

CALL FOR PROPOSALS

"Mediamig" multi-country programme

Media and Migrations

Jordan

July 2024

Under the "Mediamig" multi-country programme, *Agence française de développement* (AFD) hereby issues a call for proposals in support of a project to improve migration coverage by the media in Jordan. This project will be spearheaded by a consortium that may comprise media, research and civil society players, led by a designated partner, in line with the framework laid out hereunder (see Section I) and the Terms of Reference (see Section VII).

The selected project should cost between €300,000 and €400,000 and be implemented in Jordan over a period not exceeding 36 months from Q4 2024.

Proposals will be selected based on the following documents:

- a cover letter (see Section II),
- a project brief and its annexes (see Section III),
- information sheets (see Sections IV and V),
- an administrative file (see Section VI).

Once selected, the consortium leader will be called upon to engage in negotiations with AFD on the budget and scope of proposed activities, whereupon it will present a final project brief to be used in drafting and signing a financing agreement with AFD.

The call for proposals is available from 8 July 2024 on the AFD website: <https://www.afd.fr/en/calls-projects>.

Proposals should be submitted no later than 20 September 2024 – 8pm, Amman time (date and time of delivery serving as proof), using the online application form on the AFD website.

Any proposal received after the date and time hereinabove specified will be disregarded.

For any further information, applicants should direct their queries no later than 26 July 2024, using the online contact form on the AFD website. All responses to queries received will be published on the AFD website no later than 2 August 2024.

Contents of the call for proposals:

- I. GENERAL FRAMEWORK
- II. COVER LETTER
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- IV. LEAD PARTNER FACT SHEET
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- VI. ADMINISTRATIVE FILE
- VII. TERMS OF REFERENCE

I. GENERAL FRAMEWORK

Article 1. General terms and conditions

1.1 This call for proposals (the "call") is issued by AFD.

1.2 The call is aimed at financing a consortium that may comprise media, research and civil society¹ players with:

- international or national outreach;
- prior experience in the target country;
- proven expertise in media and migration matters;
- a capacity to engage in active dialogue and partnerships with local associations and organizations;
- proven capacity to lead high-profile projects: to qualify, the consortium leader must ensure that the project's average annual budget does not account for more than 70% of its average annual resources over the last three certified financial years;
- proof of authorization to operate in the country under local regulations.

1.3 The call is geared towards funding a project consistent with the expectations outlined in the Terms of Reference (see Section VII), to be rolled out in Jordan over a period of 36 months maximum, commencing in Q4 2024.

1.4 Priority is given to multi-stakeholder approaches (involving media, research and civil society players). Accordingly, the consortium must involve partners from local civil society in identifying, designing, implementing and evaluating the project.

1.5 AFD reserves the right to discontinue the call.

Article 2. Financial terms and conditions

2.1 Bidders shall bear the full cost for preparing their bids and AFD shall not be liable or obliged to defray any such costs. Expenses incurred by AFD shall only be eligible from the signing date of the financing agreement.

2.2 The project amount must range between €300,000 and €400,000.

2.3 AFD financing may cover up to 100% of the project's total budget, taxes included.

2.4 AFD financing shall not (i) cover expenses not directly related to the project, and (ii) be used in lieu of existing financing.

2.5 Combating the financing of terrorism: AFD requires the consortium it finances to comply with the asset freezing and direct or indirect funding or economic resourcing prohibition measures adopted by the United Nations, the European Union and France.

¹ A civil society organization (CSO) is any organization acting in the public interest that is neither controlled by a State, a local authority nor an international institution. AFD applies several criteria to define a CSO: 1) Private origin of its formation; 2) financial autonomy (membership fees, donations, etc.); 3) political autonomy; 4) non-profit character of its activities (often characterized by its status as an association); 5) inclusion of the public interest principle in its activities; 6) close connections with local civil society. International and national NGOs fall into this category.

- 2.6** Indirect project costs (administrative expenses) must be kept to a minimum and should not exceed 14% of total direct costs. Great care will be taken to minimize indirect costs. Any staff costs incurred at the headquarters of an international CSO should be fully budgeted under "Administrative costs". Only their mission expenses may be charged to another item, such as "Monitoring & Evaluation".
- 2.7** Contracts awarded under this project, including those for intellectual services, will be bound by Procurement Guidelines for AFD-financed contracts in foreign countries: <https://www.afd.fr/en/ressources/procurement-guidelines-afd-financed-contracts-foreign-countries>.
- 2.8** The selected consortium's activities will be financed by means of AFD payments to the consortium leader, in three annual instalments during the project period, based primarily on budgeted annual activity schedules and half-yearly technical and financial implementation reports.
- The financing terms and conditions shall be laid down in the agreement to be signed between AFD and the consortium leader.
- 2.9** The lead partner of the selected consortium will be AFD's sole point of contact responsible on behalf of the consortium for the technical and financial management of the project.

