

# REQUEST FOR PROPOSALS

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## SERVICES FOR

*Targeted Communication and Outreach Campaign for  
LM and MADAD projects*

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**IOM Turkey**



**IOM International Organization for Migration  
IOM Uluslararası Göç Örgütü**

**Mission in Ankara:**

Birlik Mah. Sehit Kurbani Akboga Sok. No:24 Cankaya, Ankara/Turkey  
Tel: +90.312.454.3000 • Fax: +90.312.496.1495 • E-mail: ankmission@iom.int

**Sub- office in Istanbul:**

Gayrettepe Mahallesi Orhan Birman İş Merkezi Barbaros Bulvarı No:149 Kat:2 Beşiktaş, İstanbul, Turkey  
Tel: +90.212.293.5000, 292.1338 • Fax: +90.212.249.2733 • E-mail: iomistanbul@iom.int

**Sub- office in Gaziantep:**

Bahcelievler Mah. Kaymakam İsmail Paşa Sok.No:10 Şahinbey, Gaziantep,Turkey  
Tel: +90 342 220 4580 Fax: +90 342 220 4503

**Internet: <http://www.iom.int>**

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IOM International Organization for Migration  
IOM Uluslararası Göç Örgütü

## Request for Proposals

The International Organization for Migration (hereinafter IOM) intends to select a qualified Service Provider to develop and undertake targeted Communication and Outreach Campaign of Labor Migration and MADAD Project as “Supporting Labor Migration Management in Turkey Phase II” and “Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey”.

IOM now invites potential Service Provider to provide Technical and Financial Proposals for the following Services: **Supporting Labor Migration Management in Turkey and Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey.**

More details are provided in the Terms of Reference (Section II).

The Service Provider will be selected based on considerations outlined in this RFP.

The RFP includes the following documents:

- Section I. Instructions to Applicants
- Section II. Terms of Reference

The Proposals must be delivered in a sealed envelope to the reception of IOM’s Head office at Birlik Mah. Sehit Kurbanı Akboga Sok. No: 24 Cankaya, Ankara, Turkey (Attn: Logistics /Procurement Unit) or e-mailed to Procurement Ankara at [ProcurementAnkara@iom.int](mailto:ProcurementAnkara@iom.int) no later than 5.00 pm on Friday the 11<sup>th</sup> of May 2018. No late proposal shall be accepted.

Proposals submitted after the above deadline will not be considered. IOM reserves the right to reject the whole or part of any or all Bids based on the fulfilment of the provisions described in the Section 1. Service Provider which does not receive notification before the 14<sup>th</sup> of May 2018 can consider their bids unsuccessful.

Please contact Can Uygur Aydın (Mr) at [caydin@iom.int](mailto:caydin@iom.int) for technical inquiries.

IOM Turkey

Procurement Unit

Ankara



## **Section I - Instructions to Applicants**

### **1. Introduction**

1.1 Only eligible and accredited Service Providers which have the capacity to develop and undertake the main service provision processes of targeted Communication and Outreach Campaign of LM and MADAD Project may submit a Technical Proposal and Financial Proposal. The proposal shall be the basis for contract negotiations and ultimately for a signed contract with the successful Service Provider.

1.2 Service Providers shall not be hired for any assignment that would be in conflict with their prior or current obligations to other procuring entities, or that may place them in a position of not being able to carry out the assignment in the best interest of the IOM.

1.3 IOM is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Service Providers.

### **2. Corrupt, Fraudulent, and Coercive Practices**

2.1 IOM Policy requires that all IOM Staff, bidders, manufacturers, suppliers or distributors, observe the highest standard of ethics during the procurement and execution of all contracts. IOM shall reject any proposal put forward by bidders, or where applicable, terminate their contract, if it is determined that they have engaged in corrupt, fraudulent, collusive or coercive practices.

### **3. Clarifications and Amendments to RFP Documents**

3.1 At any time before the submission of the proposals, IOM may amend the RFP. Any amendment made will be made available in writing to all bidders.

3.2 Service Providers may request for clarification(s) on any part of the RFP. The request must be sent in writing or by standard electronic means and submitted to IOM at the address indicated in page # 2.

### **4. Preparation of the Proposal**

4.1 A Service Provider Proposal shall have two (2) components:

- a) The Technical Proposal, and

b) The Financial Proposal.

4.2 The Proposal, and all related correspondence exchanged by the Service Providers and IOM, shall be in English. All reports prepared by the contracted Service Provider shall be in English.

4.3 In the Financial Proposal and all reports, Service Providers shall express the price of their services in **Turkish Lira TRY**.

