

Call for proposals:

Company to implement behaviourally-informed social media campaign to de-stigmatize domestic work in Lebanon

Interested applicants should submit their application to Ms. Sophia Kagan (kagan@ilo.org) and Ms. Zeina Mezher (mezher@ilo.org) marked 'RFP/Lebanon campaign' no later than Monday 21 August, 10:00 Beirut time.

Requirement:	Media and communications company
Budget:	Based on proposal
Duration:	15 September – 15 November 2023 (2 months)
Funding:	FAIRWAY Programme Women's Empowerment through Care (WECare)

1. Background and rationale

Domestic workers in Lebanon provide critically-needed domestic and caregiving functions and fill a care gap created by a deficit in government-provided social protection.¹ However, they experience stigma and discrimination which is embedded in societal, economic, and institutional systems, and is heavily influenced by gender, racial and ethnic biases.²

For many decades, the vast majority of domestic workers have been low-wage migrant workers from countries such as Ethiopia, Bangladesh, and the Philippines. Thus, a core element of the stigmatization and devaluation of such workers was based on class and ethnic discrimination. This is perpetuated by the kafala sponsorship system which places rigid restrictions on contract termination and mobility, entrenching poor working conditions and forced labour. Combined with a gendered perception of domestic work and its association with femininity (which also leads to its undervaluation), the intersection of gender, class and race biases has created a multilayered form of discrimination against domestic workers. However, the lack of recognition of the value of work provided by domestic workers precedes even the 1970s, when migrant workers first started to come to Lebanon. This is reflected in the fact that domestic work is excluded from the labour law, contributing to a perception that it is not 'real work' and limiting the motivation of national workers to work in the sector.

Prior to 2019, the monthly salary of a full-time, live-in migrant care worker in Lebanon was relatively low, making this option accessible to a broad segment of Lebanese families, especially before the devaluation of the Lira. However, the overlapping economic and humanitarian crises severely impacted on the country's weak social protection system placing a tremendous impact on Lebanese families and the migrant workers they employed. During 2020 and 2021, a significant number of

¹ ILO. 2022. *Care in crisis: Changes to home-based care work in Lebanon and the implications for households and workers*. White Paper. Beirut: ILO Regional Office for Arab States.

² ILO, International Organization for Migration (IOM) and UN Women. 2021. *Women migrant domestic workers in Lebanon: A gender perspective*. Beirut, Lebanon.

migrant domestic workers are thought to have returned to their countries of origin (though comprehensive data are not available). This led to an increasing reliance on family members to provide care services, and the entry of a small number of Lebanese and Syrian workers who were pushed into the sector by the impact of the economic crisis on their households and communities. These new workers entering the sector have continued to experience the same poor working conditions and stigmatization experienced by migrant workers.³

Addressing these issues and ensuring that domestic work can become a more attractive sector for future employment, also for nationals, requires a multifaceted approach, including legislative change, stronger engagement of employers and workers in advocating for domestic workers rights, and a cultural shift in how we perceive and value domestic work. The ILO has been partnering with constituents, civil society organizations and academia to work on these various components through a number of strategies, which intensified since the adoption of Convention 189 in 2011. Nonetheless, the stigma around care work, be it childcare, special care for older persons or persons with disability, or domestic housekeeping and other related housework, remains predominant.

Through a collaboration between two ILO projects (FAIRWAY Programme and WECare), the ILO is seeking a media and communications company to conceptualize, design, implement and monitor a campaign aiming to tackle the stigma of domestic work in Lebanon. In order to evaluate the behavioural impact of the campaign, in addition to tracking social media analytics (number of views, shares, likes, etc), a complementary assignment will be conducted. In this regard, the ILO FAIRWAY Programme will commission the design and development of an impact assessment of the campaign to be carried out by a behavioural science consultant, who will be recruited under a separate contract.

Objectives and methods of the campaign

The objectives of the campaign will be to de-stigmatize home-based care work and promote more positive, non-discriminatory attitudes to domestic workers amongst the general public, including recognizing the value and contribution of domestic workers.

The campaign should engage a number of different methods to bring the message to a broad audience. These might include:

- Consulting with ILO constituents, employers of home-based care workers and workers themselves, to come up with messages tailored to the perception of home-based care work in Lebanon, taking into account the crisis environment;
- Collaboration with several TV outlets to screen campaign materials or collaborating with primetime news services to have news anchors reference the campaign's objectives and lend their support;
- Engaging celebrities and key opinion leaders to voice supporting messages through social media platforms and invite followers to do the same;
- Sharing engaging social media posts to promote dialogue on the topic; and
- Coordinating with journalists to promote the campaign and also provide practical advice on how to report on domestic work in a respectful way.

