

Call for proposals

Series of animations to explain fundamental rights of persons with disabilities.

The International Disability Alliance invites professionals in the fields of audio-visual communications to present proposals for a series of video animations to illustrate 4 key aspects of the rights of persons with disabilities. The identification of the main issues, description of challenges as well as the recommendations are based on thematic reports elaborated by the UN Special Rapporteur on the rights of persons with disabilities, Ms. Catalina Devandas.

Objectives of the videos

Overall objective:

To promote understanding among the general public of problems faced by persons with disabilities, which affect millions of people around the world but are nevertheless little known or understood.

The series of four audio-visual pieces intends to insert the key elements that define the rights of persons with disabilities into the public discourse, and explain the major areas in which those are commonly violated. Materials will touch on:

- The right to legal capacity and equality before the law.
- The right to participate in the life of the community.
- The right to benefit from disability-inclusive social protection.
- The Sexual and reproductive health and rights of women and girls with disabilities.

Target groups

General public from all regions. Materials will be developed in English.

Distribution of video materials will be done through social media and will be made freely available in all major platforms, including YouTube, Facebook, Instagram, etcetera.

Materials to be produced

The final product consists of four video animations of no more than 2 minutes each, focused on the four thematic areas described above. Tenderers are asked to present in their proposal one draft storyboard/ draft script of one of the four videos requested, suggesting graphic style proposed for the animations in the form of a sample. The messages and information about the four themes included in Annex I of this document, should be the basis to produce the video animations. A contact person will be available for consultations during the drafting process.

Accessibility for persons with disabilities of all materials produced will need to be ensured. This requires captioning, voice narration and [color contrast](#).

Elements to be considered

Persons with disabilities are a very diverse group and this diversity should be reflected as much as possible in the video-animations. Many persons have invisible disabilities.

Gender equality should also be fully taken into account.

Although narrations are to be created in English, closed captioning in English, French and Spanish should be contemplated in the final products.

Budget proposal

The total cost of project should not exceed USD 50'000

Application pack

Communication companies interested in applying to this call, are kindly asked to present the following information by 15 April 2020:

- Draft storyboard or annotated script including main messages and general ideas in regards to the narration, as well as visual/ graphic style proposed for the animation;
- Estimated budget (in USD) (see comment above);
- Proposed timeline taking into account that the launch should be on September of 2020;
- Brief description of relevant experience and links to work produced related to this assignment.

Brief description of the 4 themes for the video animations.

1. Legal Capacity for all: Defending the right of persons with disabilities to make their own decisions on all aspects of their lives.

Our right to legal capacity is the recognition that our choices on important aspects of our own lives must be respected. Thanks to our legal capacity, we can decide to get married, have children, choose where to live and with whom, sign contracts, have a job, own property and countless other things without needing anyone else's approval. That's why it is often called the "right to have rights".

But legal capacity is denied to millions of persons with disabilities around the world. Control over their lives is taken away by judges, institutions or their own families, and with it, important opportunities to participate in society like anyone else.

Many people with intellectual or psychosocial disabilities are placed under the guardianship of the state, a family member or an institution, confined against their will in mental health institutions, "prayer camps", at home, or even in prison.

In these situations, they are denied basic choices of how to live their lives, and they become very vulnerable to sexual and physical violence. Abuse and forced treatments like sterilization, shock therapies and other forms of torture become very common, and without legal avenues to challenge their situation, they become invisible and forgotten by the rest of the community.

Why does it happen? Stigma and misperceptions fuel the idea that persons with disabilities are unable to make decisions or take care of themselves; or that they need "specialized care" that can only be provided in institutions. Persons with psychosocial disabilities are often assumed to be violent and dangerous.

Because of these misperceptions, laws that should protect their rights, end up limiting their freedom

and exposing them to violence and abuse. These laws play a huge role in depriving persons with disabilities of their legal capacity and basic rights.

How to prevent it:

Recognizing the right to legal capacity requires prohibiting all forms of **substitute decision making**—that is when someone else is allowed to decide on your behalf, and guaranteeing instead the access to mechanisms of **supported decision making** for anyone in need of assistance. This way, persons with disabilities can live their lives in accordance with their values and preferences, just like everybody else.

Find out more about [the legal capacity of persons with disabilities](#), and check out [some stories of persons with disabilities deprived of their legal capacity and freedom](#).

2. Participation of persons with disabilities benefits all.

Persons with disabilities constitute at least 15 per cent of the global population—about one billion people. However, we rarely occupy positions in governments, and we are usually not consulted in policymaking—even on matters directly affecting us. This is because we face many forms of discrimination and barriers to participate. Our right to vote, for example, might be limited by inaccessible procedures, and even denied due to restrictions of legal capacity. Our views are often disregarded in favor of other people speaking or making decisions on our behalf. But our participation can have a profound effect on society, and benefit everyone.

