

TERMS OF REFERENCE
MESSAGING CAMPAIGN PRODUCTION AND PROMOTION FOR GOVERNMENT COMMUNICATION
PROFESSIONALS IN TUNISIA
SELECTION OF A MEDIA/VIDEO PRODUCTION AND PROMOTION SERVICE PROVIDER IN TUNISIA

1. ABOUT HEDAYAH

Hedayah is the International Centre of Excellence for Countering Extremism and Violent Extremism, headquartered in Abu Dhabi, UAE. Formed in response to the call by the Global Counter Terrorism Forum (GCTF), representing 31 countries and the European Union, to establish an independent, multilateral 'think and do' tank devoted to supporting global efforts in countering extremism and preventing terrorism through the sharing of good practice, research, toolkits, communications, dialogue, training, workshops, and policy discussions. The vision and purpose of Hedayah is to see a global reduction in extremism and violent extremism. This is achieved through programs, research, resources, and advice that equip governments and civil society to design, implement, and monitor effective and sustainable approaches to terrorism prevention. For more information, visit <https://hedayah.com/>

2. PROJECT OVERVIEW

With the support of Global Affairs Canada, as part of the ongoing follow-on and technical capacity-strengthening support phase, Hedayah aims to continue supporting Tunisian Government communication professionals to finalize their messaging and strategic communication campaigns to counter extremist and violent extremist narratives. These activities will be captured and showcased through the production of two (2) video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video suitable for social media as promotional content of the longer video productions. Eight to twelve (8-12) online/offline sessions will be conducted to provide these Government communication professionals with hands-on training in finalizing the development and production of their effective positive, alternative and/or counter-narrative campaigns, guided by the Tunisian Counter-Terrorism Commission (CNLCT) and Hedayah existing manual "**Messaging and Impactful Content: A Practical Guide**" (an example of this practical guide in Arabic only for reference on the content can be found [here](#)). The content of the online/offline sessions will be tailored by the production service provider, in collaboration with Hedayah's staff, to fit the Tunisian context and include global examples relevant to the audience.

3. TENDER OBJECTIVE

Hedayah is looking to hire a service provider (production/media buying agency or a team of producers/photography/videography) - to support Hedayah's activity in Tunisia, including online/offline follow-up technical support sessions for Government communication professionals and the design, creative direction, and video production and promotion of a maximum of two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each main video as promo teasers for social media usage.

The Service Provider can be an agency, a consortium, or an individual agent.

The detailed services are elaborated in **Section 4: Scope of Work and Services**.

4. SCOPE OF WORK AND SERVICES

- a-** Conducting **eight to twelve (8-12)** online/offline follow-on technical support sessions, with the Government communication professionals involved in the project and participated in the previous in-person workshops, to include "Strategic Communications Knowledge Sharing Workshop", June 1-5, 2026 and Strategic Communications Workshop: Finalization of Campaign Concepts & AI Tools and Techniques", July 1-3, 2026 and leading in refining and finalizing initial campaign scripts, production briefs, key messages and the development of short videos, stories, using a learning-by-doing approach with the participants to deliver the final production campaigns.

These online/offline follow-on technical support sessions shall focus on content creation/storytelling, impactful messaging, scriptwriting, photography, videography, promotion, and evaluation as per CNLCT and Hedayah's step-by-step "**Messaging and Impactful Content: A Practical Guide**": Plan,

Produce, Promote and Evaluate. This will encompass, but is not limited to, filmmaking, photography, videography, and video editing techniques, including shooting and editing strategies, optimizing the use of smartphone cameras, and best practices for pre-production, production, and post-production using smartphone or desktop applications and AI tools and techniques, promotion techniques on different social media platforms and assessment and evaluation of campaign performance online/offline.

During these online/offline sessions, the service provider will continue guiding the Government communication professionals with applied learning sessions on content creation basic technical skills, as well as guide them on refining and developing the content of their messages/campaigns, initially developed by the Government communication professionals themselves. These sessions will also include promotion techniques on different social media platforms and assessment and evaluation of campaign performance online/offline.

