

Terms of Reference for the Production of Communications & Visibility Material

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INTRODUCTION

The Jerusalem Human Rights Consortium (JHRC), is a consortium of 4 leading Palestinian human rights organizations native in Jerusalem; The Jerusalem Legal Aid and Human Rights Centre (JLAC), The Land Research Centre (LRC), The Saints Yves Association (St Yves) and the Women's Centre for legal Aid and Counselling (WCLAC).

The consortium has started the implementation of the project “*Protecting Marginalized Communities in East Jerusalem through legal aid, planning and advocacy*”, funded by the EU East Jerusalem Programme. The overall objective of the project is to support the marginalized Palestinian communities in East Jerusalem, increase their resilience, prevent forcible transfer and reinforce the Palestinian identity of East Jerusalem. Over the course of the project, the consortium and its member organizations will support the resilience of Palestinian Jerusalemite communities through the provision of legal aid, land planning assistance, and local and international advocacy efforts.

The legal aid efforts the consortium organizations will provide can be broken down into

- House Demolitions
- Residency Rights
- Social & Economic Rights
- GBV and Family Rights due to Israeli discriminatory laws and policies
- Public Interest Cases

The JHRC is hosted by the Jerusalem Legal Aid and Human Rights Centre (JLAC), and thus JLAC acts as the legal representative of the JHRC.

RATIONALE

Since occupying and eventually annexing East Jerusalem illegally, Israeli occupation authorities, through the Jerusalem occupation municipality, the Ministry of Interior and other official bodies, have sought to erase Jerusalem's Palestinian identity. The policies adopted and implemented to achieve this purpose have impacted every aspect of Palestinians' quotidian lives.

These policies are part and parcel of a larger apparatus of forcible transfer, judization and erasure, to which we refer here as the "**architecture of dispossession and repression.**" Not only do the laws, regulations and policies upon which this architecture is formed violate international humanitarian law and international human rights law, they even contravene, on many occasions, with the Israeli Basic Laws and constitutional norms.

Besides targeting their identity, existence, civil and political rights, these policies have left the Palestinian residents in Jerusalem reeling from poverty, unemployment and social and economic disenfranchisement.

Any discussion of the situation of Palestinians in Jerusalem should have as its starting point the legal status imposed by Israel on the city's Palestinian population, that of the "permanent residents," whose residency is fragile and revocable.

In addition to the revocability of their status, Palestinians in occupied Jerusalem live under the constant threat of home demolitions, a direct consequence of systematically discriminatory planning policies that attempt to exclude Palestinians from the urban space.

The **legal challenges** facing Palestinians in Jerusalem have been further exacerbated over the last decade with the rise of the Israeli right, which has pushed for various laws and regulations to solidify the Israeli control over East Jerusalem.

Among the most striking manifestations of such legislations is the amendment to the Israeli Planning and Construction Law, commonly known as the Kaminitz law. The amendment provides inspection units with unprecedented powers in the realm of enforcement while also imposing harsher fines and criminal sentences to "deter" the phenomenon of "unauthorized construction." Moreover, the amendment limits the power and discretion of the Local Affairs Court, under whose jurisdiction the issue of unauthorized construction lies, by restricting the number and length of the injunctions that freeze demolition orders.

This drastic escalation requires the re-evaluation of the legal strategies to be adopted by organizations or individual attorneys active in defending the rights of Palestinians in Jerusalem.

Above all, we argue that to confront these changes, efficient coordination among Palestinian human rights organizations is urgently needed as is, at some point, the institutionalization of such coordination. The main objectives of this desired coordination is the crystallization of a strategic

legal plan with tangible outcomes, coordinating legal action, and augmenting their power to affect and challenge the Israeli legislation, policies and measures in East Jerusalem.

This does not, by any means, imply that there is a shortage of efforts focused on offering legal protection to residents affected by demolition orders, residency revocation, and general denial of rights. **Yet, these efforts are scattered, lack the proper methodology, and are geared toward case-by-case litigation and individual solutions rather than constituting a comprehensive strategy based upon coordination, cooperation and centralization.** Only by formulating such a comprehensive, crosscutting strategy can we aspire to effectively confront the discriminatory, repressive and coercive legal landscape charted by Israel.

SCOPE OF WORK

Objective: To raise attention, advocate, and trigger awareness and political discussion about the current day situation of Palestinian Jerusalemites, especially the most vulnerable and marginalized communities, within and outside the Israeli Separation Wall, within and outside the unilaterally assigned municipal borders, and shedding the lights on the main areas of intervention of the Jerusalem Human Rights Consortium. The JHRC is looking for a communications company to produce its communications and visibility material.

The JHRC welcomes original innovative ideas and approaches for an impactful and groundbreaking delivery of the messages. The products are to be of high quality in terms of design and material.

The material will be bi-lingual, in both Arabic and English, except for the brochure, where two separate copies will be produced, in Arabic and English.

The entire design and production process will be closely monitored by the JHRC Director, together with selected colleagues from member organizations, providing continuous review, comments and support.

OBLIGATIONS AND RESPONSIBILITIES OF THE AGENCY/ STUDIO/ CONSULTANTS (CONTRACTOR):

1. Consult and communicate with JHRC Director;
2. Review all documents and materials (Project documents, activity reports, any other material produced etc.) in order to better understand the project objectives, project aims and results to be achieved;
3. Present preliminary designs and proposed specifications for comments;
4. Prepare final version of the designs;

5. Make arrangements for logistics including local transport, equipment, communication and any other needed details;
6. Advise JHRC and consortium colleagues on issues related to available options for producing the selected items;
7. Finalize the production and deliver the produced material after the final approval by the consortium team.

