



## **CALL FOR TENDERS FOR THE IMPLEMENTATION AND MONITORING OF AN AWARENESS RAISING CAMPAIGN ON ACCESS TO DOCUMENTATION**

### **TERMS OF REFERENCE**

#### **Context**

IOM, in coordination with the National Archives of Haiti (ANH), National Office of Identification (ONI), and the Directorate of Immigration and Emigration (DIE) is implementing the project “Improving governance, protection and economic resilience of communities located at the border between Haiti and the Dominican Republic” financed by the Korean International Cooperation Agency (KOICA). This project will contribute to strengthening the overall governance, protection and economic resilience of communities located at the border between Haiti and the Dominican Republic through improved access to documentation, effective protection assistance for vulnerable migrants and economic inclusion. In this context, IOM seeks to hire a qualified company to support the implementation of an awareness campaign on documentation, including focus group discussions, production and distribution of outdoor signs, billboards, radio spots, social media campaign, and focus group surveys in the North, North-East Department, Center Department, West Department and South-East Department, specifically Cap Haitien, Ouanaminthe, Mirebalais, Hinche and Thiotte. The timeframe of this contract will be from March 2022 until May 2024.

The launch of the New Parole Programme by the United States has exacerbated the challenges faced by the existing CRLDI in Haiti. As mentioned before, proof of legal identity is a major obstacle for Haitian nationals when trying to access regular migration pathways. Since its launch, several cases of frauds have been observed concerning passports and identity document. Following the launch of this program, an awareness raising campaign that informs Haitians citizens on the elements of the Program and prevent fraud has become a priority.

Through this project, IOM will implement a strong awareness raising campaign on the importance of documentation and the procedures to follow in order to obtain them, taking into consideration the recently launched Parole Program. A total of 400,000 individuals will directly benefit per year during the implementation campaign (2023 and 2024), through the dissemination of posters, signs, billboards, radio-messages and mobile sound trucks.

#### **Responsibilities and accountabilities**

1. Implement the awareness raising campaign strategy in annex through the implementation of a creative public information campaign for the project.
2. Work in close coordination with the National Identification Bureau (ONI), Haiti National Archives (ANH), Directorate on Immigration and Emigration (DIE) and the National Office for Migration (ONM).

3. Develop an ethical and long-term relationship with the community radio stations that cover the four border areas mentioned above.
4. In close coordination with main partners, write, edit and produce timely and creative public information materials, as well as contribute to the global and country website, make effective use of social media, and other media channels.
5. Produce content for the IOM country website, social media and all other relevant communication channels and audience (ex. migrant stories, videos, story telling, photographs, etc).
6. Monitor social media engagement and document relevant questions, conversations and trends.
7. Draft, coordinate and advice on the preparation of all project information materials documents, including the information campaign materials (focus groups, distribution of flyers, radio spots, etc.).
8. Support the development and dissemination of appropriate communications and media resources as per the specific country context.
9. Liaise with media counterparts in governmental, international, inter-governmental and non-governmental partner agencies working in the domain of access to documents.
10. Research, compile and organize information for the content of the project site update information regularly.
11. Follow local media, including radio, TV and print to identify information, perceptions and misinformation among the media and their audiences.
12. Set up monitoring and evaluation activities to assess impact, reach and quality of the project.
13. Assist with the drafting of periodical, mid-term and final reports, complying with the reporting requirements;
14. Identify, reach out to and include relevant NGOs and other civil society groups in the outreach and awareness campaign to disseminate and inform about the usefulness of official documentation and how to obtain it;
15. Provide talking points when needed, participate in interviews, take part in official meetings and travel according to the activities implemented.

## **Products**

Report on the implementation, including awareness raising materials designed in the areas of implementation and report on the number of beneficiaries – target 600,000 people – Year 1 – 2023 by December 15<sup>th</sup> 2023.

Report on the implementation, including awareness raising materials designed in the areas of implementation and report on the number of beneficiaries – target 400,000 people – Year 2– 2024. by 30<sup>th</sup> May 2024.

The selected company should produce quarterly reports about the advancements of the implementation of the campaign.

## **Technical and Financial Proposal**

Participants of the call for tenders shall submit a technical and financial proposal for the 2 years of implementation of the awareness raising campaign, including a logical framework and chronogram of activities over the implementation period.

The methodological proposal should contain a technical offer that includes:

- the methodology to be implemented to achieve the objectives;
- the innovative aspect of the tools and materials, etc.
- the content of the deliverables and the timetable for their delivery,
- the conditions of transmission and reception of the deliverables,
- the provisional schedule and creative team that will offer the service.

The financial offer should include:

- the cost of designing the communication campaign and supervising its implementation;
- the detailed cost of the action plan to be implemented including the appropriate media for the overall period of 2022 - 2024.

## **Monitoring**

The partner will have to work in coordination with IOM and will have to submit periodic reports (including photos, interviews, videos etc.) in order to allow for regular monitoring.

## **Language**

The awareness raising campaign will be conducted in Haitian Creole and French. The reports must be submitted in French or English.

## **Communication and Visibility**

The implementing partner agrees to adhere to the standards and guidelines for communication and visibility to be established by IOM.

### **Selection criteria**

1. Technical offer – 30%
2. Financial offer 30%
3. Communication experience in the area of access to documentation 20%
4. Experience working with UN Agencies 20%

### **Payment schedule**

30% at the signature of the contract.

40% after reaching the 600,00 beneficiaries target (year 1) by December 15<sup>th</sup> 2023, the latest.

30% after reaching the 600,000 beneficiaries target (year 2) by 30<sup>th</sup> May 2024, the latest.