

Call for proposals

Develop communication plan on safe migration development of communication activities to promote safe migration for women, especially in remote disadvantaged areas of Viet Nam

1. Introduction

Safe and Fair: Realizing women migrant workers' rights and opportunities in the ASEAN region (here after referred to as Safe and Fair programme) (2018-2022) is implemented by the ILO and UN Women, led by the ILO Regional Office for Asia and the Pacific. Safe and Fair delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region. Safe and Fair works in close cooperation with governments and social partners to achieve three inter-linking specific objectives:

- 1. Women migrant workers are better protected by gender-sensitive labour migration governance frameworks;*
- 2. Women migrant workers are less vulnerable to violence and trafficking and benefit from coordinated responsive quality services; and*
- 3. Data, knowledge and attitudes on the rights and contributions of women migrant workers are improved.*

Labour migration has the potential to contribute to the countries of destination, it contributes to economic growth through the provision of labour, skills and ideas. For countries of origin, the movement of women and men across borders reduces underemployment pressures and increases remittances. Migrant workers have the opportunity to earn higher incomes and develop new skills, and thus have greater independence and agency. It often provides women migrant workers an opportunity to travel and live independently and be income earners for themselves and their families. However, women migrant workers are subject to multiple and intersecting forms of discrimination and they are disproportionately affected by different forms of violence and harassment during the migration cycle.

In March 2020, the Prime Minister of Viet Nam issued the Decision No. 402/QĐ-TTg on the National plan to implement the Global Compact of Safe, Regular and Orderly Migration. Five key areas of the Plan include:

1. Communicate and disseminate information on the Global Compact, international migration issues and conduct capacity building activities for the implementation of GCM.
2. Collect information and data on the migration of Vietnamese citizens to foreign countries and the immigration of foreigners into Viet Nam
3. Complete law and policy system and implementation
4. Conduct research and make forecasts on situation and policies on migration issues of countries and territories.
5. Promote international cooperation in the implementation of the Global Compact

In the area one on communication and information dissemination, safe migration for women is an

important topic especially there has been increasing number of Vietnamese women migrating to work abroad. While labour migration offers opportunity for women to obtain economic independence and empowerment, there are also many women still experiencing disadvantages and gendered barriers in their migration journeys. Many of these disadvantages and barriers can be addressed with women's better access to information on different aspects of employment opportunities, information about workers' rights, and their increased awareness and skills on prevention of frauds, violence and exploitation. Creative and well targeted communication activities, prioritizing women and children are highlighted in Viet Nam's Implementation Plan of GCM.

This call for proposal is to have competent institution/organization guide the development of communication plan and the implementation of communication event (before December 2020) to effectively promote safe migration for women, keeping in mind specific requirements for outreach to rural, remote areas of Viet Nam. The communication plan will be owned and executed by the Consular Department, MoFA, as part of the efforts by MoFA to disseminate information on the Global Compact, international migration issues and conduct capacity building activities for the implementation of GCM.

2. Tasks and deliverables

The main tasks for the institution/organization are:

Prepare report on the rapid assessment

- Conduct rapid assessment on the information needs, and knowledge gaps women who potentially going to work abroad, and their family, taking into account the impact of COVID-19 on labour migration.

Develop key messages, communication products and implementation plan

- Identify key communication messages, suitable communication channels and communication products for outreach activities at regional and provincial level. Communication products include press releases, feature stories, social media packs, videos, photos, interviews/Q&As, factsheets, presentations, briefing notes, etc., that are strategic and consistently on messages about safe migration to the target audience. Outreach activities include online and office channels.
- Provide strategic advice and conduct consultation with relevant stakeholders on the above, so that the outputs can be used to develop communication plan.

Provide technical and logistic support to the implementation of communication event both

- Lead on all media relations activities, including requests for comment and interview, and providing full support to staff on media interactions.
- Provide technical and logistic support to one communication event that is launched online and offline around the International Migration Day of 18 December

- Report on the media engagement and media coverage of the communication event, not more than 1 week after the event.

Deliverables

- Deliverable 1: Plan and tools for rapid assessment
- Deliverable 2: Communication plan and execution plan
- Deliverable 3: Communication products
- Deliverable 4: Report on communication event/campaign conducted.

3. Language

- The deliverables 1, 2, 4 are in English and Vietnamese
- The deliverables 3 is in Vietnamese

4. Key skills, technical background, experience required

- Firms/institution/organization must to be registered legally.
- Demonstrable experience in implementing outreach activities and producing communications materials.
- A research team with at least 1 specialist on labour migration and/or gender equality and women's rights.
- At least 5 years of experience and track-record in designing and conducting communication events (both online and offline)
- Good English communication skills.

5. Collaboration with Safe and Fair

The contracted institution will work under the supervision of Safe and Fair National Programme Coordinator (NPC), and in close consultation with Consular Department of Ministry of Foreign Affairs (International Migration Division).

The Safe and Fair programme will provide the following support to the contracted institution/organization:

- Provide the institution/organization with relevant documents.
- Provide technical inputs to the design of the rapid assessment and the communication plan
- Guidance on Safe and Fair visibility of the events.

6. Budget and payment schedule

The budget proposal for the study should include a clear cost breakdown of the professional fee, travel costs, and other relevant costs

The payments will be made in Viet Nam dong and will be made following deliverables as follows

- First payment: 30% will be paid upon satisfactory acceptance of the communication execution plan with elaboration of communication products to be developed.
- Second payment: 40% will be paid upon submission of communication products ready to be produced.
- Final payment: 30% will be paid upon the approval of the final report on communication events implemented.

7. Submission of proposal

The interested institutions/organizations must submit their proposal (not exceeding 3 pages excluding resumes) Safe and Fair Programme with the following details:

- Firms/organization/institution need to be registered legally
- Demonstrated experience and capacity: describe your agency and why it is qualified to undertake this consultancy.
- Proposed approach and activities, details of outputs and contribution to the objectives
- CVs or bios of the key personnel who will be implementing the tasks of this consultancy. A team leader with at least 5 years of communications experience, and at least 1 team member with experience of conducting rapid assessment or research.
- List of documentations, projects/assignments relevant to this assignment.

Financial proposal for the task should BE SEPARATE document which should be sent via excel file with password protection. Password should only be shared when requested by ILO. Any proposals with budget included will be disqualified.

All proposals shall be submitted to the Safe and Fair Programme through email dangthihanh@ilo.org, by **17:00pm 7 Oct 2020**.

8. Proposal evaluation

All proposals will be evaluated on the following criteria:

1. Quality of technical proposal
2. Reasonable proposed timeline
3. Qualifications of proposed staff
4. Relevant experience and competency of the institution.

Shortlisted service providers will be invited for interviews/ presentation of their proposal for final selection.