DELIVERABLES

The contractor will deliver the following:

1. Preliminary designs, suggested specifications and layouts, & production timeline,
 2. Edits as requested by JHRC
 3. Final designs, and dummy products, and samples where applicable
- Design only:
 4. JHRC Logo in both Arabic and English
 5. JHRC letter head design, to be used in MS-Word
 6. JHRC PowerPoint master slide
 - Design & Production
 7. JHRC brochure in both English and Arabic, size A4 or similar, quantity 350 of each
 8. 2 JHRC business cards (500 each)
 9. 3 Roll-ups
 10. 500 Note Pads
 11. 2 Posters, 500 copies each
 12. 1,000 giveaways (more than one kind)

OBLIGATIONS AND RESPONSIBILITIES OF JHRC

1. Organize an inception coordination meeting between the contractor and project team (a ZOOM meeting can be an option);
2. Review and approve the work plan,
3. Provide reference material and text to be used in the brochures and posters;
4. Provide feedback when and where necessary;
5. Meet the relevant costs related to this production, as agreed in the contract upon approved offer;

6. Review and approve the draft and final designs as stipulated in the deliverables section and contract.

TIMEFRAME

The assignment is to be implemented in phases

Phase One:

The contractor will produce and finalize the design of the logo.

Phase Two:

The contractor is to produce and finalize the design of the letterhead, PowerPoint slides, business cards

Phase Three:

The contractor is to finalize the designs and production of the JHRC brochure, Note Pads, Rollups and giveaways.

Phase Four:

The contractor will design and print the posters.

The Inception report, including the implementation strategy and detailed production and post-production schedule is due within 7 calendar days of assignment date. **Detailed timeframe will be agreed after the Inception meeting, following the submission of the Inception report.**

RESERVATIONS AND CONFIDENTIALITY

JHRC reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the contractor ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to the JHRC.

The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

SELECTION PROCESS

There will be two-step selection process. Based on the following evaluation criteria, shortlisted teams with highest points will be invited to present their concept to the consortium team. The winning offer will be selected after the presentation of the teams.

Evaluation criteria are as follows:

1. Expertise of the team: samples of previous works of similar nature as well as full list of productions completed and in process, including references from previous clients: 40%.
2. Proposed methodology, approach (creative and innovative ideas) and brief implementation plan with proposed timeframe for pre-production and postproduction: 20%.
3. Financial proposal – break-down of all estimated costs: 40%

Please note that all costs, should be included in the total sum, no additional payments will be made outside of the total budget.

MODE OF PAYMENT

Payment will be made in three instalments. 30% payment will be made upon the completion of Phase Two, 40% will be made upon the completion of Phase Three, and the remaining 30% will be made within 30 days of the successful completion of the contract.

REPORTING

The contractor will work closely with the JHRC Director and the consortium team. All reports and draft documents/resources will be submitted to the JHRC Director within dates specified in the work plan as agreed during the inception meeting and stipulated in the contract. It is the responsibility of the contractor to ensure timely and quality reporting for each phase and deliverable in the assignment. The reports will be reviewed by the JHRC and input will be provided for best execution of the task at hand. Reports should be sent via email to JHRC.Dir@ilac.ps

BIDDING PROCEDURE AND THE DEADLINE FOR SUBMISSION OF BID

The bidding proposal should include:

1. Links of previous works of similar nature as well as full list of productions completed and in process, including references from previous clients;
2. Brief presentation of the team, with CVs (nameless) and functional responsibilities of the key experts to be engaged in the production of the documentaries;

3. Proposed methodology, approach (creative and innovative ideas) and brief implementation plan with proposed timeframe for pre-production and postproduction;
4. Financial proposal (In a separate sealed and stamped envelope)– break-down of all estimated costs. The proposal should be prepared using following template:

ITEM	ITEM DESCRIPTION	UNIT PRICE	NO. OF UNIT	TOTAL

Please include budget categories and specific subcategories. Prices should be in EURO, not including VAT, as the project is VAT exempt (0% VAT invoice will be required). All payments will be made in EURO and through cheques or bank transfers only.

All bids need to be submitted, **no later than 05 November 2020, at 16:00h, by hand/courier in sealed & stamped envelope to the below address**, with the clear marking below

DO NOT OPEN PRIOR TO EVALUATION SESSION

The Jerusalem Human Rights Consortium
The Jerusalem Legal Aid & Human Rights Centre – JLAC
3rd floor Millennium Building,
Kamal Nasir Street, Al-Masayef
Ramallah, Palestine

Presentation of the proposals of the three short listed candidates will be organized on 10 and 11 November, the assignment is to start on 15 November 2020. Only short-listed contractors will be contacted.

5. The selected contractor, and within 3 days of notification, is to provide hard copies of
 - a. Certificate of registration
 - b. Deduction at source (or a letter authorizing JLAC, to deduct up to 10% of the total payment)
 - c. Full bank account details for the purpose of wiring bank transfers. Transfers will be made in EURO.

For any further inquiries, please email us to JHRC.Dir@jlac.ps