All previous training workshop material in Arabic shall be provided by Hedayah for ease of reference.

- b-** Guide, mentor, and provide technical assistance to participants step by step in the production and editing phase of their own content and campaigns and their promotion and evaluation to ensure a learning-by-doing approach. This, includes but not limited to:
 - Refinement of the general concept of the video(s).
 - Development and refinement of the detailed scenarios of the videos.
 - Coordination and approval of the scenarios with the participants and Hedayah.
 - Video production (types of content: short-form videos, short human-interest video stories, podcast, etc.).
 - Providing promotion techniques on different social media platforms.
 - Providing assessment and evaluation of campaign performance online/offline.
- c-** Video filming, shooting and producing up **two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage (each video's duration 1-3 minutes maximum and teaser and shorts/snippets 10-30 seconds)** after the online/offline sessions, incorporating Hedayah, Government partner and Government communication professionals' feedback and finalized scripts, to include but not limited to:
 - Post-production aligned to Hedayah branding requirements – see brand book for guidelines around lower thirds, captions, etc., (assembly, sound, processing, etc.)
 - Arabic (Tunisian dialect)/English voice titration or subtitles (American English) - on an as-needed basis.
 - Delivery of the final video in different formats (for TV, Web, social media, etc.) after incorporating Hedayah's feedback and comments.
 - Retrieval of media release/consent forms and sharing with Hedayah for any participants interviewed/spotlighted.
 - Delivery of a full gallery of raw video content to Hedayah OneDrive (location will be shared), complete with proper naming conventions e.g., b-roll, interviews etc.
- d-** Attending the campaigns' launch event (half day) that will be organized by Hedayah before the video/campaigns go on air, to support the presentation of the video campaigns and explain the process of design and production. Location: Tunis City, Tunisia.
- e-** Supporting a public media plan for promotion and online/offline visibility of two (2) launched campaigns. This includes but is not limited to, providing coordinated strategic communications efforts, including developing a comprehensive media and public outreach plan for the promotion of the two (2)

campaigns, including a detailed strategy for the use of television, radio, outdoor advertising, digital advertising, social media, print media, on-the-ground activations, community outreach activities “if applicable”, and other relevant communication channels where applicable. The plan shall include audience targeting, channel rationale, implementation timelines, estimated reach, performance indicators, and budget allocation by channel.

The selected service provider will play a crucial role throughout the project, from the online/offline follow-on technical support sessions to the final campaign launch and evaluation of overall performance of campaigns, requiring strong experience in production, particularly within the local Tunisian context.

Deliverables and delivery timeline:

The Service Provider shall be responsible for delivering the following:

- 1.1 Provide eight to twelve (8-12) practical online/offline follow-on sessions for 27 Government communication professionals (14 female and 13 male), in storytelling, impactful messaging, script writing, photography and videography, in addition to continuing learning about AI tools and techniques in content creation and video-making. This includes developing PPTs in English and Arabic (up to 12 PowerPoint Presentations (PPTs) and accompanied exercises) on how to write a script, define a scenario, write a shooting plan, film and how to edit, etc. for each Government communication professionals group (four (4) groups) message and/or video in preparation of production that includes practical guidance on content creation to include but not limited to: film-making, photography, videography, and video editing, shooting and editing techniques and optimizing the use of smartphone cameras, pre-during and post-production of message(s) as well as relevant AI tools and techniques. These online/offline follow-on sessions will also include promotion techniques on different social media platforms and assessment and evaluation of campaign performance online/offline. The purpose of these sessions is to guide the Government communication professionals that participate to the previous in-person workshops, June 1-5, 2026, and July 1-3, 2023, and work with them to design and produce up to two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage, initially developed during November workshop, potentially including animated videos. Involve the workshop participants in the production, post-production, and editing phases to create the campaigns to ensure a learning-by-doing approach.
- 1.2 Produce two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage with subtitles in English.
 - 1.2.1 Delivery of all raw content captured and used in the production of two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage and retrieval of media release/consent forms and sharing with Hedayah for any participants interviewed/spotlighted.
- 1.3 Fully adapt the two (2) main videos to fit different formats and platforms of dissemination: TV, Social Media, Digital/Web. The adaptation will happen in coordination and with the approval from Hedayah.
- 1.4 Strategically support the public media promotion and online/offline visibility of two (2) launched campaigns. This includes but is not limited to, providing coordinated strategic communications efforts, including developing a comprehensive media and public outreach plan for the promotion of the two (2) campaigns, including a detailed strategy for the use of television, radio, outdoor advertising, digital advertising, social media, print media, on-the-ground activations, community outreach activities “if applicable”, and other relevant communication channels where applicable. The plan shall include