Article 3. Presentation of project proposals

- 3.1** Proposals are selected from an application file containing: a cover letter (see Section II), a project brief and its appendices (see Section III), information sheets (see Sections IV and V) and an administrative file (see Section VI).
- 3.2** Proposals should be submitted **no later than 20 September 2024 at 8pm Amman time** (date and time of delivery serving as proof), using the online application form on the AFD website.
- Documents must be signed by a person authorized to apply for funding on behalf of the consortium leader.
- Any proposal received after the date and time hereinabove specified will be disregarded.
- 3.3** For any further information, applicants should direct their queries **no later than 26 July 2024**, using the online contact form on the AFD website. All responses to queries received will be published on the AFD website no later than 2 August 2024.
- 3.4** Proposals shall be drafted in English or in French.
- 3.5** Bidders must present their proposals in euros, which will be the agreed currency between AFD and the selected consortium.
- 3.6** By submitting their proposals, bidders are deemed to:
- have read and understood the general framework as well as all the documents to be completed along with the administrative paperwork to be provided;
 - have the capabilities to manage a project with the specific requirements and issues set out in the call for proposals;
 - be conversant with the nature and scope of the activities to be carried out, local working conditions and all the constraints associated with the activities.
- 3.7** Each bidder is entitled to submit only one project proposal as a consortium leader.

Article 4. Bid Opening and Selection Committees

4.1 Bids will be opened by a Bid Opening Committee.

A bid-opening report will be prepared, indicating whether the bids submitted are compliant in terms of date and time of receipt as well as completeness of required documents (including cover letter, project brief and its annexes, information sheets and administrative file).

4.2 Bids found to be compliant will be selected by a Selection Committee, composed of the same members as the Bid Opening Committee.

A selection report will be prepared, which will include, for each project considered, the assessment criteria justifying the selection or otherwise of the project. This information may be circulated to the bidders.

The consortium selected by the Selection Committee will be notified by e-mail, which will also set the timeframe for negotiations. Selection of a project does not imply acceptance of the project.

4.3 In order to facilitate the consideration, assessment and subsequent comparison of proposals, the Selection Committee reserves the right to seek clarification from bidders regarding their proposals.

Article 5. Assessment criteria

Proposals will be scored out of 100 points using the following assessment scale:

Title	Pts	Criteria
Project background and key issues (15)		
Initial diagnosis	5	Knowledge of key local migration issues Knowledge of local media landscape and key issues in migration coverage by the media Comprehensive needs assessment for improving migration coverage by the media
Geographical positioning of the consortium	5	Consortium's footprint and ability to roll out activities in the target country Grassroots presence and ability to foster dialogue and partnership dynamics with all stakeholders
Consortium's thematic positioning	5	Importance and relevance of prior experience in media activities Importance and relevance of prior experience in migration matters
Project content (60)		
Project content	40	<u>Project relevance and consistency:</u> <ul style="list-style-type: none">- Quality of proposed approach- Innovative quality of project- Relevance of geographical scope to identified needs and key priorities <u>Feasibility of methodological approach:</u> <ul style="list-style-type: none">- Clear presentation of chosen intervention logics and methodology

		<ul style="list-style-type: none"> - Clear presentation of project components, timetable, responsible entities, etc. <p><u>Relevance of activities:</u></p> <ul style="list-style-type: none"> - Detailed presentation of proposed activities - Relevance of proposed activities against specified criteria for each component in the ToR <p><u>Risk analysis:</u></p> <ul style="list-style-type: none"> - Consideration of contextual risks - Consideration of operational risks - Relevance of proposed mitigation measures
Consideration of gender equality and youth issues	10	Mainstreaming of gender equality issues Mainstreaming of youth mobilization, representation and media use issues
Capacity-building and sustainability of project achievements	10	Existence of a strategy for media and local civil society stakeholder engagement and capacity-building Existence of a project sustainability strategy (exit strategy) and mainstreaming of best practices into media practices
Project resources (25)		
Budget	10	Alignment of budget to proposed activities Equilibrium between direct and indirect project costs
Team Governance	10	Experience, expertise and compatible human resources Mobilization of local expertise Relevance and clarity of proposed operating procedure Relevance and clarity of financial flow management method
Tools	5	Relevance of monitoring-evaluation, reporting, capitalization and communication systems

Article 6. AFD's reserved right to reject any proposal

AFD reserves the right to reject any proposal and to cancel the call for proposals insofar as the agreement has not been signed, without incurring any liability whatsoever towards the entities affected and without having to justify such cancellation of the call or the rejection of their proposals.

Article 7. Agreement negotiation and signing process

7.1 Upon receipt of notice of selection of its project, the consortium leader may enter into technical and financial negotiations with AFD, in order to adjust the scope and budget of the proposed activities prior to drafting and signing an agreement with AFD. AFD reserves the right to scale down the amount of the requested grant.

7.2 The consortium is at liberty to decide whether or not to incorporate the suggestions, and AFD is at liberty not to proceed with appraisal of the proposal.

The following factors, inter alia, may be grounds for not approving the final proposal:

- refusal to engage in dialogue with AFD in order to enhance the proposal;

- refusal to justify failure to incorporate amendments suggested by AFD.

7.3 Upon completion of the negotiation process, AFD will grant approval for validation of the final project brief, provided it considers that the brief reflects the content of the initial proposal brief while incorporating some of the inputs from its dialogue with the selected consortium. AFD will then forward the draft agreement to the leader of the selected consortium for approval prior to signing.

