



**TERMS OF REFERENCE (TOR)
FOR
CONSULTANCY SERVICES FOR CONTENT CREATION AND COMMUNICATION
MANAGEMENT FOR AN AWARENESS CAMPAIGN**

Reference	Consultancy services for content creation and communication management for an awareness campaign
Procuring organisation	European Research Institute Foundation (ERI)
Project name	SAFER - Safe and legal alternatives for Pakistani potential migrants and migrants on the Route
Project ID	101102180 – AMIF-2022-TF1-AG-INFO

1. Introduction

1.1 The project Coordinator

The European Research Institute Foundation (ERI) is seeking the services of a local communication agency for the creation of contents and the management of communication for the proposed awareness campaign within the framework of the project “Safe and legal alternatives for Pakistani potential migrants and migrants on the Route” (SAFER).

ERI is a private, non-profit foundation established in 2011 in Turin (Italy) that promotes research and innovation in the areas of social inclusion and protection of the environment. Its mission is to improve the social, economic and cultural conditions of European citizens, enhance the social inclusion of third-country nationals and vulnerable-marginalised individuals, and promote respect for the environment and all living beings. ERI is committed to foster social cohesion and equality, respect of fundamental rights and promotion of cultural diversity in order to create equal opportunities and fight discrimination. ERI is responsible for coordinating the SAFER project in cooperation with the following partners: Danish Refugee Council (Italy), Kentro Merimnas Oikogeneias Kai Paidioy (KMOP, Greece) and Sofia University (Bulgaria).

1.2 The project

The SAFER project is co-funded by the European Commission through the AMIF programme (Asylum, Migration and Integration Fund). The project started on the 1st of May, 2023 and its



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duration is 24 months. The project's general objective is to design and implement an information and awareness-raising campaign on the risks of irregular migration in Pakistan. The proposed campaign intends to contribute to a change of perception and behaviour of the Pakistani population in relation to the idea of irregularly migrating to Europe. In order to achieve this, it seeks to provide reliable, factual, balanced information not only on the dangers in which migrants may incur during the journey and after arrival, but especially on safe and legal alternatives of migration and available economic opportunities in the home country. To achieve these goals and effectively deliver its messages, the campaign will rely on selected local opinion leaders and influencers widely respected and trusted in the involved communities. By involving them as spokesperson, it aims to counter the inaccurate, misleading, malicious narratives on irregular migration and on living irregularly in the EU promoted by migrants' smugglers.

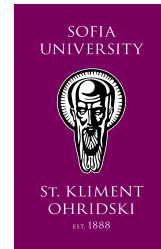
The proposed information and awareness campaign is expected to last 12 months and target young, unmarried men aged between 18-30 having an educational background between primary and secondary school and residing across five regions, namely the Islamabad Capital territory and the provinces of Balochistan, Khyber Pakhtunkhwa, Punjab, and Sindh. As such, the campaign will be tailored to the specific needs and expectations of this target group, and it will be mainly based on word-of-mouth communication, which has been widely regarded as the most effective communication channel to encourage attitudinal and behavioural change, as well as supported by social media communication. Throughout the campaign's implementation timeframe, a hotline will be made available for both calls and messages to actual and potential migrants; a web platform will be launched to provide useful information to reduce the risk of harm and victimisation; and 30 bimonthly community events will be held, six in each region involved.

2. Background

Irregular migration is a long-standing challenge for the EU, particularly since 2015, which the EU has been trying to prevent by enacting a number of specific policies. Among other measures, the EU considers information and awareness-raising campaigns crucial tools to prevent irregular migration and in the last five years has financed a number of information and awareness-raising activities in third countries of origin and transit through the AMIF. The SAFER project aims to design and implement an information and awareness-raising campaign on the risks of irregular migration in Pakistan, coherently with the EU Action Plan against migrant smuggling 2021-2025. In particular, SAFER project intends to promote access to reliable information to both future migrants and migrants already on the route to



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Europe.