The selected company will work with the ILO to identify the:

- target audience
- target impacts; and
- campaign methods.

³ ILO. 2022. *Care in crisis: Changes to home-based care work in Lebanon and the implications for households and workers*. White Paper. Beirut: ILO Regional Office for Arab States.

The campaign will build on lessons learned from other anti-stigmatization campaigns in Lebanon including those relating specifically to domestic work,⁴ and the call for recognizing domestic work in the labour law⁵ as well as other thematic areas such as COVID-19 stigmatization⁶ and objectification of women in advertising.⁷ The campaign will also be informed by ILO research on changing cultural norms relating to domestic work conducted by ILO Geneva in 2020,⁸ and in Kuwait in 2022-23⁹ As well as the study of employers perception of domestic workers rights in 2015.¹⁰

2. Methodology

The selected company will design the campaign through stakeholder dialogue, prepare multimedia content, conduct the campaign, monitor uptake and deploy paid promotion 'surges', and provide social media analytics. The activities and deliverables are set out in the table below.

Activity	Deliverable	Timing
Kick-off meeting with ILO.	N/a	September 2023
Desk research and outreach to influencers and stakeholders (including news outlets, influencers, etc); development of draft campaign strategy.	Draft campaign strategy with - 2-3 concept directions and 2 visual directions for decisions by ILO	September 2023
Following feedback from ILO finalize campaign concept and dissemination strategy; social media account(s) and a teaser.	(1) Final campaign strategy, (2) Teaser; and (3) Dissemination strategy	September 2023
Production of creative content such as videos, infographics, etc. The content should be in Arabic with English subtitles	All creative content and schedule for roll-out.	October 2023
Campaign launch using social media accounts created by the contractor (with cross-promotion by ILO Arab States where useful).	Dissemination of all creative content using social media accounts created by the contractor at schedule agreed with ILO.	October 2023
Paid promotion surges and monitoring.	Appropriate paid promotion.	
Draft and final social media analytics report developed, with disaggregation based on factors agreed with ILO.	Social media analytics report produced measuring impressions, as well as active engagement.	15 November 2023

⁴ ILO and Fe-Male 'My Fair Home' campaign from 2018-20; ILO and KAFA 'Think about it' campaign, in 2019; [Migrant Domestic Workers Campaign: Friedrich-Ebert-Stiftung Political Feminism \(fes.de\)](#), various campaigns by Anti-Racism Movement, Dalal Mawad [دلال معوض on Twitter: "وصلت الفكرة؟ لو انقلبت الأدوار شو بتعمل؟ بتقبل حدن يعاملك هيك؟ #لبنان #نظام الكفالة https://t.co/yhPnwd0Jop" / X](#)

⁵ 2021, [Domestic work is work! \(ilo.org\)](#)

⁶ [#TheRealTest: Launching Lebanon's anti-stigma campaign \(unicef.org\)](#)

⁷ [Fe-Male Produces the First of Its Kind Documentary: Image Upon Request | FEMALE](#)

⁸ Paulius Yamin & Claire Hobden. Unpublished. *Practical methods to change social norms in domestic work*.

⁹ Behaviourally-informed campaign focussing on GCC to be launched on 29 August 2023.

¹⁰ [A study of the Employers of Migrant Domestic Workers in Lebanon: Intertwined \(ilo.org\)](#)

Responsibilities of ILO

The ILO will:

- Convene the kick-off meeting;
- Facilitate consultation with ILO constituents, employers of home-based care workers and workers themselves, to come up with messages tailored to the perception of home-based care work in Lebanon;
- Provide materials for desk research and respond to questions; and
- Provide timely feedback on any deliverables;

3. Language

The campaign will be in Arabic with English subtitles/translation. The initial messages to be shared with ILO will be in English. The translation is the responsibility of the company (and should be incorporated into the proposed budget).

4. Required competencies and experience

Required qualifications

- Demonstrated experience in producing high-quality multi-media visual content;
- Demonstrated experience of running a successful and innovative social media campaign including experience in diverse campaign methods including engagement with news anchors, celebrities and influencers, etc;
- Ability and experience in strategic communications design and implementation in Arabic language;
- Interest in behavioural change initiatives and communication for development;
- Sound understanding of labour migration issues, in particular in the domestic work sector in Lebanon and/or Arab States;
- Familiarity with the work of the ILO.

5. Proposals

Interested applicants must submit:

- **A technical proposal:** The proposal shall include a detailed breakdown of how the service provider proposes to undertake the assignment and should include as an attachment the research team's CVs and previous work samples.
- **Detailed and comprehensive financial proposal** including all required costs.

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