Article 8. Provisional timetable

8 JULY 2024	Publication of call for proposals
26 JULY 2024	Deadline for receiving queries on the call for proposals
2 AUGUST 2024	Deadline for publishing AFD's responses to queries on the call for proposals
20 SEPTEMBER 2024 – 8pm (Amman time)	Deadline for receiving proposals
SEPTEMBER-OCTOBER 2024	Announcement of results, negotiation with selected consortium and signing of agreement with AFD
Q4 2024	Commencement of activities

Article 9. Confidentiality

- 9.1** No information on the consideration, clarification, assessment, comparison of proposals and recommendations for project selection shall be disclosed to bidders or to any other person not involved in the consideration and assessment proceedings, after bids have been opened and until selection of the successful project has been announced.
- 9.2** Any attempt by a bidder to influence the Committee during the proposal consideration, assessment and comparison proceedings will automatically result in its proposal being rejected.

II. COVER LETTER

SUBMISSION OF A PROJECT PROPOSAL

Dear Sir/Madam,

I, the undersigned *[first and last names]*, acting in the capacity of *[role]* for and on behalf of *[company name and address of consortium leader]*, having read and understood all the documents contained or mentioned in this call for proposals and having assessed the nature of this call for proposals from my point of view and acting on my own responsibility,

hereby submit to you, bearing my signature, the following project proposal along with the requested documents.

We hereby pledge to carry out the project as proposed in our submission and for the costs we have estimated by ourselves, showing the amount of funding requested in euros to be:

AMOUNT INCLUDING TAXES AND DUTIES: euros *[amount in figures and words]*,

Under the economic conditions prevailing at the authorized deadline for submitting our proposal, i.e. 20 September 2024.

We acknowledge that AFD is under no obligation to act on any proposals received.

I hereby declare, under penalty of annulment by operation of law, that I am not and that the consortium for which I am acting is not under any legal prohibition either in France, or in the State(s) in which our offices are registered, or in the proposed country of intervention.

Signed in, on

Signature:

The signatory will attach to the administrative file (i) the instrument delegating authority to commit his/her organization and (ii) the consortium agreement designating the leader and delegating to him/her the legal authority to represent (act for and on behalf of) the other consortium members with regard to the signing of a tender.

The original cover letter must be clearly marked "ORIGINAL".

III. PROJECT BRIEF

(15 pages maximum, excluding annexes)

"Mediamig" – Media and migration programme

Call for proposals

Jordan

Project title	
Consortium leader's name	
Acronym	
Nationality	
Legal status	
Address	
Telephone no.	
Organization's email address	
Organization's website	
Year of establishment in project country	
Project contact person's name	
Project contact person's email address	
Consortium member organizations	
External project partners	
Locations (region(s), city(ies))	
Estimated total project cost	
Duration of activity	

1. Project background and key issues

Prepare a contextual analysis incorporating all relevant aspects of the project:

- *social, economic and political situation in the target region and country*
- *analysis of regional, national and local migration issues*
- *analysis of the national and local media landscape*
- *challenges and needs in terms of improving migration coverage by the media*

Introduce the leader and all members of the consortium, highlighting their previous experience in the target country, in the media sector and in migration matters.

Explain how their experiences and expertise complement each other within the consortium.

2. Project content

a) Project relevance and consistency

Explain how the project, its proposed field(s) of activity and its geographical scope are relevant in light of (i) the context in the target country, (ii) the consortium's previous experience and expertise, (iii) pre-existing initiatives and (iv) the specific needs identified by the consortium in terms of improving migration coverage by the media.

b) Intervention logic (see Annex 1)

Specify the broad objective, specific objectives, deliverables, working assumptions, monitoring indicators, sources and means of verification, underlying assumptions, etc.

c) Activities (see Annexes 1 & 2)

For each component, clearly describe each of the proposed activities, justifying their relevance in light of the criteria specified in the ToRs.

Specify the timetable (phases, duration of activities, start and end dates), locations, implementation stakeholders, etc.

d) Beneficiaries

Describe the target audiences as well as the direct and indirect beneficiaries of the activities.

Specify the specific impacts of activities addressing issues related to (i) gender equality and (ii) youth mobilization, representation and media use.

Describe potentially broader impacts in the field(s) of activity and target area(s).

e) Capacity-building and project sustainability strategies

Describe the capacity-building needs and methods identified for media and local civil society players, in conjunction with the peer-to-peer programme proposed by CFI.

Describe the project sustainability strategy (exit strategy) in the short, medium and long term, and the strategy for mainstreaming best practices into media practices.

f) Risks considered and means proposed to address them (see Annex 1)

Outline the risks to be considered, whether contextual (political, economic, social, security, health, environmental, etc.) or operational (technical, financial, partnership, etc.), as well as the proposed mitigation measures.

3. Project resources

a) Budget (see Annex 3)

Specify the budget (taxes and duties included) clearly showing the costs of each of the project components and activities.

Clearly outline the estimated remuneration associated with each organization's activities in the various project components.

b) Team, governance and management of financial flows (see Annex 4)

Indicate the human resources mobilized to manage the project.

Specify, for example using a summary diagram, the proposed operating procedure: bodies and mechanisms for steering, internal coordination of the project (synergy effects, pooling of activities, scaling-up, etc.) and collaboration with external partners.

Give a detailed and comprehensive description of how financial flows are managed between the leader and members of the consortium (bank accounts, management of advances, payments, etc.).

c) Monitoring-evaluation tools, reporting, capitalization, communication

Describe the project monitoring and evaluation system, reporting procedures, the strategy for capitalizing on the project's achievements, and the communication plan.