According to the 2021 Frontex “Risk analysis report”, Pakistan is the sixth out of ten top countries of origin in the clandestine entries at land and sea chart, making the country a relevant territory in the framework of the EU Action Plan against migrants smuggling 2021-2025. In line with the operational partnerships and cooperation plan with non- EU countries promoted by the European Union, the SAFER project aims to promote an awareness campaign that entails the participation of relevant spokespersons both in the home country (i.e. religious and community leaders, teachers and returning migrants) and Pakistani nationals members of trustable diaspora communities in Europe. As emerged in previous AMIF funded projects implemented in Pakistan, individuals who tend to engage in irregular migration are mainly unmarried young men (18-30) with an educational background between primary and secondary school from all regions of the country.

The proposed campaign will mainly use word-of-mouth communication in a one-on-one setting, such as setting up a dedicated hotline that allows users to leave voice and email messages, and organising community events. As the literature shows, word-of-mouth channels were the most effective channels for changing attitudes and behaviours in past campaigns for a number of reasons. e.g. there is an interaction between messenger and receiver, the interaction is personal and based on a relationship, there is an opportunity to take into account the migrants’ personal needs, migrants are more likely to talk openly, the audience's engagement and retention of messages is increased. In past campaigns, community events appeared useful and effective for spreading campaign messages to a wider audience, advertising word-of-mouth services, addressing secondary audiences like family and friends, gaining the trust of the community and building brand awareness. In addition, the proposed campaign will use social media as a supporting channel to reinforce the messages and reach a large audience fast and in a cost-effective way .

The campaign will be implemented in the five main regions of Pakistan: Islamabad, Punjab, Khyber Pakhtunkhwa, Balochistan and Sindh. The autonomous territories of Kashmir and Gilgit Baltistan will not be included in the project for security reasons, since they are disputed territories and the socio-political context is too unstable. It is expected that the bi-monthly community events will have the following structure: a) a lecture by an invited speaker followed by Q&A session (religious leaders, experts of visa-related issues, labour consultants, experts of vocational training etc.); b) Live online meetings between the audience and diaspora groups in Europe; speeches by diaspora community members and



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Q&A sessions; c) An entertainment part (display of cricket matches, movies, music/dance/theatre/comedy shows etc.).

3. Objective

This tender aims to select a communication agency that will support the project team in the creation of an awareness campaign on the risks of irregular migration and manage the communication for the campaign. The purpose of the consultancy is to ensure the effectiveness, suitability and visibility of the proposed awareness campaign. The awarded consultant shall make sure that the campaign messages and the media and channels used are suitable to the local socio-cultural context and the interested target group, and that the campaign is widely disseminated in the targeted Pakistani regions.

4. Location

This consultancy service shall be carried out in Pakistan. Since the proposed awareness campaign will be launched in all the five regions mentioned above, the consultant may need to travel to enhance the planning of the campaign and better monitor its implementation.

5. Duties

The awarded consultant shall perform the following tasks:

1. Attend the preliminary training workshop organised by the Project Coordinator.
2. Coordinate with the appointed communication agency responsible for the overall project's dissemination in Europe
3. Develop a communication plan for the campaign.
4. Support the Project Coordinator during the preparatory research for the awareness campaign by providing a list of relevant references in English, Urdu and other local languages about the project's target group, namely young Pakistani men. The list shall include: existing reports, books, scholarly articles, newspaper and magazine articles, and market analyses that provide useful information about young Pakistani men and their usage of media. If such materials are available on the internet, the consultant is also expected to include the links of the documents in the list.
5. Creation of the contents of the proposed awareness campaign in collaboration with the Project Coordinator and the communication agency in Europe;
6. Creation of a dedicated social media profile for the proposed campaign.



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7. Identification of five test groups, one in each region involved, to test the content of the campaign and adjust the contents based on the results. Each group should be composed of at least 20 people.
8. Test the contents of the campaign with regional focus groups. Make sure that participants in the focus groups sign participant sheets. Participant sheets will be provided by the Project Coordinator.
9. Administer the *pre* and *post* evaluation questionnaires provided by the Project Team to the participants in the test groups. Ensure that all participants fill in the questionnaires. Submit to the Project Coordinator scanned copies of the completed questionnaires.
10. Submit to the Project Coordinator a report for each test session including: description of the composition of the test group, description of how, when and where the test was conducted, results of the test, final recommendations.
11. Social media management and editorial strategy for the proposed campaign. This task includes the creation of an editorial strategy and calendar and the drafting of contents for the dedicated social media profile. The skills required for the creation of contents include: graphic design, copywriting, video making and editing. The purpose of this task is to disseminate the campaign as widely as possible in Pakistan. The consultant is expected to generate at least two posts per week on the dedicated social media profile. The main indicators and related target values to assess the impact of the campaign have been established as follows:
 - a. n. of followers of dedicated social media profile. Target: 5.000;
 - b. n. of total posts (by the team) on the dedicated social media profile. Target: 200;
 - c. n. of total posts reposted. Target: 80;
 - d. n. of total visualisations of video contents on the dedicated social media profile. Target: 5.000;
12. Submit a report (in English, electronic format, max. 5 pages) on the performance of the dedicated social media profile (no of followers, no of likes, no of reposts, no of posts) and uploaded videos (no of visualisations, retention rates, session duration) by and no later than the 28th of February 2025.
13. Produce at least three (3) press releases to generate media coverage around the campaign;
14. Advertise the community events on local and national media: television, radio, newspapers and social media, at least one national TV commercial, one local TV commercial, two radio commercials on national radio, two radio commercials on



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local radio, two national newspaper articles, two local newspaper articles and three posts on social media for each event.

15. Send information about the advertisement of the planned events to the Project Coordinator to be published in the project platform.
16. Make sure that, unless specified otherwise by the Project Coordinator, all communication materials bear the EU logo and the mention of EU funding, the project logo and ID, and the partners' logos. All logos will be provided by the Project Coordinator.
17. Send copies of payment invoices to the Project Coordinator.
18. After completion of the assignment, send a statement to the Project Coordinator confirming that all required tasks have been completed.

6. Deliverables

6.1 Required deliverables

The awarded consultant shall provide the following documents by email and using an online document storage (Drive):

- D1: communication plan for the awareness campaign;
- D2: list of relevant references for the preparatory research with links;
- D3: Campaign Test Reports, one for each test session;
- D4: scanned copies of the completed *pre* and *post* evaluation questionnaires;
- D5: creation of dedicated social media profile;
- D6: document in Word format shared on the project's Drive folder with copy of all posts (2/week);
- D7: contents of the campaign (videos, pictures, infographics) uploaded in a dedicated folder in the project's Drive folder;
- D8: report on the performance of the dedicated profile (social media metrics), English, electronic format, max. 5 pages;
- D9: three (3) press releases;
- D10: proof of the advertisement of the community events (30 events total): at least one national TV commercial, one local TV commercial, two radio commercials on national radio, two radio commercials on local radio, two national newspaper articles, two local newspaper articles and three posts on social media for each event;
- D11: payment invoices;
- D12: final statement confirming that all required tasks have been completed.



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6.2 Deliverable timeline

The consultant shall submit the deliverables listed in section 6.1 according to the timeline below:

DELIVERABLES	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	
D1 Communication Plan																									
D2 List of relevant references																									
D3 Campaign Test Reports																									
D4 Completed evaluation questionnaires																									
D5 Creation of social media profile																									
D6 Shared document with copy of all posts																									



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7. Eligibility, qualifications and experience required

Eligible applicants:

- for-profit communication agencies;
- legally registered in Pakistan (registration date before 31st July 2020).

Essential requirements:

- Proven business experience of at least 3 years in producing media content.
- Proven experience in conducting communication/awareness campaigns through social media.
- Technical skills: graphic design, social storytelling and copywriting, photo creation, video making and editing, knowledge of main social media platforms, knowledge of main social media analytics tools.
- Language skills: written and spoken fluency in English, Urdu, Punjabi, Pashto, Sindi, Balochi. Capacity for translation of contents into such languages.
- Ability to develop content through a creative and innovative approach and ability to find cost-effective alternative methods of communication and message transmission.
- Excellent project management and organisational skills.
- Ability to meet deadlines.
- Flexibility to perform the work at a high-quality level during the contract period and to make changes when requested with attention to detail.
- Ability to work independently, coordinate with different stakeholders and contribute to a teamwork process.

Desirable:

- Experience in covering social, humanitarian and development subjects.
- Proven experience in conducting communication/awareness campaigns for non-profit organisations focusing on social media.
- Previous participation in the implementation of EU-funded projects.
- Experience in working in international and multicultural teams.

8. Time frame

The deadline for submission of bids is the 18th of September 2023. Quotations shall be submitted to safer@eri.net.in. In the first stage, a shortlist of the most suitable candidates will be drawn and applicants will be notified within 5 working days of the deadline. In the



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second stage, online interviews will be scheduled with the shortlisted candidates to select the consultant needed for the project. Candidates will be notified of the results of the selection process by the 25th of September 2023. It is expected that before starting the assignment, the consultant has to attend a preliminary training workshop provided by the Project Coordinator. Participation in the preliminary training workshop is mandatory. The proposed awareness campaign is expected to last from February 2024 to the end of January 2025. The assignment starts after the signing of the contract by both parties and has to be completed by and no later than the 28th of February 2025.

9. Max budget

The maximum budget for this service is EUR 12.000,00. All the payments for this contract will be made in euros. Concerning the euro-Pakistan rupee conversion, the only accepted conversion rate is the one provided by InforEuro, the tool of the European Commission that provides the official monthly accounting rates for the euro. The conversion rate used for this service is the one of the month in which the Project Coordinator received the pre-financing from the European Commission, namely April 2023. Such a rate will be considered as fixed and applied to all payments within the framework of this contract. According to InforEuro, the rate for April is 1 EUR = 307,45 PKR. Therefore, the maximum budget for this service is PKR 36,89,466.00.

10. Payment conditions

The selected consultant shall be paid through bank transfer according to the following payment schedule:

Instalment n.	Percentage	Payment
1	20%	Within 21 calendar days from the signature of the contract by both parties.
2	30%	April 2024. After submission of all required supporting documents by the consultant to ERI and approval of work done by ERI. The bank transfer will be made within 7 calendar days from the approval by ERI.
3	30%	September 2024. After submission of all required supporting documents by the consultant to ERI and approval of work done by ERI. The bank transfer will be



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		made within 7 calendar days from the approval by ERI.
4	20%	March 2025. After submission of all required supporting documents by the consultant to ERI and approval of work done by ERI. The bank transfer will be made within 7 calendar days from the approval by ERI.

Except for the first instalment (20% pre-financing), the disbursement of all subsequent instalments depends on the fulfillment of specific conditions outlined below. In the event that the subcontractors fail to complete one or more of the required tasks and/or to submit one or more of the required supporting documents, ERI has the right to withhold a payment and/or terminate the contract.

Except for the first instalment (20% pre-financing), ERI will make the subsequent payments ONLY if the subcontractors complete all the required tasks and after they submit the following supporting documents

Payment	Percentage	Conditions for authorisation of payment
1st instalment	20%	signature of contract by both parties
2nd instalment	30%	<ul style="list-style-type: none"> - submission of the invoice of the previous bank transfer to the Project Coordinator; - submission of the communication plan; - submission of the list of relevant references; - submission of all Campaign Test Reports; - submission of participant sheets signed by people involved in the campaign tests; - submission of the completed <i>pre</i> and <i>post</i> evaluation questionnaires; - creation of dedicated social media profile; - creation of document in Word format on the project's Drive folder with copy of all posts (2/week or 8/month); - contents of the campaign (videos, pictures, infographics) uploaded in a dedicated folder in the project's Drive folder;



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		<ul style="list-style-type: none"> - proof of the advertisement of the 1st community events in all 5 regions: at least two (2) TV commercials, two (2) radio commercials, two (2) newspaper articles and two (2) posts on social media for each event. - copy of 1st press release, 1 of 3.
3rd instalment	30%	<ul style="list-style-type: none"> - submission of the invoice of the previous bank transfer to the Project Coordinator; - updating of document in Word format on the project's Drive folder with copy of all posts (2/week); - (if any) updated contents of the campaign (videos, pictures, infographics) uploaded in a dedicated folder in the project's Drive folder; - proof of the advertisement of the community events in all 5 regions, namely events n. 2,3,4 of 6: at least two (2) TV commercials, two (2) radio commercials, two (2) newspaper articles and two (2) posts on social media for each event. - copy of 2nd press release, 2 of 3.
4th instalment	20%	<ul style="list-style-type: none"> - submission of the invoice of the previous bank transfer to the Project Coordinator; - updating of document in Word format on the project's Drive folder with copy of all posts (2/week); - (if any) updated contents of the campaign (videos, pictures, infographics) uploaded in a dedicated folder in the project's Drive folder; - proof of the advertisement of the community events in all 5 regions, namely events n. 5 and 6 of 6: at least two (2) TV commercials, two (2) radio commercials, two (2) newspaper articles and two (2) posts on social media for each event. - report on the performance of the dedicated profile (social media metrics); - copy of final press release, 3 of 3.



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		- submission of final statement confirming that all required tasks have been completed.
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11. Quotations

Bidders shall submit a quotation to safer@eri.net.in with the title: “Consultancy services for content creation and communication management for an awareness campaign”. Quotations should include:

- cost of service;
- brochure or CV of the company with short description of the company and list of the main works carried out in the last three years;
- copy of certificate of legal registration of the company in Pakistan;
- Annex A1 filled in and signed.

12. Award criteria

The proposal that will get the highest score will be selected. Selection of proposals will be based on the following criteria:

Award Criteria	Maximum Points
Price	30
Qualification/Expertise	30
Previous work experience	20
Completeness of proposal	20
Total	100

Threshold: 71/100.



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Annex A1 Declaration of Honour on Early Detection and Exclusion Criteria

The undersigned [.....]
representing:

<i>(only for natural persons)</i> himself or herself	<i>(only for legal persons)</i> the following legal person:
ID or passport number: 	Company Full Official name:..... Company Official Legal Status:..... Statutory Registration Number:..... Company Full official Address:.....

I – SITUATION OF EXCLUSION CONCERNING THE COMPANY

(1) Declares that the above-mentioned company is in one of the following situations:	YES	NO
(a) the company is bankrupt, subject to insolvency or winding-up procedures, its assets are being administered by a liquidator or by a court?	<input type="checkbox"/>	<input type="checkbox"/>
(b) the company is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the law of the country in which it is established?	<input type="checkbox"/>	<input type="checkbox"/>
(c) the company is guilty of grave profession of any of the following:		



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(i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfillment of selection criteria or in the performance of a contract;	<input type="checkbox"/>	<input type="checkbox"/>
(ii) entering into an agreement with other companies with the aim of distorting competition;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) violating intellectual property rights;	<input type="checkbox"/>	<input type="checkbox"/>
(iv) attempting to influence the decision-making process of the contracting authority during the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(v) attempting to obtain confidential information that may confer upon it undue advantages in the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(d) it has been established that the company is guilty of the following:		
(i) fraud, within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995;	<input type="checkbox"/>	<input type="checkbox"/>
(ii) corruption, as defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of EU Member States, drawn up by the Council Act of 26 May 1997, and in Article 2(1) of Council Framework Decision 2003/568/JHA, as well as corruption as defined in the legal provisions of the country where the contracting authority is located, the country in which the company is established or the country of the performance of the contract;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA;	<input type="checkbox"/>	<input type="checkbox"/>
(iv) money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council;	<input type="checkbox"/>	<input type="checkbox"/>
(v) terrorist-related offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA, respectively, or inciting, aiding, abetting or attempting to commit such offences, as referred to in Article 4 of that Decision;	<input type="checkbox"/>	<input type="checkbox"/>
(vi) child labour or other forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council;	<input type="checkbox"/>	<input type="checkbox"/>
(e) the company has shown significant deficiencies in complying with the main obligations in the performance of a contract financed by the Union's budget, which has led to its early termination or to the application of liquidated damages or other contractual penalties, or which has been discovered	<input type="checkbox"/>	<input type="checkbox"/>





following checks, audits or investigations by an Authorising Officer, OLAF or the Court of Auditors;		
(f) it has been established that the company has committed an irregularity within the meaning of Article 1(2) of Council Regulation (EC, Euratom) No 2988/95;	<input type="checkbox"/>	<input type="checkbox"/>

The above-mentioned company may be subject to rejection from this procedure if any of the declarations or information provided as a condition for participating in this procedure proves to be false.

Full name:

Date:

Signature:

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