## **5. Technical Proposal**

5.1 The Technical Proposal shall provide the following information using the Service Provider's preferred proposal template:

- a) A brief description of the Service Provider's profile and past performance/experience of the same type of the requested activity;
- b) A brief description of methodologies for performing the tasks outlined in the ToRs;
- c) A detailed description of the contest structure and programme;
- d) Chronological plan for the activities to be carried out;
- e) Organizational chart of the staff dedicated to the project activities (including CVs of the contest director and key staff/juries);
- f) Sample of contest material/ resources available;
- g) Service provider valid registration documents and taxation certificates.

## **6. Financial Proposal**

6.1 The Financial Proposal shall follow the Service Provider's preferred template, with as much detail as possible, including unit costs;

6.2 The Financial Proposal shall include all costs associated with the assignment, including (i) remuneration for the facilitators (ii) expenses such as contest space cost, running cost, and operational cost, as transportation, etc, and (iii) all applicable taxes. Activities and items in the Technical Proposal not priced shall be assumed to be included in the prices of other activities or items.

6.3 Terms of payment and payment method shall be clearly specified in the proposal and further discussed during the negotiations, as stated in section 8.2.

## **7. Evaluation**

7.1 IOM shall evaluate the Proposals on the basis of their responsiveness to the ToRs and compliance to the RFP requirements, as well as the following:

- (i) Experience and past performance of the Service Provider relevant to the assignment;
- (ii) Adequacy and relevance of the contest offer and proposed methodologies;
- (iii) The Financial Proposal;
- (iv) Proposed terms of payment;
- (v) Delivery schedule; and,
- (vi) The Proposal contains all information specified in articles 4, 5 and 6. If any of the requested information is missing or is incorrect, the application may be rejected on that **sole** basis and the application will not be evaluated further.

7.2 The Proposals that pass the first administrative check will be evaluated on the relevance and design of the proposed action.

## **8. Negotiations**

8.1 Contract negotiation is expected to take place no more than one week after notification of the successful bidder.

8.2 Negotiation will include discussion and finalization of: a) the ToRs and Scope of Services; b) the methodology and work program proposed by the Service Provider; d) the Financial Proposal submitted; e) payment terms; and f) the contractual terms. All agreements coming out of the negotiations will be incorporated into the contract.

## **9. Award of Contract**

9.1 Following negotiations, the contract will be awarded to the selected Service Provider. Service Providers which do not receive notification before the 16<sup>th</sup> of November 2017 can consider their bids unsuccessful.

## **10. Confidentiality**

10.1 Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to the Service Provider who submitted Proposals or to other persons not officially concerned with the process.

10.2 IOM shall not disclose any information in the application to any third party. IOM will however archive all applications for auditing purposes.

## **Section II - Terms of Reference for Targeted Communication and Outreach Campaign**

**Title:** Communication and outreach campaign

**Location:** Ankara, Turkey

**Duration:** Mid May 2018 – Mid March 2019

**Geographical Coverage:** Ankara, Konya & Bursa

**Main Target Group:** Syrians under temporary protection and host community member entrepreneurs.

**Secondary Target Group:** Officials of Ministry of Labour and Social Security (MOLSS) Directorate General of International Labour Force, labour unions, private sector partners (Project Partners like EU, ILO, ITC etc.), local authorities

### **1. BACKGROUND ON THE PROJECT**

The Government of Turkey is currently implementing comprehensive reforms in migration sphere, including labour migration management and needs to enhance its technical knowledge and expertise to ensure a comprehensive approach compatible with international practices. Through international and local expertise, IOM Turkey supports Turkey's efforts in developing a comprehensive and human rights based labour migration management system with enhanced inter-institutional legislative and administrative capacity to tackle irregular migration and promote registered employment of foreigners in Turkey.

“Supporting Labour Migration Management in Turkey” Project, will be co-implemented in line with the “Field Level Piloting of Labour Migration Management Framework: Sustainable Labour Market Inclusion of Syrians Under Temporary Protection (SuTP) in Gaziantep” Project. The main beneficiary of both projects is Ministry of Labour and Social Security, Directorate General of International Labour.

Furthermore, second project on “Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey” aims to increase the availability of skilled, competent and productive labour supply to facilitate access to decent work for SuTP and Turkish host communities.

To reach the overall objectives and foreseen outcomes of the two projects, targeted communication and outreach campaign will be conducted in line with overall objective of the two projects in order to support Turkey's efforts in labour migration management, attracting highly qualified migrants into Turkey, promote entrepreneurship opportunities for SuTP and Turkish host communities.

All these activities will act as catalysts for implementation of the projects in an effective manner.

## **2. General Description of Targeted Communication & Outreach Campaign**

In this context, in line with two different projects, communication & outreach activities will be divided and will be embraced separately by considering IOM's overall mission in Turkey as well as globally.

