

RFP/2020/BEL/002

ANNEX A

## **Terms of Reference - CREATION OF AN EDUCATIONAL GRAPHIC NOVEL ON THE TOPIC OF REFUGEES, ASYLUM AND MIGRATION**

### **1. CONTEXT**

The The 1951 Refugee Convention and its 1967 Protocol give to refugees a right to access education in their host countries.<sup>1</sup> As part of its work in providing assistance to refugees, UNHCR has developed a wide variety of education programmes aimed at:<sup>2</sup>

1. Promoting equitable and sustainable inclusion in national education systems for refugees, asylum seekers, returnees, stateless and internally displaced persons;
2. Fostering safe, enabling environments that support learning for all students, regardless of legal status, gender or disability;
3. Enabling learners to use their education toward sustainable futures.

As part of its educational programmes, UNHCR has developed teaching materials and professional trainings for teachers to support them in teaching about the topic of refugees and to provide them with some guidance on working with refugee children in their classrooms.

UNHCR's Teaching About Refugees teaching materials for teachers and school children in primary and secondary education are aimed at teaching children ages 6 - 18 about refugees, asylum and migration. The teaching materials also include a set of professional guidance documents for teachers, such as guidance on stress and trauma in refugee children in a school context.

As part of its efforts to promote fact-based and age-appropriate teaching about this topic and in an effort to provide teachers with professional tools to improve teaching about the topic and to create a more welcoming and favourable learning environment for refugee children in Europe, UNHCR is working with a variety of stakeholders using these teaching materials in countries in Europe and other regions.

The prime target audience for these teaching materials are primary and secondary school teachers. The materials consist of PDF documents, explanatory animations, exercise sheets, video exercises and web content.

The full collection of currently available teaching materials can be viewed and downloaded in English on UNHR's global website at <http://www.unhcr.org/teaching-about-refugees.html>, in French at <http://www.unhcr.org/fr/enseigner-sur-la-thematique-des-refugies.html> and in Arabic at <https://www.unhcr.org/ar/5b5718bc4.html>

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<sup>1</sup> See Article 22 of the Convention at <https://www.unhcr.org/3b66c2aa10>

<sup>2</sup> See UNHCR's Refugee Education 2030 Strategy <https://www.unhcr.org/publications/education/5d651da88d7/education-2030-strategy-refugee-education.html>

## 2. CREATION OF A GRAPHIC NOVEL

In response to suggestions made by teachers and other stakeholders using Teaching About Refugees teaching materials, and to respond to other teaching needs identified, UNHCR intends to add a set of new teaching materials for secondary education to its catalogue.

These teaching materials will be narrative in nature and tell stories of refugees in formats suitable for children aged 12-18, as well as adults. The teaching materials should be in formats suitable for use by teachers and students in secondary schools, or for individual use by students and teachers.

For this specific project, UNHCR wants to create a graphic novel (or comic book) telling the story of a refugee or a group of refugees.

As a guideline, the novel should be maximum 20 A4-sized pages in length and consist of drawings, computer graphics or other visual media that can be printed.

The narrative needs to be accompanied by text in text balloons or other text elements that can easily be translated into other languages without a need to change the visuals of the graphic novel.

The narrative of the graphic novel should illustrate:

- The situation of the refugee protagonist(s) in their country of origin and the reasons why they flee (war, persecution, generalized violence or civil unrest).
- How a decision to flee is made and how the protagonist(s) intend to get to a safe country or region.
- The protagonist(s)' journey to safety and challenges and difficulties they may encounter.
- Arrival in another country or region and initial challenges of arriving and adapting to the new environment (cf. applying for asylum, life in a reception facility or other dwelling, waiting for the outcome of the asylum procedure).
- The importance of refugee protection in saving lives and livelihoods of those forced to flee and the role of UNHCR in protecting refugees.

The graphic novel should be age-appropriate and suitable for readers age 12 and over (including adults).

The Contractor(s) are expected to propose and write a script for the graphic novel, create sample artwork and the graphic novel. The graphic novel needs to be delivered in an electronic format allowing for high-quality printing (in hardcover or other formats) as well as publishing in digital formats (cf. in PDF or, if technically possible, in e-book formats); a selection of artwork needs to be delivered in formats allowing easy adaptation into animation and other moving images (e.g. GIFs - note that adaptation into moving images is not part of the assignment under this RFP and does not need to be included in the offer). The graphic novel needs to have a compelling cover page which may be adorned with small-format UNHCR branding (see <https://media.unhcr.org/brand>).

Printing costs are **not** to be included in Offers submitted in response to this RFP. UNHCR will publish the graphic novel in digital formats first and will determine at a later stage if copies will be printed and made available in printed formats, in digital format or in adapted form.

### 3. EXPECTED PROJECT MANAGEMENT PROCEDURES AND TIME LINES

In order to streamline the production process and to make sure the contents of the graphic novel are appropriately cleared at every stage of the project, UNHCR intends to manage the project as follows:

- **Step 1:** Contractor(s) to produce a limited set of story ideas (maximum 5) and proposed protagonist(s) profiles; UNHCR to clear these.
- **Step 2:** Contractor(s) to draft a detailed page-per-page script for the graphic novel; Contractor(s) to revise and clear a final script with UNHCR.
- **Step 3:** Contractor(s) to propose a 'mood board' with a set of colour palettes, sample artwork and graphics intended to show the style of the graphic novel (maximum 3 mood boards); Contractor(s) to choose and, if appropriate, adapt one single 'mood board' and clear with UNHCR.
- **Step 4:** Contractor(s) to produce a draft graphic novel; UNHCR to propose one (1) set of final revisions if necessary; Contractor(s) to finalize and deliver the graphic novel to UNHCR.

The intended duration of the project is maximum six (6) months following the issuance of a Purchase Order. Other timings may be agreed with UNHCR if they are justified by project requirements. The Contractor(s) will work under direct supervision of one UNHCR focal point with expertise in education materials.

### 4. ESSENTIAL REQUIREMENTS FOR Contractor(S)

The Contractor(s) need(s) to:

- Have the general capacity to perform the project.
- Have relevant experience in producing age-appropriate artwork for graphic novels.
- Have relevant skills and expertise in and knowledge of pedagogical underpinnings of narrative educational materials.
- Have relevant skills and expertise in and technical knowledge of delivering narrative educational materials in formats suitable for printing in a variety of settings (cf. hardcover, paperback, PDF, e-book).
- Have relevant experience in managing creation of narrative educational materials in close collaboration with international organization(s) and/or other organizations.

- Be able to readily provide relevant client references and work samples.
- Understand and be able to respond to UNHCR project requirements.
- Propose an innovative approach to the project.
- Propose an appropriate approach for developing and clearing scripts, artwork and finished graphic novel.
- Propose an appropriate reporting mechanism.
- Demonstrate language capacity and ability to produce content that can be easily adapted into other language versions.
- Demonstrate capacity to work creatively in an international setting.
- Demonstrate strategic thinking in the proposed approach to make the graphic novel appealing to teachers and schools.
- Demonstrate compatibility of staff structure and resource allocation to the project requirements.
- Demonstrate expertise of the suggested project team, its qualifications and experience.
- Demonstrate the capacities of the proposed project manager and his/her experience managing similar projects.
- Demonstrate experience designing similar narrative educational materials for audiences in several countries.
- Demonstrate knowledge of refugees, asylum and migration and educational approaches to refugees, asylum and migration.