4. Summary

Summarize the project in a few lines.

5. Annexes

Annex 1 – Logical framework

	Intervention logic	Objectively verifiable indicators	Verification sources and means	Assumptions and risks	Implementation partner(s)
Overall objective	<i>What overall objective will the project contribute to achieve?</i>	<i>What key indicator is linked to this overall objective?</i>	<i>What are the sources of information for this indicator?</i>	<i>On what assumption(s) is the achievement of the project's overall objective based?</i>	
Specific objectives	<i>What specific objectives should the project achieve as a contribution to the overall objective?</i>	<i>What indicators give details of the project's specific objectives?</i>	<i>What sources of information can be gathered? What methods can be used to obtain this information?</i>	<i>On what assumption(s) is the achievement of the project's specific objectives based?</i>	<i>Which partner(s) is/are responsible for achieving each of the project's specific objectives?</i>
Outcomes	<i>What are the expected outcomes (number them)?</i>	<i>What indicators can be used to check and measure whether the project is achieving the expected outcomes?</i>	<i>What are the sources of information for these indicators? What are the data collection methods?</i>	<i>On what assumption(s) are the project's expected outcomes based?</i>	<i>Which partner(s) is/are in charge of collecting outcomes?</i>
Activities to be developed	<i>What key activities, by objective/outcome, need to be carried out, and in what order?</i>	<i>What resources are required to carry out these activities (e.g. HR, equipment, external expertise, studies, operational facilities, etc.)?</i>	<i>What are the sources of information on progress of the project?</i>	<i>On what assumption(s) is the implementation of project activities based?</i>	<i>Which partner(s) is/are in charge of carrying out each of the project activities?</i>

Annex 2 – Tentative activity schedule

Free template

Clearly present the different phases of the project as proposed in the Terms of Reference.

Annex 3 – Tentative project budget

By way of reminder, any staff costs incurred at an international CSO's headquarters should be fully budgeted under "Administrative costs". Only their mission expenses may be charged to another item, such as "Monitoring & Evaluation".

AFD will maintain some leeway to make adjustments (i) during the negotiation process, and (ii) during implementation if necessary.

Budget items (give details)	Year 1	Year 2	Year 3	Consortium member receiving funds	Total	% of grand total
Activities (must be detailed for each component)						
Human resources						
Equipments, supplies and consumables						
External studies or expertise						
Monitoring & Evaluation						
Capitalization						
Communication						
Others (explain)						
SUBTOTAL DIRECT COSTS						
Miscellaneous and contingencies (max. 5% of direct costs subtotal)						
TOTAL DIRECT COSTS						
Administrative costs (max. 14% of total direct costs)						
GRAND TOTAL						

Annex 4 – Expertise mobilized

Free template

Résumés of key persons involved in the project (consortium leader's project team manager, other persons playing a prominent role in the project).

IV. CONSORTIUM LEADER INFORMATION SHEET

Contact person(s) for this project	Last and first names	Telephone	Email address
Project contact person:			
Financial contact person:			
Administrative contact person:			
Executive Director:			

Inception date:					
Legal status:					
Reference of declaration filed with the Prefecture:					
No.		Date		Department	
Date of publication in the Official Gazette:					
If applicable, date of recognition as a public utility:					
If applicable, date of approval by a ministry (specify the ministry):					

Last and first names of the president/chairperson:	
Last and first names of the secretary general:	
Last and first names of the treasurer:	
Number of members of the Board of Directors (or equivalent organ):	
Does the Board membership include an employee of Agence française de développement (AFD)? If yes, give his/her name and job title	
Does the Board membership include a politically exposed person? ² If yes, give his/her name and job title	
Date of General Meeting where Board members were elected:	
Expiry date of Board members' terms of office:	
Tentative date of next Annual General Meeting:	

² A Politically Exposed Person (PEP) is a person who holds or has held an important public position, such as head of state or government, senior politician, senior government official, senior magistrate or military officer, executive officer of a state-owned corporation or leader of a political party.

	Staff headcount	Including headcount in project country
Employee(s) (expatriates and locals)		
Volunteer(s)		
Pro bono worker(s)		
Total (FTE ³)		

Budget items per cost center	Total funds allocated during last three years							
	Year 2021	%	Year 2022	%	Year 2023	%	Total	%
Operation of entity								
Personnel costs (head office and field employees [expatriates and locals])								
Other operating expenses								
Subtotal								
Activities								
Development activities								
Other								
Subtotal								
TOTAL								

Budget in the project country	Total funds allocated during last three years							
	Year 2021	%	Year 2022	%	Year 2023	%	Total	%
Operation of entity								
Personnel costs (head office and field employees [expatriates and locals])								
Other operating expenses								
Subtotal								
Activities								
Development activities								
Other								
Subtotal								
TOTAL								

³ Full-time equivalent

Total financial resources over the last three years							
Year	Turnover of entity	Including public funds ⁴		% of total turnover	Including private funds		% of total turnover
2021		Total amount:			Total amount:		
		Including AFD:			Including contributor(s) of more than 10% of total budget ⁵ :		
2022		Total amount:			Total amount:		
		Including AFD:			Including contributor(s) of more than 10% of total budget:		
2023		Total amount:			Total amount:		
		Including AFD:			Including contributor(s) of more than 10% of total budget:		

4 Include all funds from public sources: grants and services; public funds from local, national or international sources; etc.

