

## Terms of Reference

Restart Center is interested in receiving applications from established and experienced agencies to lead its upcoming Media campaign.

Under the supervision of and in close coordination with Restart Center, the selected agency will design and implement the following project:

**Project title:** Awareness Campaign on *Torture Prevention*.

### **Overview**

#### **1. An introduction to the campaign.**

Lebanon's struggle with the use of torture and ill-treatment practices, particularly during investigations, persists despite the passing of Law 65/2017 criminalizing torture, and Law 62/2016 establishing the National Human Rights Institution which includes the National Preventive Mechanism (NPM).

#### **2. Why are we launching this campaign- the context and the underlying challenges**

This media campaign is intended to help promote awareness on Torture prevention in Lebanon through highlighting the following aspects:

##### **1. Accountability of perpetrators**

###### **International framework:**

The State of Lebanon ratified the Convention Against Torture (CAT) in 2000.

- Definition of torture
- Criminalizing of torture
- Rehabilitation and compensation

###### **National framework:**

On 20 October 2017, Law no. 65 on “Punishing Torture and Other Cruel, Inhuman or Degrading Treatment” was enacted through introducing amendments to the Penal Code, specifically to Article 401 of the Code of Criminal Procedure. However, Law 65 fails to comply with the standards established in the UN Convention against Torture.

*Below are the law's most significant shortcomings:*

- It does not criminalize ill-treatment and it does not criminalize attempts;
- It is restricted to only cover acts committed “*during the initial investigation, judicial investigation and trials*”;
- It continues to allow military courts jurisdiction in torture cases;
- It includes statutes of limitations between 3-10 years depending on the gravity of the crime;
- It fails to establish penalties commensurate with the gravity of the crime; and
- It does not provide a procedure for providing reparations to victims.

Since Law No 65/2017 has not been implemented effectively, Restart Center developed a draft law amending Law 65 aiming at fixing the existing gaps to make it applicable.

### **Target group and key messages:**

General public

Key messages: Torture is illegal and is criminalized by law.

Judicial system:

Key messages: To refer to Law 65 in cases of torture and ill-treatment.

State agencies:

Key messages: Perpetrators must be held accountable

## **2. Monitoring places of detention**

International framework: The State of Lebanon ratified the Optional Protocol to the Convention Against Torture in 2000.

Article 3: Each State Party shall set up, designate or maintain at the domestic level one or several visiting bodies for the prevention of torture and other cruel, inhuman or degrading treatment or punishment (hereinafter referred to as the **National Preventive Mechanism**).

National Framework:

Following Lebanon's review by the Committee Against Torture in Geneva in 2017, several recommendations were made, including the establishment of a national preventive mechanism and the authorization of non-governmental organizations (NGOs) to conduct monitoring activities in places of detention. To address these recommendations, Lebanon adopted law 62/2016 on the establishment of the National Human Rights Institution that includes the National Preventive Mechanism (NPM). The current appointed NPM members are not functional due to many challenges.

As for the NGO authorization, this recommendation was not addressed yet and Restart Center along with the civil society organizations are outlining the need for legislation allowing civil society organizations to monitor places of detention.

**Target audience:** General public, parliamentarians, legal experts, NHRI –NPM, state agencies

**Key message:** Monitoring Places of detention contributes to the protection of detainees' rights and dignity, prevention of human rights violations and insurance of accountability.

### **3. Prison management**

#### **National framework:**

Prison managers are still using the outdated 14310 decree from 11/2/1949, which is no longer effective for managing detention facilities and prisons. To address this, Restart Center developed a draft penitentiary law in 2021 after comparing national and international laws. The goal is to establish a modern legal framework in line with international standards for managing prisons and detention centers. The draft covers general principles, prison management, and the rights of detainees, including specific provisions for women and juveniles. Despite challenges related to national priorities, efforts have been made to engage relevant State actors for feedback and dialogue.

**Target audience:** General public, parliamentarians, judges, lawyers, security forces, prisoners and their family members.

