion

In response to diverse public attitudes towards refugees in Bulgaria, the UN Refugee Agency (UNHCR) in 2024 aims to reshape perceptions and foster socially responsible public support through a mass – multi-pronged, multi-media – communications campaign. The campaign seeks to dispel myths, emphasize refugee potential, and underscore the importance of solidarity for meaningful integration. The campaign must envision communities in which forcibly displaced individuals are thriving, not just surviving.

4. Request for Creative Ideas, Campaign Deliverables, and Slogan

The UNHCR Bulgaria mass communications campaign aims to strategically address challenges and leverage opportunities in communicating the agency's vision and values and fostering a welcoming and inclusive environment for forcibly displaced and stateless people.

Thematically, the campaign can focus on *hope and home*, emphasizing *solidarity*, *education*, *economic inclusion*, *courage and talent*, *sport*, *arts*, *innovation*, and *integration*.

**While UNHCR Bulgaria is seeking a fresh creative campaign concept we are pleased to share two current UNHCR reference campaigns, the global [Hope Away from Home](#) and the UNHCR UK campaign [A Great British Welcome](#).

- a. **UNHCR invites creative agencies to propose compelling concepts for a national mass media campaign.**

Deliverables should include:

- Engaging visual/s
- Impactful video/s
- and a persuasive narrative/s

A memorable slogan encapsulating the campaign's essence is expected, emphasizing creativity, authenticity, and a compelling call to action. The slogan should be in Bulgarian.

5. UNHCR Communications Objectives

UNHCR's global communications objectives are centered on 1) Lead the Narrative - be the leading voice on refugee protection, showcase impact, and build trust; 2) Generate Empathy - amplify voices, tell

hopeful stories, address misconceptions, and emphasize shared values; and 3) Mobilize Action - drive support, advocate for policy change, and build partnerships for extended impact.

This bespoke mass communications campaign aims to shift public narratives and attitudes towards support for the protection and inclusion in social and economic life of people forced to flee conflict and persecution.

As secondary objectives, the campaign will aim to drive positive whole-of-society action for a fair and efficient asylum system and integration and inclusion policies and programmes; and enhancing UNHCR's brand recognition and trust in the agency.

6. Audience Segmentation, Social Listening, Poll Survey, and Delivery Channels:

Agencies must present a detailed audience segmentation strategy, using social listening tools for sentiment analysis. A UNHCR comprehensive public opinion poll survey will inform messaging. A multi-channel approach leveraging traditional, digital, and outdoor spaces is vital. Collaboration with influencers and community leaders is encouraged.

Our main audiences should build UNHCR's supporter base and expand to new audiences, particularly Millennial and Gen-Z.

UNHCR is working in parallel with the campaign on a public opinion poll with a research agency. UNHCR hopes to combine the work of the researchers with the refinement of the mass communications campaign creative concept.

While all eligible submissions will be considered, those providing a holistic journey and services encompassing the creative, design, production, distribution, impact, and analytics will have an advantage.

While the campaign launch date is not determined, each year we commemorate World Refugee Day on 20 June, and we wish this date to be a centerpiece for the campaign.

For example, the campaign may span the summer months centered on June 20, World Refugee Day; core elements can continue, for instance, through digital communications throughout H2 of 2024 and into 2025.

UNHCR seeks a partner committed to fostering solidarity with refugees, promoting integration, and delivering a campaign that resonates with the public.

Proposals will be assessed for creativity, alignment with objectives, feasibility, and potential impact on public perception. While, in principle, the lowest bid is considered first by UNHCR, those with a compelling creative narrative and comprehensive communications plan, monitoring and evaluation may have an advantage.

7. Submission Guidelines

Creative agencies participating in the UNHCR Bulgaria Mass Communications Campaign tender are required to submit a comprehensive set of documentation. The submission should include the following:

a. Technical proposal

- **Detailed Profile and Proposal:**
A thorough documentation outlining the company's profile and experience; and proposed creative, approach, strategies, and methodologies to address the campaign objectives.
- **Creative Concept Outline:**
Clearly articulated concepts for the national mass media campaign, including visual elements, video ideas, and narrative themes.
- **Campaign Timeline:**
A detailed schedule highlighting key milestones, deliverables, and deadlines from campaign development to execution.
- **Communications Assets Distribution Outline:**
A plan specifying how campaign materials and messages will be distributed across various channels, both traditional and digital.
- **Monitoring and Evaluation Plan:**
A well-defined plan for assessing the effectiveness of the campaign, including metrics, tools, and methodologies for monitoring and evaluation.
- **Examples of Relevant Past Work:**
A portfolio showcasing previous campaigns, especially those relevant to mass communications, social impact, or refugee-related initiatives.
- **Team:**
Composition and description of team engaged for the campaign.

Agencies are encouraged to submit a holistic proposal covering creative, design, production, distribution, impact, and analytics to enhance their competitiveness. All submissions must be made via email to the specified submission address by the deadline mentioned in the tender documentation. The evaluation criteria will assess creativity, alignment with objectives, feasibility, and potential impact on public perception, with the lowest bid considered in priority.

b. Financial Proposal

- **Financial Proposal Budget Breakdown:**

Please provide a detailed budget for the proposed campaign. A comprehensive breakdown of the proposed budget should include estimates for creative development, production, distribution, and any other relevant expenses.

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