

Illicit Financial Flows (IFFs) in Western Balkans 6: Design Brief



1. Project overview and goals

<p>Intro to the Global Initiative against Transnational Organized Crime (GI-TOC)</p>	<p>The Global Initiative is an independent civil-society organization headquartered in Geneva, Vienna, and Cape Town, with a globally dispersed Secretariat and a high-level advisory board. Its network members include prominent law enforcement, governance, and development practitioners dedicated to seeking new and innovative strategies and responses to organized crime. (www.globalinitiative.net)</p>
<p>Intro to SEE-OBS</p>	<p>The Observatory of Illicit Economies in South Eastern Europe (SEE-OBS) is a platform that connects and empowers civil-society actors in Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia. The Observatory aims to enable civil society to identify, analyze and map criminal trends and their impact on illicit flows, governance, development, interethnic relations, security, and the rule of law. It supports them in monitoring national dynamics and wider regional and international organized crime trends. The Observatory was launched as an outcome of the 2018 Western Balkans Summit in London, a part of the Berlin Process.</p>
<p>Summary of objectives and goals</p>	<p>The main goal is to increase public awareness of the impact of Illicit Financial Flows (IFFs).</p>

	<p>Objectives:</p> <ul style="list-style-type: none"> • increase public awareness of the impact of the phenomenon of IFFs on each country individually • enable all stakeholders within WB6 to identify the issues that are most relevant to their specific context and needs and to quickly move to the sections that they want to focus on more deeply • provide users with information to enable all stakeholders within WB6 to examine their policies and practices and identify critical areas where progress is required
Context	<p>In scope and nature, Illicit Financial Flows are a truly global phenomenon affecting Western Balkan 6 countries. For example, hegemonic powers and security-oriented agencies tend to focus on terrorist financing and stolen assets. In contrast, development and human-rights-oriented agencies highlight the impact of transnational corporations' tax dodging practices and capital flight. But civil society advocacy and the media, particularly after the global financial crisis, have brought IFFs to the mainstream. Civil society plays a key role in detecting the weaknesses of the national competent authorities responsible for preventing IFFs. Working against IFFs, civil society requests total transparency and strong effectiveness of the state, judicial, and Law Enforcement Agencies struggling against the IFFs state capture. Also, for example, the media might react by using their information and the role of the Public Prosecutor to raise questions on the state capture.</p>
More info on IFFs in the WB6	<ul style="list-style-type: none"> • https://globalinitiative.net/analysis/iffs-western-balkans-2/ • https://globalinitiative.net/analysis/iffs-western-balkans/

2. Target audience

Typology of users	<p>The target audience is mainly represented by local Civil Society Organisations (CSOs), but other audiences with potential interest in the digital tool also include:</p> <ul style="list-style-type: none"> • Law enforcement;
-------------------	--

	<ul style="list-style-type: none"> • NGOs • The local media; • Academia; • The private sector; • Governments and diplomatic community; • Regional and international organizations.
Demographic info	<p>The target demographic audience is mainly based in the Western Balkans 6 countries:</p> <ul style="list-style-type: none"> • Albania • Bosnia and Herzegovina • Kosovo • Montenegro • North Macedonia • Serbia <p>The GI-TOC digital audience mainly comprises young professionals, with 69.3% of users under 45 years old. 14.5% between 45 and 54, and the remaining 16.2% is 55+ y/o.</p>
SEE audience GITOC digital engagement	<p>The GI-TOC total reach in 2022 consists of more than 1 million users for its main platform (globalinitiative.net) and the various subdomains and digital platforms. The content produced under the SEE-Obs (Incl. reports, articles, digital tools, and webinars) involved around 80.000 users between 2019 and the first quarter of 2023.</p>

3. Scope of work

Website primary features	<p>The online toolkit will consist of the following information:</p> <p>Introduction of Illicit Financial Flows</p> <ul style="list-style-type: none"> • A brief summary of the toolkit and general understanding of IFFs. <p>Risk and Context</p>
--------------------------	--

- A brief summary and general information for each WB6 country.

Understanding IFFs

- A brief summary of how countries understand and define illicit financial flows.

Types and risks of IFFs

- A brief summary of the identified risks of IFFs (with a main focus on money laundering and terrorist financing).
- Conducted National Risk Assessment (Money Laundering, Terrorist Financing, Serious and Organized Crime Risk Assessment, Corruption Risk Assessment, NPOs Abuse for Terrorist Financing, etc.)
- Level of risk (ML/TF, NPOs abuse for TF, Corruption, Organized Crime)
- Types of high threat for ML and FT (list of predicate offense that proceeds of crime are generated)
- Organized Criminal Groups (numbers, types, and activities)
- Channels of IFFs (banks, fast money transfer, cash, virtual transactions, goods exchange)

National Authorities responsible for fight IFFs.