5 List all private contributors contributing 10% or more of the structure's total budget (referring to the latest annual financial statements approved during the General Meeting). Where it is a legal entity, list the Board members of this organization (last and first names, job title and address) or, if it is an individual, provide his/her identity (last and first names, job title and address).

V. CONSORTIUM MEMBERS' INFORMATION SHEET

(to be completed for each consortium member)

Specify the total number of entities in the consortium:

Full name of entity:	
Acronym:	
Postal address:	
Headquarters location (if different from postal address):	
Telephone:	
Email address:	
Website:	

Project contact person(s):	
Last and first names of Executive Director:	

Inception date:	
Legal status (specify if entity is informally constituted):	

Last and first names of President/Chairperson:	
Number of members of the Board of Directors (or equivalent organ):	
List of members of Board of Directors (or equivalent organ):	

Corporate purpose:	
Key activities:	
Human resources of entity:	
Total annual budget (in euros):	
Main donors:	
Membership of networks, federations, collectives, networks, etc.:	
History and nature of cooperation with another/other member(s):	
Experience in similar activities:	

VI. ADMINISTRATIVE FILE

(to be provided for the consortium leader)

By way of reminder, the attachments to the administrative file will include (i) the consortium agreement designating the leader and delegating to him/her the legal authority to represent (act for and on behalf of) the other consortium members with regard to signing a tender, and (ii) the document delegating to the signatory of the cover letter (see Section II) the authority to commit his/her organization.

- 1** Copy of signed Articles of Association;
- 2** Copy of declaration of registration with the Prefecture and/or any relevant register (i.e. Trade and Companies Register, publication in the Official Gazette, etc.) or equivalent instrument according to the regulations of the country wherein the entity is headquartered;
- 3** Dated list and contact details of members of the Board of Directors (or equivalent organ), officers and key executives, including the date of last elections, if applicable;
- 4** Valid ID and CV of legal representative;
- 5** Organization chart dated and signed by the legal representative;
- 6** Activity reports for 2021, 2022 and 2023 approved by the AGM (or 2020, 2021 and 2022);
- 7** Certified and audited balance sheets and operating accounts for the last three years⁶ (including annexes and explanatory notes where applicable), validated by the AGM, showing the origin (public or private) of financial resources;
- 8** List of private funders making a contribution equal to or greater than 10% of the organization's last three annual budgets, as approved by the AGM:
 - For legal entities, list the board members (last and first names, job title and address);
 - For individuals, proof of identity (last and first names, job title and address).

⁶ The certification requirement shall only be waived for the 2023 financial year.

VII. TERMS OF REFERENCE

Under the "Mediamig" multi-country programme, this call for proposals is aimed at sponsoring a project to improve migration coverage by the media in Jordan. This project will be spearheaded by a consortium that may comprise media, research and civil society players, led by a designated partner, in line with the framework laid out hereinabove (see Section I) and the Terms of Reference.

1. BACKGROUND

In numerous countries, discourse on migration and migrants can convey superficial, negative and even stigmatizing portrayals, to the detriment of a balanced and holistic understanding of the sheer diversity of migratory phenomena and profiles. Such discourse fuels discrimination against the target populations, and poses a threat to fundamental rights and social cohesion as a whole.

Building on this premise, the signatory states of the 2018 Global Compact for Migration set themselves the objective of *"promot[ing] an open and evidence-based public discourse on migration and migrants in partnership with all parts of society, that generates a more realistic, humane and constructive perception in this regard"*. This aspiration is rooted in a raft of commitments, one of which is to *"promote independent, objective and quality reporting of media outlets, including Internet-based information, including by sensitizing and educating media professionals on migration-related issues and terminology, investing in ethical reporting standards and advertising"*⁷.

The media play a vital role in disseminating well-founded, nuanced and high-quality discourse on migration, which is often at the heart of current events or closely related to topical issues (social, political, economic, more recently health). Sustainable Development Goal (SDG) no. 16 recognizes the media's role in consolidating and preserving peace, justice and the rule of law⁸.

2. MEDIA COVERAGE OF MIGRATION ISSUES

A study conducted in 2022-2023 on behalf of CFI, the French media development agency, and financed by the French Ministry of European and Foreign Affairs (MEAE), analyzed the prevailing portrayals of migration and migrants in professional media productions in 16 countries. Several barriers to the production of quality information on the migration issue were identified, albeit to varying degrees depending on the country:

- i) **a media spotlight dominated by dramatic news stories on irregular migration**, sometimes treated in a sensationalist, sometimes security-oriented tone, thereby detracting from a thorough analysis of the root causes and issues associated with other migration phenomena (e.g. labor migration, family reunification, student migration, inter-regional migration, internal migration, diasporas, feminization of migratory flows, returnees, human trafficking, etc.);

⁷ United Nations General Assembly Resolution 73/195, *Global Compact for Safe, Orderly and Regular Migration*, A/RES/73/195 (December 19, 2018), available at [A/RES/73/195. Global Compact for Safe, Orderly and Regular Migration | United Nations Network on Migration](#).

⁸ Target 16.10 aims to "ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements".

