

## Terms of Reference

Restart Center is interested in receiving applications from established and experienced agencies.

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 Article 47

### **Overview**

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

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

This media campaign is intended to help in promoting awareness on Article 47 of the Lebanese penal code. The provisions of this amended Article in 2020 ensure the fundamental legal safeguards during the first period of arrest. Owing to the low adherence by law enforcement personnel, Restart Center finds it essential to launch a media campaign extending the target audience and reaching out to the various parties in the country.

On the international level, in 2017, the United Nations Committee against Torture in Geneva issued several recommendations to the Lebanese State, one of them is to guarantee the fundamental legal safeguards for detainees during preliminary judicial investigations as per the following:

- (a) Ensure that all detainees enjoy, in law and in practice, all fundamental legal safeguards from the very beginning of their detention, including, particularly during investigation and interrogation, to the assistance of an interpreter, if necessary, to be brought before a judge within the stipulated legal timeframe, and to seek and obtain an independent medical examination.
- (b) Adopt a standard procedure for recording and videotaping all interrogations, and keep such recordings in secure facilities and make them available to investigators, detainees and lawyers;
- (c) Consider adopting a comprehensive system of criminal legal aid, free of charge for those who do not have the resources to pay for legal representation.

On the national level, the Lebanese parliament adopted the amendment of article 47 of the penal code to include the aforementioned prerequisites. Nevertheless, it is not fully implemented due to several challenges, such as the lack of knowledge among the involved state parties of the current article, the political unwillingness, budget shortfall to install the required equipment, lack of knowledge among people living in Lebanon etc.

Taking everything into account, this campaign will be an opportunity for the residents of Lebanon to acknowledge their rights and thus for the law enforcement personnel to respect human rights in detention.

Fundamental legal safeguards help to ensure the efficiency and fairness of criminal investigations and subsequent criminal procedures, including by reducing the risk of torture and other ill-treatment in the first hours of police detention.

### **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 guarantee fundamental legal safeguards during the first period of arrest.

### **Campaign Objectives:**

- To raise awareness about the content of Article 47 and its importance in guaranteeing fundamental legal safeguards during the first period of arrest.
- To promulgate knowledge regarding the stipulations of Article 47 among communities in Lebanon and concerned parties, including judges, lawyers, national security forces, and state agencies.
- To identify the roles and responsibilities of each party concerned in implementing Article 47.

### **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 and infographic video:** 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
- **Infographics:** 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
- **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.
- **Documentation:** Create, photoshoot and video edit a graffiti component which will be produced as part of the campaign activities
- **Vox pop:** Produce (filming & editing) a street vox pop component that entails conducting engaging interviews with the public in frequented locations to gather public feedback on the questions related to the campaign. The filmed vox pop is to be edited into short videos shareable on social media.
- **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.

The success of the campaign depends on the collaboration and effective communication between all team members and stakeholders involved. To ensure that everyone is aligned and informed, and to ensure that all materials align with the campaign's messaging and goals, there will be a feedback and approval process in place for all deliverables. This will involve regular check-ins and reviews between the campaign team members and stakeholders, with opportunities for feedback and revisions before final approval is granted.