



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



**TERMS OF REFERENCE (TOR)
FOR
CONSULTANCY SERVICES BY RESEARCHER**

Reference	Consultancy services by Researcher
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 researcher for conducting focus groups discussions with participants in the events 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 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



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

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 web platform will be launched to provide useful information to reduce the risk of harm and victimisation; 30 bimonthly community events will be held, six in each region involved, and 21 outreach awareness sessions will be conducted in vocational training institutes and sport centres.

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 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.



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

The proposed campaign will mainly use word-of-mouth communication in a one-on-one setting and 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

This tender aims to select a researcher that will conduct Focus Groups Discussions (FGDs) with participants in the project's community events and outreach awareness sessions. The findings from the FGDs will be used by the project team to evaluate the impact of project activities. The primary goal of the FGDs is to gather qualitative data and offer participants an opportunity to share their insights on how the events impacted their perceptions of irregular migration. Additionally, the FGDs will further explore themes that emerged during the quantitative research, helping to fill any gaps and deepen the overall analysis. The insights gathered will be integrated into the impact assessment report, providing a more nuanced and comprehensive understanding of the events' impact.

4. Location

This consultancy service shall be carried out in Pakistan. Since the proposed awareness campaign targets all the five regions mentioned above, the researcher will need to travel to attend the community events and outreach awareness sessions and do the job. The next project's events will take place in the following locations:



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

Region	Locations	No. of Community Events	No. of Outreach Sessions
Islamabad	Khannapul	1	0
	Pind Bhegwal	1	0
	Aabpara	1	0
Punjab	Gujranwala	1	1
	Sialkot	1	1
	Mandi Bahauddin	1	1
	Bahawalpur	1	1
Sindh	Hyderabad	1	0
	Dadu	1	0
Baluchistan	Pishin	1	1
	Zhob	1	1
	Chamman	1	0
Khyber Pakhtunkhwa	Bannu	1	1
Total		13	7

5. Duties

The awarded researcher shall perform the following tasks:

1. Attend a preliminary online meeting with the Project Coordinator during which he/she will receive instructions and guidelines in order to better carry out the required tasks.
2. Study the guidelines for the FGDs provided by the Project Coordinator.
3. The methodology outlined in the guidelines must be followed throughout all FGDs.
4. Coordinate with the Assistant Project Coordinator before attending each event.
5. Contact the Assistant Project Coordinator for all issues related to this contract.
6. Ensure the participation of 5-8 participants in each FGD.
7. The duration of the FGDs should be around 60-90 minutes.
8. The FGD must take place in a comfortable room/place in a convenient location, meeting the needs of the participants.



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

9. Before proceeding, ensure that participants fill in a consent form (Annex 2 - Consent Form), which has also to be signed by the researcher; submit one copy to the Assistant Project Coordinator and give another one to each participant, provided that they want to keep it.
10. Before submitting the consent forms, and within 5 working days from the FGD, scan them and upload them in a specific Google Drive folder provided by the Project Coordinator.
11. Inform the participants that the conversation will be recorded beforehand. If they do not agree, the researcher will just keep notes. Participants should be informed about the ground rules (including that the conversation will be recorded) and scope and aim of the research during the recruitment process, in order to avoid any confusion.
12. Provide a detailed answer key (Annex 4 - Answer Key) of the participants answering the questions. It is not mandatory that all participants answer all questions, but the researcher must ensure that all answers are addressed. We need the key points of each participant as for example: P1. mentioned that he learnt about X...
13. Scan and upload the filled templates in a specific Google Drive folder provided by the Project Coordinator within 5 working days from the FGD. Submit the paper templates to the Assistant Project Coordinator upon completion of the assignment.
14. During FGD, make sure to point out that there are no right or wrong answers and that the point of the FGD is to understand their point of view. Underline that the whole process is entirely voluntary, that the participants can refrain from answering any of the questions or withdraw their participation at any point.
15. In case participants say that something is off the record, the researcher must immediately pause the recorder and notify the participants of the FGD; the recorder can start again only after the confidential information has been shared. Anything that is said outside the recording part must not be included in the template/report.
16. Submit copies of invoices related to payments of this contract.
17. 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 researchers shall provide the following documents by hand delivery, email and using an online document storage (Google Drive):

- D1: consent forms completed and signed.
 - deadline: 5 working days from the FGDs.
- D2: Answer Key templates;
 - deadline: 5 working days from the FGDs.
- D3: recordings of the FGDs;
 - deadline: 5 working days from the FGDs.
- D4: payment receipts for all payments related to this contract;
 - deadline: 10 working days from the bank transfers.



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

- D4: statement of completion of the assignment confirming that all required tasks have been completed.
 - deadline: 10 working days from participating in the last event.

7. Eligibility, qualifications and experience required

Essential requirements:

- Master's degree in Social Sciences (Anthropology, Area Studies, International Relations, Political Sciences, Psychology, Sociology, Law, Human Rights and related subjects).
- Proven work experience of at least 3 years.
- Good interviewing skills.
- Facilitating skills.
- Previous experience in conducting qualitative research with specific focus on interviews and Focus Groups Discussions.
- Ability to conduct qualitative reports.
- Language skills: excellent command of English; written and spoken fluency in English, Urdu and at least one of the following languages: Punjabi, Pashto, Sindi, Balochi.
- Ability to meet deadlines.
- Readiness to travel to the project intervention areas.
- 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.
- Ability to travel in the events' locations.

Desirable requirements:

- Knowledge of multiple Pakistani regional languages.
- Proven experience in working for funded projects in the social, development and humanitarian sectors.
- Previous experience with the subject of migration.
- 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 04/10/2024. Quotations shall be submitted to safer@eri.net.in. Candidates whose applications score 65/80 or higher will be invited for interviews and will be assigned a specific score for the interview. Candidates will be notified of the results of



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

the selection process within 5 working days from the deadline for submission. The assignment starts after the signing of the contract by both parties and lasts until the 28th of February 2025.

9. Max budget

The maximum budget for this service is EUR 11.500. All the payments for this contract will be made in euros and the conversion rate applied will be the one currently in force at the time of the bank transaction.

10. Payment conditions

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

Instalment n.	Percentage	Amount (EUR)	Payment
1	40%		Within 10 working days from the signature of the contract by both parties.
2	30%		December 2025. After submission of all required supporting documents by the consultant to ERI. The bank transfer will be made within 5 working days from the submission of documents.
3	30%		February 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 5 working days from the approval by ERI.

11. Quotations

Bidders shall submit a quotation to the European Research Institute Foundation (ERI) with the title: "Consultancy services by researcher". Quotations shall be submitted to safer@eri.net.in. For any additional information or clarification, please write an email to safer@eri.net.in. Quotations should include:

- cost of service;
- cover letter;
- applicant's CV.



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



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
Cost of service	20
Qualification/Expertise	20
Previous work experience	20
Completeness of proposal	20
Interview	20
Total	100