- ii) **restricted access for journalists to reliable, diversified and independent sources of information**, including the voice of migrants themselves, which all too often drives them to echo the discourse produced by national authorities, international institutions or other media, devoid of critical scrutiny;
- iii) **lack of initial and ongoing training** in dealing with such sensitive matters, and hence unfamiliarity with various legal terminologies;
- iv) **low interest in the subject among editorial staff**, who consider it unattractive;
- v) **inadequate financial resources** to cover these topics, which entail time, field travel and equipment;
- vi) **security factors** that sometimes restrict travel to affected areas.

The study also records the initiatives undertaken in each country to enhance migration coverage by the media (training, technical and financial support, organization of contests, creation or strengthening of journalist networks, exchange trips, etc.), and highlights the fact that some countries have received very few capacity-building projects. Lastly, it recommends a number of operational measures to improve the quality of sponsorships:

- i) **prioritize training courses customized to local contexts and the needs and constraints of journalists**, both in terms of format (in conjunction with universities and schools, decentralized, multi-language, long-term, using digital tools, with post-training follow-up, etc.) and content (emphasizing the acquisition of technical skills and field experience, with a focus on ethics and professional conduct, etc.);
- ii) **address the full diversity and complexity of migration issues** in each country, exploring different types of migration (their issues, causes, consequences and interrelationships);
- iii) **broaden the circle of beneficiaries and contributors to capacity-building initiatives** in order to maximize their impact (journalists from all media, editorial managers, bloggers, associations, academics, migrants, etc.);
- iv) **directly support media production on migration issues** through technical and financial assistance;
- v) **build or strengthen networks of specialized journalists**, to encourage collaboration, development of shared tools and joint advocacy.

The study is available at the following address: <https://cfi.fr/en/dossier/representing-migration-media>. It contains a glossary of terms, an analysis of migration coverage by the media for each region and country, a review of activities to build media capacity to deal with migration issues and a set of operational recommendations.

3. OVERVIEW OF "MEDIAMIG" PROGRAMME

On the back of these findings and recommendations, and in fulfillment of the international commitments of France, Agence française de développement (AFD) has agreed to provide a grant of 5 million euros to finance the "Mediamig" programme in six countries⁹ between 2024 and 2027. The programme's overarching objective is to help improve media coverage of migration issues, by fostering operational collaboration between organizations from the media industry (media, journalism schools, journalist associations, etc.), research (institutes, university centers, etc.) and civil society (international, national and local CSOs).

The "Mediamig" programme is aimed at financing:

⁹ The six countries involved in the "Mediamig" project are: Côte d'Ivoire, Jordan, Lebanon, Madagascar, Senegal and Tunisia.

- i) **in each of the six countries, a project implemented by a consortium** made up of such players, selected through a call for proposals;
- ii) **a peer-to-peer exchange programme** between the selected consortia, implemented by CFI (see below).

4. MAIN PROJECT EXPECTATIONS - JORDAN

Applicants responding to this call for proposals are expected to present a project that meets specific expectations in terms of content and approach as defined hereunder.

4.1 Activity content expectations

Bidders must propose activities in response to at least two of the three components hereunder:

COMPONENT 1 - Co-production and dissemination of media content on migration

The call for proposals seeks to provide direct support for co-production and dissemination of media content on migration, led and distributed by media outlets participating in the consortium and based on the complementary expertise of all members. The aim is to facilitate access for journalists to the resources available to research and field organizations (in terms of sources, knowledge of the context, data, analyses, methodological tools, etc.), and offer them the opportunity to produce quality content on migration-related subjects that are less frequently covered by the media (due to lack of time, financial resources or expertise).

The consortium must propose **at least five (05) content items** to be produced over the duration of the project. It will be at liberty to define the themes, the media vehicles (press, television, national or community radio, digital, etc.), the formats, whether one-off (an article, a documentary, a program, a report, an information campaign, etc.) or recurring (a documentary series, a web series, a podcast, etc.), and the means of dissemination (zones, languages, target audiences, etc.).

Content proposals will be assessed against the following criteria:

- i) **Reliable sources:** They should be drawn from reliable, well-documented information and discourse, anchored in the consortium's complementary expertise;
- ii) **Contextual relevance:** From a responsible angle, they explore the diversity and complexity of migration realities in the target country (their issues, causes, consequences, interrelationships), and may address specific sub-themes that are relevant in the country and potentially absent from the media landscape;
- iii) **Type of format:** The selected formats are designed to deliver clear, comprehensible information tailored to the target audience;
- iv) **Dissemination strategy:** A solid, effective dissemination strategy allows content to be widely promoted and to reach a wider audience. It is indeed based on a series of choices, to be justified (relating to media, geographical areas, languages, target audiences, etc.).

If this directly serves the production of the proposed content, the consortium can plan and budget for mobilization of specialized external services (consulting, editorial coaching, production monitoring, etc., if the necessary skills do not exist within the consortium), ideally local, as well as procurement of equipment and materials.

COMPONENT 2 - Creation of initial and/or continuous training modules on media coverage of migration issues

The need for greater knowledge and skills on migration issues remains acute in most countries. The call for proposals offers support for the creation of initial and/or continuing training modules on the

treatment of migration issues for information professionals, led by a consortium member and based on the complementary expertise of the consortium members. Indeed, in addition to the issue of access to knowledge on migration issues, their treatment by the media also raises technical issues (e.g. the fight against "fake news", datajournalism, fact-checking, etc.) and ethical and deontological issues (e.g. the treatment of images, intellectual property, copyright, etc.), which should be the subject of dedicated training sessions.