audience targeting, channel rationale, implementation timelines, estimated reach, performance indicators, and budget allocation by channel.

- 1.5 Strategically support qualitative data and measurement of impact/attitudinal and behavioural change, to include but not limited to, providing a reporting matrix that specifies KPIs depending on the brief at hand and using advanced measurement tools depending on the media channels used for dissemination.

- 1.6 Contribute to the final donor reporting.

Deliverables	Targeted Delivery timeline
1. Provide eight to twelve (8-12) online/offline follow-on sessions for the Government communication professionals to produce up to two (2) video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage, post-hands-on training and technical follow-on sessions, potentially including animated videos. Involve the previous training workshop participants in the production, post-production, and editing phase to create the campaigns to ensure a learning-by-doing approach. This includes: - Refinement of the general concept of the initially developed two (2) short video(s). - Development and refinement of the detailed scenarios/script of the videos. - Coordination and approval of the scenarios/script with Hedayah. - Promotion techniques on different social media platforms. - Assessment indicators and impact evaluation of campaign performance online/offline.	<i>August -September 2026</i>
2. Two (2) short video campaigns to include one (1) teaser and one to two (1-2) shorts/snippets - shorter edits for each video to diversify usage produced with subtitles in American English and fully adapt the two (2) main videos to fit different formats and platforms for dissemination: TV, Social Media, Digital/Web. The adaptation will happen in coordination and with the approval of Hedayah and Tunisian partners. This includes: - Video shooting/filming and production (types of content may include short-form videos, mini-documentary, short journalistic reports, short human-interest video stories, animated video, etc.) to include one (1) teaser and one to two (1-2) shorts/snippets - Arabic (Tunisian dialect) voice-over and/or subtitles in American English - on an as-needed basis. - Post-production (assembly, sound, processing, etc.). - Retrieval of media release/consent forms and sharing with Hedayah for any participants interviewed/spotlighted. - Provision of rough-cut videos of the two (2) videos for Hedayah's review - Delivery of the final two (2) videos in different formats (for TV, Radio, Web, social media, etc.) after incorporating Hedayah's comments.	<i>October 2026</i>

3. Support the promotion and online/offline visibility of two (2) launched campaigns to include one (1) teaser and one to two (1-2) shorts/snippets. This includes but is not limited to: • Providing coordinated strategic communications efforts, including digital dissemination, stakeholder engagement, and community outreach activities “if applicable” as per the above details • Enhancing campaign reach and audience engagement by leveraging social media platforms, local networks, and in-person activations to maximize impact and message amplification • Strengthening public awareness and sustained engagement with campaign objectives by ensuring consistent branding, targeted messaging, and multi-channel promotion across both online and offline platforms. • Providing weekly dashboard reports on campaign performance of the two-three (2-3) short video campaigns and one overall performance report and PowerPoint Presentation (PPT).	<i>November – December 2026</i>
4. Monitor, assess, and evaluate the overall performance of campaigns and contribute to the final donor reporting; this includes: • Providing qualitative data collected, such as conducting a sentiment analysis based on social media comments reflecting audience reactions to campaigns, testimonials or success stories, case studies documenting behavioral or attitudinal change, to include but not limited to, providing a reporting matrix that specifies KPIs depending on the brief at hand and using advanced measurement tools depending on the media channels used for dissemination. • Collecting quantitative data such as the number of “Likes” “Shares” and “Reposts” and post-engagements. • Providing an overall performance summary that estimates the total # of people who have viewed the campaign across all platforms/metrics (i.e., social media platforms, offline events, etc.); this can also note any limitations as well - for example, the risk of double-counting and what measures you put in place to mitigate this risk.	<i>January – March 2027</i>

