

Terms of Reference

To develop a detailed communication plan/information campaign plan to promote Convention 190 concerning Violence and Harassment in the world of work

1. Background

“Trade for Decent Work” (Trade4DW) project financed by EU and implemented by ILO aims to strengthen Mongolia’s participation in the EU’s GSP+ programme by enhancing its capacity to discharge its reporting obligations. Trade4DW is a continuation of “GSP+” projects implemented since 2015 by the ILO in collaboration with tripartite social partners. In addition to supporting the realization of fundamental rights and principles at work in Mongolia, the Trade4DW project, together with Ministry of Labour and Social Protection (MLSP), Mongolian Employers’ Federation (MONEF), Confederation of Mongolian Trade Unions (CMTU), Mongolian National Human Rights Commission and National Committee on Gender Equality (NCGE) is planning to undertake awareness raising activities on ILO Convention concerning Violence and Harassment in the World of Work (C190) to support Mongolia [government] to ratify this convention in 2022. In connection with this, two key activities were planned under the project in 2021: 1) Prevalence study and legal review on violence and harassment in world of of work which is being conducted by NHRCM and 2) Information campaign on C190 to be consulted and guided by a technical working group (comprised of representatives of MLSP, CMTU, MONEF, NHRCM and NCGE), which will be established under the tripartite sub-committee on the application of ILO conventions and recommendations in the fourth quarter of 2021. In 2022, until its ratification, a series of communication activities need to be planned and carried out by the Trade4DW project in collaboration with social partners in 2022.

To effectively undertake the information campaign on C190 both in 2021 and 2022, the Trade4DW project plans to develop a detailed communication plan/information campaign plan including a social media plan/schedule by taking into account of [C190 Campaign Toolkit](#), newly adopted Labour Law and its related provision on violence and harassment at work, Prevalence study on violence and harassment study to be completed by NHRCM in November 2021 and other related advocacy activities to be carried out by MONEF and CMTU in 2021. The communication plan needs to be strategically aimed for law making and endorsing government bodies and changing public (including target groups) understanding about violence and harassment at work. To do so, the consultancy should develop a set of strategic activities including public awareness raising, lobbying Member of Parliaments (MPs) etc. The timeline of the communication plan should both cover remaining period of 2021 and 2022. In connection with this, the project seeks a qualified national consultant with excellent command of English to develop the detailed communication plan/information campaign plan and present the draft plan for the technical working group on C190 to incorporate their feedbacks for finalization.

2. Objectives

The objective of the assignment is to produce a detailed communication plan/information campaign plan to promote C190 among public, targeted groups (youth, women, informal workers

etc.) and policy makers (MLSP, other government officials, MPs). The communication plan shall include the social media plan promoting the social media contents as per [C190 Campaign Toolkit](#) as well as a general information campaign plan, which identifies and describes target groups, success criteria for information campaign, specific targeted messages, types of contents, distribution media channels, collaborating stakeholders, timelines and required financial resources both in 2021 and 2022.

3. Expected outputs/deliverables and detailed tasks

The following outputs are expected to be delivered and related tasks to be completed:

Output 1: A draft general communication plan/information campaign plan.

Detailed tasks:

- Study [C190 Campaign Toolkit](#), newly adopted Labour Law, Convention C190, Recommendation 206, ongoing and past studies being done on violence and harassment at work in Mongolia, ongoing activities to promote C190 by MONEF and CMTU, and other related ILO resources;
- Identify a set of strategic activities to be carried out under the information campaign until its ratification by the mid of 2022;
- Develop specific and overall goal(s), objectives, messages, target groups, types of contents, media channels (both social and traditional media channels), timelines, approximate required financial resources, success criteria (to measure effectiveness of each strategic activity) and monitoring tools in relation to a set of strategic activities;
- Present the draft plan (in Mongolian) for the technical working group comprised of MLSP, MONEF, CMTU, NHRCM, NCGE and ILO for finalization;
- Submit the final communication plan to the ILO in English and Mongolian;

Output 2: A social media plan on promoting ratification of C190 as per [C190 Campaign Toolkit](#) both covering remaining period of 2021 and until the mid of 2022.

Detailed tasks:

- Study [C190 Campaign Toolkit](#) and adjust the toolkit into Mongolian context;
- Develop a detailed social media plan specifying target groups, translating/adjusting campaign messages into Mongolian, specifying social media channels, distribution/posting timing and roles of other stakeholders (how MLSP, MONEF, CMTU, NHRCM and NCGE disseminating the contents by when etc.)
- Present the draft social media plan as part of the general communication plan for the technical group for finalization;
- Submit the final social media plan to the ILO in English and Mongolian;

4. Contract duration

The consultancy will be up to 10 working days:

Outputs	Number of person/days
---------	-----------------------

Output 1: A draft general communication plan	
1.1 Study relevant documents, studies and materials	3
1.2 Identify a set of strategic activities	2
1.3 Identify target groups, messages, types of contents and dissemination media channels etc	2
1.4 Present the draft communication plan (including social media plan) for related stakeholders and finalize the plan by incorporating the feedbacks	1
Output 2: A draft social media plan specifically on promotion of ratification of C190	
2.1 Study C190 Campaign Toolkit and other related documents	1
2.2 Develop a detailed social media plan on promoting C190 including the toolkit contents (but not limited to) covering period of quarter 4 of 2021 and until mid of 2022	1
Total	10

5. Consultant qualifications

The following qualifications are necessary for successful meeting the terms of the consultancy contract:

- Excellent command of English and fluency in writing in Mongolian;
- Bachelor/Master of media, communication, journalism or related discipline;
- Experience in developing and implementing public raise awareness campaign plans through social media and traditional media channels;

Proven experience and track record of timely and high quality completion of assignment.

Application procedure

Interested individuals must submit the following documents/information electronically to ulaanbaatar@ilo.org no later than 20 August 2021:

Letter of interest explaining why you are the most suitable for the work;

(ii) Sample of social media campaign plans/campaign reports that are relevant to this terms of reference;

(iii) Personal CV including past experience in similar projects;

(iv) Daily consultancy fee rate and confirmation of availability.

Please put “**Developing a detailed communication plan/information campaign plan to promote Convention 190 concerning Violence and Harassment in the world of work**” on the subject of your email.