The consortium is expected to propose **at least one (01) initial and/or continuous training module**. The consortium will be at liberty to choose the training methods it deems best suited to the needs identified and the constraints of the beneficiaries (format, location, languages, duration, content, types of beneficiaries and contributors, etc.).

The quality of proposals will be assessed against the following criteria:

- i) **Diversified and relevant content:** Thematic and/or methodological training courses, customized to local contexts based on identified needs, as well as the complementary expertise of consortium members, while drawing on local expertise;
- ii) **Methods to ensure lasting effects:** E.g. developing long-term initial training modules where none exist, training of trainers, self-training or continuous online learning tools (MOOC type), exchanges between journalism schools, decentralized training, mentoring, etc.;
- iii) **Combining theoretical knowledge and technical skills:** E.g. practical application in the field (investigative journalism, reporting, etc.), supporting student productions (possibly related to the activities proposed for component 1), etc.;
- iv) **Broader circle of beneficiaries:** Students, journalists (all types of media), editorial managers, bloggers...

If this directly facilitates the design of the training module(s), the consortium can plan and budget for the mobilization of specialized external services (consulting, coaching or training, if the necessary skills do not exist within the consortium), ideally local, as well as procurement of equipment and materials.

COMPONENT 3 - Building or strengthening professional networks around the "media and migration" nexus

The call for proposals offers support for the establishment or reinforcement of a pool of journalists trained in migration issues, and closely associating research, civil society organizations specialized in migration and any other relevant player.

Setting up such a specialized professional network, on a national or regional scale, has multiple benefits: developing a better understanding of migration realities; facilitating exchanges between peers; strengthening the voice of the profession in its dialogue with institutional players (national, local, regional authorities) and the general public; etc. At project level, the collaborative group can also provide a framework to encourage collaborative production (component 1) and the creation and dissemination of training modules (component 2).

The consortium may propose to strengthen the activity of an existing professional network on media and migration issues, stemming from a previous initiative, or to support the creation of a professional network if it does not exist in the target country. It will be at liberty to determine the activities it deems most appropriate to meet this objective (workshops between media practitioners, civil society and research; development of shared digital tools; meetings with the general public; advocacy initiatives, etc.).

If it directly facilitates the strengthening of such a professional network, the consortium can plan and budget for mobilization of specialized external services (if the necessary skills do not exist within the consortium), ideally local, as well as procurement of equipment and materials.

4.2 Project innovation expectations

In order to maximize the relevance of their proposals, bidders are encouraged to familiarize themselves with the analyses, the list of actions carried out on the topic of "media and migration" and the operational recommendations of the CFI study.

At the very least, the project should not compete with similar initiatives: it should preferably complement existing initiatives, make the most of existing productions and dynamics, and deliver demonstrable added value. Special attention will be paid to capitalizing on the results of previous initiatives, and to innovation in designing activities. For instance, implementation of field activities (reporting, training, workshops, etc.) outside the usual fields of intervention, particularly outside the capital cities, and on migration issues not usually covered by the media, will be greatly appreciated.

4.3 Local civil society capacity-building expectations

Project proposals must embrace a partnership approach aimed at making the most of existing skills and expertise within local ecosystems, by involving partners from local civil society in project identification, design, implementation and evaluation, with a view to capacity building.

Bidders are expected to (i) propose a capacity-building strategy for media players and local civil society, and (ii) propose a strategy for sustaining activities beyond the end of the project (exit strategy), thereby allowing best practices to be mainstreamed into media practices.

In order to optimally structure these approaches, bidders should note that the selected consortium and its partners will also be offered a peer-to-peer exchange programme, implemented and managed by CFI. This will provide an international platform for dialogue and collaboration between selected consortia in the six countries covered by the "Mediamig" programme, thus allowing them to share knowledge and experience, learn from each other and develop their skills in dealing with migration in the media. The selected consortium will be offered various types of activities, facilitated by experts:

- i) a study visit to another consortium to exchange views on the different issues/approaches/solutions applicable to collaboration between media, research and civil society players;
- ii) three regional meetings or training sessions on themes of common interest due to geographical, cultural or socio-economic proximity, to be defined (e.g. "migration amidst political instability", "migration and economic development", "migration and climate change", etc.);
- iii) one or two workshop(s) specifically dedicated to taking gender equality into account in media coverage of migration.

The programme will be defined with CFI during an initial design phase (see below). Bidders should not make any provision for the cost of programme activities (CFI will bear them). Any capacity-building activities envisaged by the consortium must be complementary to this programme.

Lastly, an international closing forum, organized by CFI and attended by all stakeholders, will be held at the end of the "Mediamig" programme to (i) report on results achieved by consortia projects and the peer-to-peer programme, (ii) share success stories and challenges, and (iii) recommend operational measures for future initiatives. This can already be factored into the activity schedule. However, bidders are not required to include the cost (which will be borne by CFI).

