

**MARTIN ENNALS AWARD**  
FOR HUMAN RIGHTS DEFENDERS

# **CALL FOR TENDER**

**Production of film portraits**

**for the Martin Ennals**

**Award 2023**

# CALL FOR TENDER AND TERMS OF REFERENCE

The Martin Ennals Foundation is looking for a dynamic film production company to partner with us in the development of 3 short film portraits of three exceptional human rights defenders nominated for our Award 2023. The work will begin in fall 2022 for delivery in early-winter 2023. We want to work with creative professionals that are passionate about social causes, easy to collaborate with, and committed to excellence.

## 1. ABOUT THE MARTIN ENNALS AWARD

Since 1992, the Martin Ennals Award for Human Rights Defenders honours individuals and organizations that have shown exceptional commitment to defending and promoting human rights, despite the risks involved. It strives to provide them with much-needed protection, raising their public profile and gathering international support for their work. Named in honour of Martin Ennals – a serial entrepreneur for human rights and Secretary General of Amnesty International – approximately 60 defenders in more than 30 countries are today associated with the Award. The Award is managed by a small secretariat, the Martin Ennals Foundation, based in Geneva (Switzerland).

What are human rights defenders? HRDs are normal people who take action to protect, promote, and defend human rights. They can be working at grassroots levels, educating communities on their rights. They may be advising and lobbying for legislation which advances rights. Many HRDs on the ground document and collect evidence of abuses so that perpetrators can be pursued in the future. They often make tremendous sacrifices – many having been arrested, tortured, and even killed.

The Martin Ennals Award and Foundation's mission is:

To identify, and give needed protection and deserved recognition to outstanding human rights defenders, portraying them as role models and contributing to legitimising the work of human rights defenders worldwide.

### **Our objectives are to:**

- Protect defenders at risk
- Enhance the influence of defenders on the international scene and policymaking
- Change the behaviour of governments and other actors who attack, harass or constrain HRDs
- Strengthen the skills and capacities of defenders to conduct their work

Martin Ennals Foundation was an early adopter of communication strategies for the promotion of human rights – particularly using film, radio, and television. Over the years, the Foundation has developed a model of ‘protective publicity’ to assist defenders at risk, which relies on several different communications tools to raise the profiles of defenders and enhance their reach. A key component of this strategy is the film portraits, and more recently, online communication strategies.

## 2. TERMS OF REFERENCE

As part of its protective publicity model, MEF commissions film portraits of each defender who is selected as a Laureates to the Award (typically 3 per year).



### 2.1 PRODUCTS TO DELIVER

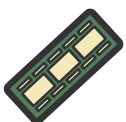
#### **Film portraits:**

MEF has traditionally developed one film portrait for each of the Martin Ennals Award Laureates (three Laureates per year). Other suggestions are more than welcome!

Film(s) should be of between 6-7 minutes, with subtitles in two languages (English and French).

#### **Objectives:**

By illustrating their personal histories, motivations, passions and ambitions, the films serve to humanize the defenders behind the struggles. By giving context to the defenders of the cause promote, the films educate audiences and raise awareness of a problem and potential solutions. In addition, the film portraits should inspire and engage audiences so that they too feel motivated to protect human rights.



### 2.2 DISTRIBUTION AND OUTREACH OF THE PRODUCTS

The film portraits will be screened during the Martin Ennals Award ceremony, which takes place in a theatre hall in Geneva, with an audience of about 400-500 persons. The film portraits will be posted on YouTube and on the Martin Ennals Award website and social media.



## 2.3 METHODOLOGY AND BRAND STYLE

The methodology for the development of the film portraits should be agreed upon by the selected provider in close collaboration with the MEF communications team at the start of the project.

The film portraits can include interviews with the MEA Laureates (when possible), as well as with their colleagues, beneficiaries of their work, MEA Jury members, and other stakeholders relevant to the story. Archival footage can be used with respect to copyrights limitation.

The final products should still be coherent with the style of the MEA film portraits (humanizing, legitimizing, galvanizing, intimate, etc.) and our branding guidelines.