- A brief summary of cooperation and information exchange on national level.
- Institutions (Law Enforcement, Private Sector, Public Prosecutors and Judiciary, Agencies, Offices, FIU etc.) involved in the fight against IFFs.

Legal Framework and National Strategies

- Legal framework (Laws, MoUs, Agreements...)
- National Strategies and Initiatives
- Other Measures

International cooperation and exchange of information.

- A brief summary of formal and informal cooperation and information exchange channels.
- Responsible institutions for international cooperation and exchange of information
- Channels of exchange of information
- Police to police (Europol, Interpol, SIENA etc.)
- Customs to Customs
- FIU to FIU (EGMONT)
- Supervisory to supervisory
- Mutual Legal Assistance

Supervisory authorities

- A brief summary of the role of supervisory authorities in the fight against IFFs.
- List of supervisory authorities
- Responsibilities
- Measures

Financial Intelligence Units (FIU) in disrupting IFFs;

- A brief summary of the role of FIU.
- National System for prevention of Money Laundering and Terrorism Financing
- Beneficiary Ownership Register

Confiscation and social reuse of assets;

- A brief summary of the value of confiscate assets (statistic per year)

The Role of NPOs in countering IFFs (collector, transit or user of funds);

- Country risk assessment of NPO abuse for TF
- Level of risk
- Types of NPOs that are high risk for abuse of TF

Functionalities	<p>Interactive maps:</p> <ul style="list-style-type: none"> • n 1 regional map with an interactive menu displaying data, level of risk, and filters. • n 6 country maps with a detailed overview of data and filter <p>Data visualization: Interactive dataviz element to be included on the homepage and each of the 6 country pages.</p> <p>Database: You can add relevant information about legislation, organizations, and authorities on each of the 6 country pages.</p>
Other technical requirements/integrations	It will be necessary to integrate the tool into the GI-TOC digital infrastructure. The selected design agency will be put in contact with our developer to fulfill this integration. [Additional technical info will be available upon request]

4. Design requirements

Branding guidelines	The art direction must consider the GI-TOC branding guidelines that will be shared with the selected agency.
Visual style preferences	The visual guidelines must follow the existing examples of digital tools developed under the SEE-OBS. The present tool will be an integral part of this series of digital tools.
References	https://see.globalinitiative.net/hotspots/

5. Content requirements

Text	The research team will provide text. Any proposal for developing the storytelling component (Copy and illustrations) will be considered an asset.
Multimedia	The website must be able to host multimedia content that will be produced in-house by the Global Initiative, such as videos and podcasts.
Description	The digital data visualization tool is an online toolkit designed to

of the interactive tool	comprehensively understand Illicit Financial Flows (IFFs) and their impact on WB6 countries. The toolkit includes information on the risks and context of IFFs, national authorities responsible for fighting IFFs, legal frameworks, national strategies and initiatives, international cooperation and exchange of information, supervisory authorities, financial intelligence units (FIUs), and the role of non-profit organizations (NPOs) in countering IFFs.
-------------------------	---

6. Timeline and budget

Key milestones	<ul style="list-style-type: none"> • APPLICATION PERIOD: 15 May - 31 May • SHORTLISTED CANDIDATE: by June 16 • INTERVIEWS: 19-23 JUNE • SELECTION OF THE WINNING PROPOSAL: by June 27 • Deadline to submit text and data from the research team to the agency: July 14 • FIRST DRAFT/Round of Approvals: By July 31 • DEVELOPMENT/TEST STAGE: Aug-Sept 2023 • FINAL ROUND OF APPROVAL/Legal review (GI-TOC and Donor review): by October 13
Deadline	The tool must be fully operative and accessible by November 30, 2023
Budget Range	EUR: 8.000 - 15.000

7. Proposal submission details

What to submit	<p>Submit a single .PDF file (10 mb) including; The project proposal; Short bio/CV; Portfolio (up to 10 images, up to 3 video links).</p> <p>The preferred format for the PDF is widescreen (16:9), similar to a powerpoint presentation.</p>
How to submit	<p>Send your proposal to Claudio Landi, Head of Digital Projects at the Global Initiative, using the following email address: claudio.landi@globalinitiative.net</p>

	<p>Do not hesitate to share questions or request further details at the abovementioned email.</p>
Selection criteria	<p>Portfolio/Expertise: The agency's portfolio is essential to assess if the design style aligns with our brand guidelines. Preferably, past work should show experience in the nonprofit sector or with similar projects.</p> <p>Regional representation: Regional representation is important to us; we will consider agencies with a presence in the WB6 region or with experience working with clients in the region.</p> <p>Pricing: We will consider the pricing structure and whether it aligns with our budget. Pricing transparency and a detailed cost breakdown are required.</p>