

**TERMS OF REFERENCE FOR THE MEDIA AGENCY TO DEVELOP AND CONDUCT THE  
AWARENESS RAISING CAMPAIGN ON SAFE MIGRATION TO THE UK**

**July 2024**

**1. Nature of the consultancy:**

Services to develop and implement a multi-platform information campaign aimed at educating seasonal workers about the financial, legal, social, and cultural aspects of migrating and working in the UK, and mitigating risks associated with migration.

**2. Background information:**

The UK's Seasonal Workers Scheme (SWS) provides seasonal workers entry and employment in the UK for up to 6 months to fill seasonal gaps in agriculture and horticulture. Considering that in 2023, the UK has increased the number of visas to 55,000, it is expected that a significant number of visa holders will come from Central Asia, as recruitment from Eastern Europe and Ukraine has substantially reduced as a result of Brexit and the ongoing conflict in Ukraine. Kazakhstan sent 4,309 migrants to UK in 2023 (Q1-3) compared to 2,672 in 2022, in total – an increase of 61% from 2022. Considering the expected growth in recruitment from Central Asia, it is imperative that the migrants' migration experiences are as positive as possible - from the recruitment process, to employment, to return - to mitigate the risks and maximize the benefits of this migration for the livelihoods and quality of life of migrants and their families.

As it stands, formalised involvement of the Government of Kazakhstan is just beginning. The majority of recruitment for the UK SWS has been ad-hoc, through various private recruitment agencies. Misinformation has been rife as there has thus far been no legitimate and reliable information disseminated by the Government of Kazakhstan on the SWS and more specifically, recruitment. A Safe Migration Hotline will be developed for migrants to contact to receive legitimate, evidence-based responses to their questions or concerns vis-à-vis travel to UK on the SWS and contribute to the safe migration and effective pre-departure orientation of prospective migrants.

**3. Objectives:**

***With contextual support of the IOM project team:***

- a) To develop and implement a multi-platform information campaign aimed at educating seasonal workers about the legal, social, and cultural aspects of migrating to and working in the UK, including the provision of basic English language online courses.
- b) To raise awareness among seasonal workers about their rights, responsibilities, and available support services before and during their stay in the UK.
- c) To encourage safe migration practices and mitigate risks associated with undocumented migration, exploitation, and abuse.

4. **IOM Project to which the Consultancy is contributing:** Safe Migration of Seasonal Workers from Central Asia to the UK, LM.0545

5. **Tasks to be performed under this contract:**

*All campaign activities and features need to be coordinated and approved with and by the IOM project team.*

**Component 1** – developing and conducting the information campaign on safe migration:

- a) Hold a comprehensive analysis of existing safe migration awareness raising publications, audio-visual products, and social media channels.
- b) Develop a targeted communication strategy tailored to the needs, preferences, and literacy levels of the seasonal worker demographic.
- c) Create engaging and informative content in multiple formats and languages (Kazakh, Russian, English), including publication materials, audiovisual resources, online platforms, and social media materials.
- d) Provide audience engagement reports and recommendations on finetuning the campaign to meet the needs of the target audience.

**Component 2** – developing and releasing the English language courses for seasonal migrants to the UK:

- a) Develop an online application for Android OS and iOS with limited access to basic English language courses (A1, A2) targeted at seasonal migrants to the UK. The courses should be easy to comprehend and cover English for daily life of seasonal migrants in the UK. The course should be designed with considerations for both Kazakh and Russian speakers.
- b) Maintain the app during the contract period with the possibility of independent maintenance and administration of the app after the end of the contract period with the service provider. Each registered user should have access to the course materials for 4-6 months.
- c) Submit reports to IOM project team on the rates of app usage and download.

6. **Tangible and measurable output for the work assignment:**

- A work-plan.
- Participation in the project team meetings.
- Communication strategy document.
- Live online awareness raising content in multiple languages.
- Audience engagement reports.
- Download reports.
- English language app for Android and iOS.

7. **Timeline:**

- a) Communication strategy is available by 25 July 2024

- b) First online activity starts by 30 July 2024
- c) English language app is available by 25 August 2024

## 8. Selection criteria

Eligible bids will be evaluated based on the following criteria:

The award of the contract shall be made to the bidder whose offer has been evaluated and determined as:

- a. Being responsive/compliant/acceptable, and
- b. Having received the highest score based on the following weight of technical and financial criteria for solicitation as per the schedule below:
  - Technical criteria weight: 70%
  - Financial criteria weight: 30%
  - For the considered offers in the financial evaluation only, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula:  
$$P = (P_{min}/P_{off}) \times 30$$

Where:  
P= Score attributed to the economic offer  
P<sub>min</sub>=lowest price offered  
P<sub>off</sub>=price of the offer under consideration.

## 9. Competencies

### Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintain high ethical standards and act in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates the ability to work in a composed, competent, and committed manner and exercises careful judgment in meeting day-to-day challenges.

### Core Competencies – behavioral indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge, and innovate.
- **Accountability:** takes ownership of achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring, and motivational way.