5. TECHNICAL AND REPORTING REQUIREMENTS

a) Qualifications & Experience:

The selected Service Provider should fulfill the following requirements:

- At least five years of experience in campaigning/photography/videography/video editing; experience in editing using professional tools.
- Demonstrate experience in conception, production, and editing of mini video documentaries and animated videos.
- Experience in covering social, humanitarian, and development subjects will be an asset.
- Experience with Tunisian public institutions and INGOs will be an asset; and
- Knowledge of ethical standards in reporting on issues related to Extremism & Violent Extremism will be an asset.

- Previous work with Hedayah in communication-related activities is an advantage.

b) Reporting:

The selected service provider/agency will maintain regular communication with the Hedayah team for guidance, feedback, and coordination to ensure the successful execution of all the responsibilities and deliverables.

6. REQUIREMENTS OF SUBMITTING THE PROPOSAL

For a proposal to be considered comprehensive and to meet Hedayah's requirements, each bidder shall submit a proposal that includes the following sections:

A- Detailed technical proposal includes the following:

- Short profile, including resume/CV of photography/videography-related studies, references.
- Legal documents of the company or ID for individuals.
- Detailed individual portfolio (web links to produced videos) showcasing a range of work (i.e. campaigns, photo-essays, interviews, documentaries, etc.).
- Demonstrated experience in photography/videography on social issues; and
- Production capabilities: quality video production, including related hardware and editing software.

B- Detailed financial proposal:

The Financial Proposal shall specify an all-inclusive fee of taxes per deliverable, which should include (i) adaptation of the content and delivery of online/offline follow-on sessions (ii) filming charges (iii) transportation & accommodation expenses to/at (4 different regions in Tunisia, if relevant), (iv) postproduction, (v) crediting and (vi) subtitling and voiceover (vii) adaption of two (2) main videos to fit different formats and platforms dissemination: TV, Social Media, Digital/Web. The Financial Proposal should be in **Canadian dollars (CAD)**, as per the description below:

Online/offline follow-on sessions and media campaigns development for the Government communication professionals:

1. Unit price for eight to twelve (8-12) online/offline follow-on sessions with Government communication professionals divided into four (4) groups, that focus on storytelling, impactful messaging, script writing, photography, and videography.
2. Unit price for the development of up to two (2) video campaigns with a length of 1-3 minutes for each, ensuring a learning-by-doing approach. (Provide the price for one video).
3. Unit price for the development of up to two (2) teasers/two (2) snippets (each video's duration 1-3 minutes maximum and teaser and shorts/snippets 10-30 seconds), ensuring a learning-by-doing approach. (Provide the price for one teaser).
4. Unit price for the adaptation of two (2) main videos to fit different formats and platforms of dissemination: TV, Social Media, Digital/Web.

The budget for this service must not exceed 80,000 CAD.



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❖ **Language of Proposal:**

All proposal sections and any supporting documents and references should be submitted in English. Any documents in different languages should be accompanied by an attested translation to English; otherwise, it won't be accepted or weighted.

❖ **Clarifications**

Any request for clarification should be sent to: procurement@hedayah.ae CC hafedh.dridi@hedayah.ae; lilah.elsayed@hedayah.ae & hend.galal@hedayah.ae by no later than **Wednesday, July 29th, 2026**. Late clarification requests will not be considered.

❖ **Submission Deadline**

Full proposals should be submitted by **Monday, August 10th, 2026, by 11:59 pm GST time** to: procurement@hedayah.ae CC hafedh.dridi@hedayah.ae; lilah.elsayed@hedayah.ae & hend.galal@hedayah.ae

Late submissions will not be considered.

❖ **Awarding Criteria:**

The contract will be awarded to the most economically advantageous proposal.

Bidders are responsible for all the costs incurred in preparing their proposals. Hedayah is not obliged to reimburse any relevant costs.