#### **Key messages:**

- People in detention have the right to live in dignity and receive the minimum standards of services (health, mental- health, adequate living conditions ...)
- Specific focus on Juveniles and women

#### **Project Description:**

This campaign seeks to extend its reach and educate various parties in the country, including law enforcement personnel, judges, lawyers, and residents of Lebanon. The campaign also aims at empowering people to take action and pressure state actors to uphold human dignity and integrity,

#### **Campaign Objectives:**

- To raise awareness about the national legal framework notably law 65/2017 that criminalizes torture and initiate the principle of impunity for none.
- To Focus on the goal of monitoring to prevent torture and ill-treatment and highlight the critical role of monitoring in protecting the rights and dignity of detainees, ensuring accountability, and preventing human rights violations.

## **Target Audience:**

Location: Lebanon; Languages: English and Arabic

- Youth / Universities
- People who are at risk of conflicting with the law, notably in poorer areas
- People with prior conflict with the law
- Marginalized and vulnerable people living in Lebanon
- National Security Forces
- Judges
- Lawyers
- Residents of Lebanon
- State agencies
- Embassies
- INGOs and Civil Society Organizations
- UN agencies
- Human Rights activists
- Journalists

## **Proposal Requirements**

**Project Timeline:** Please refer to Annex A

### ***I. Production of Campaign Visual Media Content:***

- **Design and production of animation / Infographic video:** (a) For animation videos, to produce 2D or 3D animations, motion graphics, or whiteboard animations. The style can be cartoonish, realistic, or a mix of both. The organization will work closely with the supplier to determine the best animation style that aligns with our brand and the campaign messaging. (b) For infographic video, to create animated infographics, kinetic typography, or data visualizations. The style can be minimalistic, colorful, or a mix of both, depending on the target audience and the message to be conveyed.
- **Vox pop video / Documentary:** Produce (filming & editing) a video component that (a) entails conducting engaging interviews with the public in frequented locations (vox pop), to gather public feedback on the questions related to the campaign or (b) a film or video examining an event or person based on facts (documentary). The filmed video is to be edited into short videos shareable on social media.
- **Voice-over, subtitle, sign language, and sound effects** for media content. The expected duration of the videos will vary based on the content and the platform they will be shared on. For social media platforms, the videos should be between 30 seconds to 2 minutes in length. Suppliers to provide between 3-5 options for talents VOs, provided that their voices are fit to the nature of the video produced.

- **Design Social Media Posts:** Design of static visuals and graphics for social media platforms (Facebook, Twitter, Instagram), Creation of visually appealing posts that align with the campaign's messaging and branding
- **Design printing materials for campaign partners & collaborators.** I.e., universities, pubs, and restaurants. This would include creating custom designs for materials such as flyers, posters, banners, or other promotional items that would be distributed or displayed at these locations The designs should align with the campaign's overall branding and messaging and may include information about the campaign's goals, objectives, and calls to action.
- **Ads on social media:** Run ads on all social media platforms including creation and execution. The goal is to increase the visibility and reach of the campaign by targeting specific audience segments and demographics that are most likely to be interested in the campaign's message.

## ***II. Copywriting:***

- Development of a press release to be distributed after the campaign's initiation in Arabic and English languages.
- Creating the scripts for the campaign's videos.
- Revision of submitted written content (captions or subtitles) for the campaign videos in English language.

## ***III. Media Relations:***

- Identify media target list to be approached for the campaign visibility and exposure.
- Create a press release to the media target list.
- Distribution of press release to the Lebanese media, securing coverage.

## **Supplier/ Agency qualifications:**

- Ability to provide creative direction and conceptualize the media content.
- Familiarity with the target audience and their cultural nuances.
- Ability to work on content related to local governance, democracy, advocacy, Law and other related topics.
- Capability to provide language support for the target languages.
- Availability of resources to meet the project timeline.
- Relevant certifications or qualifications in media production or related fields.
- Ability to work collaboratively with the client and other stakeholders involved in the project.