Why is participation important? If we want decisions to improve everybody's lives, then everyone's opinion must be heard. But participation of the community's most vulnerable is especially important, because those voices are neglected more often.

Persons with disabilities are among the most marginalized in every community. That is why we must ensure their meaningful participation in the design of essential elements of the community, like housing, public spaces, work places and services like hospitals, schools and transportation, so they address their specific needs.

How do we promote it: To be effective, participation must be well-organized. When it comes to persons with disabilities, our representative organizations can play a mediating role between individuals and the States, helping individuals at society's margins to be heard. But it is important to distinguish between organizations "*of*" persons with disabilities with organizations "*for*" persons with disabilities. Organizations "*for*" persons with disabilities are those that work on disability but are not led and controlled by persons with disabilities.

States must make sure that organizations *of* persons with disabilities have a meaningful place not only in the planning of policies specifically focused on disabilities, but in the planning of broader policies that affect everyone's lives—budgeting, education, justice, foreign relations, and all other important issues that matter to everyone—with or without disabilities alike.

[Click here](#) for more on the participation of persons with disabilities.

4. Social Protection inclusive of persons with disabilities benefits all.

Social protection is one of the most powerful mechanisms to ensure income security and reducing poverty and inequality. By untapping the community's human capital, social protection systems become an essential strategy for development that benefits all.

Access to food, health care, education and support services make possible the inclusion of the community's poor and most disadvantaged, enhancing their contribution to the overall development of the whole community.

Why should social protection be inclusive of persons with disabilities? Because we are affected

by poverty in a disproportionate manner. We experience higher rates of deprivation, and lower levels of income than the general population. However, poverty reduction programmes recently implemented by most countries were not inclusive of persons with disabilities. They failed to include specific extra costs that persons with disabilities often have, like support services and devices, which can be very expensive, but essential for an adequate standard of living.

These programs were a missed opportunity that could have supported millions to exit out of poverty.

How to make social protection system disability-inclusive:

Ensure the *participation* of persons with disabilities in their design and implementation.

Ensure access: services and programs and all information about them should be available, accessible, adequate and non-discriminatory for persons with disabilities.

Ensure that disability-specific benefits promote our independence and social inclusion, so persons with disabilities have the same choices as everyone else when it comes to deciding how to live their lives.

[More on disability-inclusive social protection.](#)

5. Women and girls with disabilities: Our sexual and reproductive rights.

Sexual and reproductive health and rights include being able to make decisions over our sexuality and reproduction, and to access facilities and services that support us to carry out our choices. But in many countries, judges, healthcare professionals, family members and guardians can decide over life-changing procedures on behalf of girls and young women with disabilities. Under pretense of protecting against violence, a judge, parent or legal guardian can authorize the forced sterilization of a woman with disabilities, or determine her "unfit to consent" to sexual relations.

It seems that the laws and institutions are designed to respond to the needs of caregivers, instead of those of the women and girls with disabilities that

they are meant to protect. And they often exacerbate the risks that they are supposed to mitigate.

Why are these rights so important: Widespread misperceptions and social myths lead to violence and abuse against us (women and girls with disabilities).

A common myth is that we don't have sexual interests, and if we do, that's a problem that needs to be controlled: Young women and girls with disabilities are mostly regarded by society as either asexual or hypersexual, and social conventions on beauty have historically excluded us, making us feel unattractive and unworthy.

In the case of adolescents, the all-too-familiar assumption that we lack the capacity to make our own decisions, is used to justify all sorts of barriers to access information and services that are essential to prevent sexually transmitted diseases, unwanted pregnancies, and many forms of sexual violence.

But contrary to these myths, youth with disabilities have the same concerns and needs about sexuality, relationships and identity as our peers without disability. When it comes to sex and relationships, we are in no way different.

Misconceptions and stereotypes around the sexuality of persons with disabilities have resulted in the widespread use of segregation and institutionalization, which under pretext of protecting women and girls with disabilities, treats us as children for our entire lives.

How do we promote these rights: We can break the cycle of misconceptions, abuse and violence, and enable every young woman and girl with disabilities better chances to live full lives. Tackling deep-rooted inequalities around gender and disability will benefit not only historically marginalized women and girls, but society as a whole.

Protecting our right to decide over our own bodies and sexuality is critical in the global fight to end violence, exploitation and abuse against women.

References of narrative styles of interest:

1. Didactic break-down of similar concepts:

- [Treaty bodies: Committee on thrights of the child \(from the same series\)](#)
- [Treaty bodies in action: an introduction](#)

2. Story-telling through a character:

- [Lea goes to school \(World down syndrome day\)](#)