4.4 Gender equality and youth related expectations

In light of the twofold observation (i) that media portrayals of migrant women often reflect stereotypical representations rooted in broader inequalities¹⁰, and (ii) that women are also less represented in positions of responsibility within the media, gender equality has been identified as a central issue in improving media coverage of migration. The bulk of information generated by the mainstream media barely addresses the plight of women in migratory phenomena, due to a considerable shortage of data.

AFD will therefore prioritize project proposals that are sensitive to gender equality issues, whether in the composition of human resources mobilized, development and production of media content, creation of training module(s), selection of beneficiaries and target audiences... It is highly recommended to include indicators broken down around these various aspects in the project monitoring-evaluation framework. AFD reserves the right to decline a project proposal that appears to have completely disregarded these issues.

AFD will also be keenly attentive to project proposals that are sensitive to youth and to issues related to their mobilization, representation and use of information, particularly digital information (online media, social networks, content platforms, etc.).

4.5 Project phasing expectations

The project financed by this call for proposals should run over a maximum of 36 months, commencing in Q4 2024.

In order to facilitate progressive capacity building and project implementation monitoring, it is advisable to structure the project into four phases, as follows. If necessary, the phasing can follow a circular sequence (design → production → roll-out → new design...).

- i) Phase 1 – Design**
 - Formulation of issues, problems and indicators
 - Identification of target audiences, beneficiaries and external partners
 - Formulation of strategy for producing and rolling out activities
 - Joint definition of peer-to-peer programme content with CFI
- ii) Phase 2 – Production**
 - C1 - Production of media content
 - C2 - Production of initial and/or continuous training module(s)
 - C3 - Creation or revitalization of a "media and migration" collaborative
- iii) Phase 3 – Roll-out**
 - C1 - Dissemination of media content
 - C2 - Implementation of training module(s)
 - C3 - Implementation of collaborative's activities
 - Implementation of CFI's peer-to-peer programme (sponsored by CFI)
- iv) Phase 4 – Closing**
 - Data collection and analysis
 - Evaluation, capitalization and final reporting
 - International closing forum (sponsored by CFI)

10 Hennebry J., Williams K., Celis-Parra D., Daley R. (2017). Mis/representations of women migrant workers in the media: a critical analysis, UN Women. [Mis-representation-of-women-migrant-workers-in-the-media-en.pdf](https://unwomen.org/wp-content/uploads/2017/06/Mis-representation-of-women-migrant-workers-in-the-media-en.pdf) (unwomen.org).

5. KEY PROJECT GOVERNANCE REQUIREMENTS

Bidders are expected to propose a project that meets a number of governance requirements, as defined below.

5.1 Operating procedure

Bodies and mechanisms for steering, internal coordination of the project and collaboration with partners outside the consortium must be clearly detailed in the project proposal. They should foster synergies between project components, pooling of activities and capacity-building for local civil society. Special attention will be paid to these aspects in analyzing the project proposals.

5.2 Managing financial flows

Activities will be financed by means of AFD payments to the consortium leader, in three annual instalments during the project period, based primarily on budgeted annual activity schedules and half-yearly technical and financial implementation reports.

It is expected that financial flows between the consortium leader and the consortium members should be managed with transparency and detailed reporting (bank accounts, management of advances, payments, financial reporting, etc.).

The financing terms and conditions shall be laid down in the agreement to be signed between AFD and the consortium leader.

5.3 External audits

External audits will be carried out on the selected consortium (annual audits and final audit), financed separately from the call for proposals at a cost that bidders are not required to estimate when drafting their proposals.

The audit arrangements will be laid down in the agreement signed between AFD and the consortium leader.

5.4 Monitoring, evaluation, reporting and capitalization

The project must incorporate a monitoring, evaluation, reporting and capitalization system. More specifically, this will allow for:

- close and frequent monitoring of activities;
- possible readjustments to the project;
- possible ongoing or ex-post evaluations, carried out at AFD's request, financed separately from the call for proposals at a cost that bidders are not required to estimate when drafting their proposals;
- a programme to capitalize on best practices, achievements and potential failures, in order to encourage experience sharing between consortium members and with other stakeholders, specifically on the occasion of the closing forum.

A quarterly newsletter and a half-yearly technical and financial implementation report, including written feedback, photos and videos on project implementation, must be sent by the consortium leader to AFD.

Reporting requirements will be laid down in the agreement signed between AFD and the consortium leader.

5.5 Communication

The project must incorporate a communication system to maximize visibility of activities and their impact among beneficiaries.

Communication requirements will be laid down in the agreement signed between AFD and the consortium leader.

6. INELIGIBLE PROJECTS

Proposed projects should not include religious proselytizing or political propaganda.

Except in special cases that can only be assessed by AFD, projects focusing mainly or exclusively on the following operations are not eligible for AFD financing:

- activities fulfilling less than two of the three components;
- financing of a CSO's logistics;
- infrastructure construction or rehabilitation;
- one-off, geographically-limited activities.

Annex A – Glossary of abbreviations and acronyms

AFD	Agence française de développement
AGM	Annual General Meeting
CFI	Agence française de développement médias
CSO	Civil Society Organization
CV	Curriculum vitae
FTE	Full time equivalent
ID	Identification
MEAE	French Ministry of European and Foreign Affairs
MOOC	Massive open online course
NGO	Non-Governmental Organization
PEP	Politically Exposed Person
SDG	Sustainable Development Goal
TORs	Terms of Reference