### **Scope of Work**

#### Supporting Labor Migration Management in Turkey:

The overall objective of the targeted communication & outreach campaign is to support Turkey in its efforts to have a more prominent migration management policy, programs and provide visibility tools to attract both migrants and Turkish host communities in line with its migration management policies.

The specific objectives of the communication & outreach campaign are detailed below:

- (a) To create & revise informative materials on step by step work permit application process (infographics, videos, posters in different languages) for (ir)regular labour migrants and employers to promote registered employment will be the main component of the campaign.  
(All materials will be revised in coherence with the previously produced materials)
- (b) To create corporate identity for the MoLSS including logo, notebook, pencil, folder, design for business cards & e-bulletin etc.) in line with the needs of MoLSS.
- (c) To produce step by step work permit application infographics for Georgian seasonal agricultural workers together with infographics for work permit exemptions and other visibility materials to raise awareness within MoLSS Yuminet Project.
- (d) To raise awareness of public on issues related to unregistered employment of foreigners, violation of rights and outcomes of labour exploitation.

#### Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey:

The overall objective of the targeted communication & outreach campaign is to promote an enabling environment for business development and economic growth in identified sectors and geographic locations to address job creation and stimulate entrepreneurship opportunities for SuTP and Turkish host communities;

The specific objectives of the communication & outreach campaign are detailed below:

- (a) To create a concept for the communication & outreach strategy of the project in line with the communication strategies of International Labour Organization and EUD, and the objectives of International Trade Center (ITC) Entrepreneurship Training programs and micro-grant competition (including activity specific banners, posters, online visual tools and other related social media tools)
- (b) To create a website specifically for entrepreneurship micro-grant competition to collect online applications.
- (c) To gather all applications and submit it to IOM Turkey for the evaluation processes.
- (d) To conduct periodic site visits, video records and produce a short movie to introduce success stories of SuTP's and Turkish host communities' who will attend to entrepreneurship training programme and who will receive micro-grant.
- (e) Adaptation of content provided by the project team to the various means of communication in line with cooperation with IOM Turkey and ILO Office for Turkey.
- (f) Press articles: Support in drafting and editing press articles.

It should be noted that during the assignment, the service provider may be asked to incorporate additional section which will not increase the total duration. These new sections and proposed content will be communicated to the service provider in writing.

### **3. Methodology**

One production and communication company will be recruited to carry out the work in close coordination to develop and design visual and audio materials under the supervision of IOM project team. In this context, the company will prepare an outreach and communication strategy for aforementioned projects and to translate this strategy with its key messages employing all means of modern communication tools such as social media. The company can identify and propose other communication tools, if deemed necessary.

### **4. Timeframe/Duration**

The assignment will run from Mid May 2018 – Mid March 2019. All previously mentioned tasks for two projects shall be submitted to IOM no later than 22 March 2019.

### **5. Description of the Tasks**

Under the supervision of IOM, the Service Provider will directly be responsible for following tasks;



### Supporting Labor Migration Management in Turkey:

1. To establish a professional team in order to implement the campaign.
2. To produce written and visual outreach and awareness raising materials on step by step work permit application process including logo, infographics, videos, posters in different languages and other necessary visual tools)
3. To design the relevant visuals of the campaign and getting feedback and approval of the project partners; Turkish Ministry of Labour and IOM.
4. Prepare English, Turkish, French, Russian and Arabic and other required language subtitled versions of the video for social media and the website.
5. Prepare English, Turkish, French and Arabic and other required language version of step by step work permit application brochures.
6. Prepare English, Turkish, French and Arabic and other required language version of step by step work permit exemption application brochures.
7. To prepare the content, design and printing of two e-bulletin for MoLSS and purchase in-design program, deliver 1 training for MoLSS officials in order to sustain e-bulletin magazine as one of the main communication tool of Ministry.
8. To develop a corporate identity for the Ministry of Labour and Social Security
9. To prepare the content, design, produce and print visual materials as logos, badges, reminder cards, usb, notebooks, booklets, business cards, flags, folders, pen and pencils, swallowtail flags, roll-up designs etc.

### Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey:

1. Developing a concept communication campaign in line with the strategy and submitting a paper describing the campaign which will include communication messages and slogans/mottos to be used and scripts for film to be produced. Any press releases drafted related to communication campaign should be done in coordination with the IOM's PI Unit.
2. Establishing a Social Media infrastructure for the entrepreneurship training program campaign and managing the process of project communication in line with the IOM's & ILO's rules and regulations of using social media.
3. Designing the logo, banner, poster, brochures, website, stage decoration and any other necessary item for the Micro-Grant Competition Event which will be held after the completion of training programs and micro-grant competition.
4. Designing and developing the software of the official website for entrepreneurship system. A standard, dynamic, social media adaptable and mobile friendly (e.g. ios, android) website.
5. