



Safe and legal alternatives for pakistani
potential migrants and migrants on the route



**TERMS OF REFERENCE (TOR)
FOR
COMMUNICATION AGENCY FOR OUTREACH AWARENESS SESSIONS**

Reference	Communication agency for Outreach Awareness Sessions
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 a communication agency that will provide experts to conduct community outreach sessions that will contribute to the 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 fostering social cohesion and equality, respect of fundamental rights and promotion of cultural diversity 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 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



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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 has been 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 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.



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

3. Objective

The objective of this application is to select a communication agency that will provide experts to conduct outreach awareness sessions in conjunction with the community events of the proposed awareness campaign. The outreach sessions aim to enhance the target group's awareness of the risks associated with irregular migration and of available economic opportunities in Pakistan. The experts shall ensure the communication is clear and understandable for all the audience.

4. Location

This assignment will be conducted in the following provinces namely: Islamabad Capital Territory, Punjab, Sind, Balochistan, and Khyber Pakhtunkhwa, three (3) sessions in each province.

5. Duties

The selected agency shall perform the following tasks:

- Conduct 15 outreach awareness sessions, 3 in each province, in collaboration with the Assistant Project Coordinator.



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- Provide experts that will give lectures and provide information during the outreach awareness.
- Ensure that the outreach sessions are conducted at places such as local vocational training institutes and sports centers in coordination with the assistant project coordinator.
- Ensure that the experts tailor the communication to the target audience: Pakistani (unmarried young men aged (18-30) with an educational background between primary and secondary school), and communication should be simple and clear to be understandable by the audience, and the speech should be in required language of the specific province.
- Ensure that the experts focus on the risks and dangers associated with irregular migration according to the instructions provided by the Project Coordinator.
- Ensure that the experts discuss the available economic opportunities in Pakistan namely: jobs, vocational training, and business opportunities according to the instructions provided by the Project Coordinator.
- Ensure that they address the issue of illegal travel agents in the context of regular migration channels according to the instructions provided by the Project Coordinator.
- Provide a key points summary of the sessions from the experts in English to the Project Coordinator.
- Coordinate with the Assistant project coordinator for all issues regarding all sessions.
- Submit to the Project Coordinator the proof of payment to each expert for their services provided during the outreach awareness sessions (copy of cheque or money transfer receipt and proof of bank transaction).
- Send a final statement to the Project Coordinator confirming that all required tasks have been completed within 10 working days of participating in the last session.
- Submit to the project coordinator all receipts related to the payments of this contract.

6. Deliverables

6.1 Required deliverables

The awarded expert shall provide the following documents to the Project Coordinator by email:

- D1: summary of the session in English. Deadline: 5 working days prior to the first session.
- D2: final statement confirming that all required tasks have been completed. Deadline: 5 working days after the end of the last session.



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7. Eligibility, qualifications, and experience required

Eligible applicants:

- for-profit companies/enterprises;
- legally registered in Pakistan;
- communication agencies, agencies specialised in the organisation of events;

Essential requirements:

- at least three years work experience;
- proven expertise in the organisation of public events;
- previous experience in the organisation of public events in the region of choice.

Desirable:

- previous experience in the organisation of events related to social, humanitarian and development subjects;
- Experience in working in international and multicultural teams.

The experts to be provided by the agency should meet the following requirements

- have knowledge of labour policies in Pakistan;
- have knowledge of the migration process to Europe;
- have knowledge of the vocational training system in Pakistan;
- have knowledge of the available economic opportunities in Pakistan, namely jobs, vocational training, and business opportunities;
- applicant must possess good communication skills;
- must be fluent in writing and speaking English and Urdu. It is desirable that they are able to speak the relevant local languages of the locations in which the sessions are taking place.

8. Time frame

The deadline for submission of applications is 5th February 2024. Applications shall be submitted to safer@eri.net.in. Applicants will be invited for an online interview to better assess their suitability for the task. They will be contacted by the project coordinator within 10 working days of the interview and will be notified whether or not they have been selected.

9. Max budget

The maximum budget for this service is EUR 6,500.00, which includes participation in fifteen (15) outreach awareness sessions. All the payments for this contract will be made in euros



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and the conversion rate applied will be the one currently in force at the time of the bank transaction.

10. Quotations

Bidders shall submit a quotation to safer@eri.net.in, which should include:

- cost of service (specify if the candidate is applying for one region or more regions);
- brochure or CV of the company with short description of the company;
- copy of certificate of legal registration of the company in Pakistan.

11. 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.