## 2.4 PROTOCOLS

Filming human rights defenders also comes with some unusual protocols, and even more so in the context of the COVID-19 pandemic:

- The provider will establish with the MEF and Laureates what safety precautions should be adopted in order that communication and filming do not jeopardize the Laureates in any manner.
- Shooting may take place in different countries. Often the locations where MEA Laureates are located present degrees of political instability, social or political violence, repression of freedom of speech, and weak protection of human rights. Therefore, the provider who travels for this project must take all necessary precautions to ensure a safe mission.
- If travel is not possible, because of COVID-19 travel restrictions or otherwise, the provider will be responsible for engaging local teams to conduct filming, or instead, capturing footage from online interactions with the Laureates.
- Human rights defenders have very difficult jobs and may be under immense stress. The provider will display a high degree of emotional intelligence and respect towards the MEA Laureates while conducting the shooting so that they feel safe and supported at all times.
- The provider and any local filming crews will read and commit to the Martin Ennals Foundation Code of Conduct before engaging in the project.



## 2.5 HOW WE WORK TOGETHER

The provider will be responsible for the entire process of development, production, and post-production of the videos – with feedback and approvals from Martin Ennals Foundation on the following:

- Creating a plan for the pre/prod/post-production of the film portraits (refining the methodology, timeline, style, editing, etc.)
- Agreeing on the key messages the videos should convey and finalizing the scripts of the videos with MEF's team
- Preparing and running the shooting in targeted countries, or, if travel is impossible, contracting local service providers to conduct shooting on their behalf
- Identifying relevant archival material that enhances the film portraits
- Preparing the subtitles in French and/or English
- Handing over to MEF all the raw footage and Adobe Premiere assembled files (which will remain the sole property of the Foundation) as well as the final materials in high and low-res on an external hard drive
- Integrating feedback from MEF prior to final production



## 2.6 BUDGET

A total budget of CHF 45,000.00 for the three films, which include:

- Administrative and overhead costs
- Shooting expenses (staff salary and material)
- Travel, F&B and other logistic costs
- On-site translations during shooting
- Post-production fees
- Translations & subtitles in English and French



## 2.7 TIMELINE

The timeline for our project leaves little breathing room! However, the persons involved (MEF team, Laureates, Jury members) and our cause (protecting defenders) will make it all worthwhile.

The bulk of the project will be implemented between September 2022 and early February 2023.

The film portraits should be delivered no later than two weeks before the Martin Ennals Award Ceremony 2023, which is tentatively scheduled for the 2nd week of February 2023.

## 3. BUSINESS CASE

The process of making the films faces different risks and opportunities depending on the Laureates. Their situation and the context in which these human rights defenders evolve can create more complex conditions for filmmaking. For instance:

- Little or no contact with the laureate due to their detention
- No archival footage available or free of rights
- Not able to travel due to COVID19 restrictions

Please make proposals/suggestions for film ideas according to the following three scenarios. Outline the strategy you would adopt to develop and produce the videos. Illustration, narrative journalism, reportage or other, all ideas are welcome! We are curious about your creative inspiration and expertise. Please kindly consider:

- The budget (CHF 45,000.00 for the three films)
- The timeline (Starting the end of August 2022 to the beginning of February 2023)
- The length of the films (between 6 to 7 mins)

### **3.1 CONTACT WITH THE THREE LAUREATES IS POSSIBLE. TRAVEL IS POSSIBLE. ARCHIVAL FOOTAGE IS AVAILABLE**

In this scenario, it is possible to travel to their countries and film the Laureates to generate original content following their work and documenting their stories.

### **3.2 ONE OR TWO (OUT OF THREE) LAUREATES ARE DETAINED, NO CONTACT IS POSSIBLE. ARCHIVAL FOOTAGE IS AVAILABLE**

In this scenario, it is possible to travel to their countries, create original content following one or two of the Laureates, and use alternative archival material for the third Laureate.

### **3.3 THE THREE LAUREATES ARE DETAINED, AND NO ARCHIVAL FOOTAGE IS AVAILABLE**

In this scenario, it is still possible to travel to their countries, film the Laureate's colleagues or create alternative content telling their stories.

## 4. APPLICATION

Please send your proposal to [media@martinennalsaward.org](mailto:media@martinennalsaward.org) before **August 19th, 2022.**