



Call for Proposal

Development of Advocacy Materials on RA 11930 (Anti-OSAEC and Anti-CSAEM Act of 2022) for Public Campaign

A. Purpose of the Assignment

Stairway Foundation Inc. (SFI) is a non-profit, non-governmental organization established in 1990, dedicated to the promotion and protection of children's rights. Over the past three decades, SFI has developed a comprehensive approach to addressing child abuse and neglect, with a focus on innovative and creative therapeutic interventions, as well as extensive advocacy and capacity-building programs.

Currently, SFI is implementing a 4-year global program (2021-2025) entitled "*Stopping Cybercrime Against Children: More Safety and Protection on the Internet.*" The program aims to protect children and adolescents from online violence. A key component of this initiative is raising public awareness about RA 11930, also known as the "Anti-Online Sexual Abuse or Exploitation of Children (OSAEC) and Anti-Child Sexual Abuse or Exploitation Materials (CSAEM) Act of 2022," with a target reach of 500,000 people. To support this objective, SFI is facilitating a call for proposals for the development of videos and storybooks to enhance its public advocacy campaigns.

B. Scope of Work

The project timeline is from September 16, 2024 to October 30, 2024 and will cover the following tasks:

- a) Development of production plan, concepts, and designs in coordination with SFI Creative Director;
- b) Production of the materials based on SFI branding and standards; and
- c) Meeting and consultation with SFI Creative Director and SFI Global Program Team.

C. Deliverables

The service provider will develop materials that contain the key messages below, in particular:

- a) Animation or live action and non-voice videos for social media deployment with a maximum of 1 minute per video.
- b) A digital story book patterned from SFI's "[For Your Eyes Only](#)", including use of its characters and visual style, for use in the conduct of learning sessions of SFI Global Program Collaborators.

Key Messages:

1. OSAEC is the sexual abuse and exploitation of children using the internet and technology.
2. CSAEM are materials that may have been created offline or through ICT that depicts and describes sexual abuse of children or shows the private parts of children.
3. The creation, sharing, and concealment of Child Sexual Abuse and Exploitation Material (CSAEM) is prohibited.
4. Gaining a child's trust through manipulation for sexual exploitation or abuse is called luring or grooming.
5. Using force or coercion on a child to perform a sexual act is sextortion.

Stairway Foundation, Inc.

Main Office:

Brgy. Aninuan, Puerto Galera
Oriental Mindoro 5203, Philippines
Phone: +63 917 843 1922

Manila Office:

3rd Floor, No. 1867 Oroquieta St.
Sta. Cruz, Manila
Phone: +63 2 711 9137

email: info@stairway.ngo
website: www.stairwayfoundation.org



6. Dissemination of CSAEMs obtained from the exchange of "nudes" of children, with or without consent is image- based sexual abuse.
7. Depicting or talking about children with the intention of making them the object of sexual fantasy is called sexualization of children.
8. Sexual Exploitation of Children - adult using a child sexually to make money.
9. Livestreaming abuse - selling children as sex objects via online or live-streaming.

D. Application

Interested parties should send their proposal to include sample works and portfolio, concept ideas and production plan not later than September 6, 2024 addressed to **Vivian Escoton, Global Program Philippines Coordinator**, through email at vivian@stairway.ngo. The top two (2) bidders will be invited for an online meeting on September 10, 2024 in the afternoon.

Stairway Foundation, Inc.

Main Office:

Brgy. Aninuan, Puerto Galera
Oriental Mindoro 5203, Philippines
Phone: +63 917 843 1922

Manila Office:

3rd Floor, No. 1867 Oroquieta St.
Sta. Cruz, Manila
Phone: +63 2 711 9137

email: info@stairway.ngo
website: www.stairwayfoundation.org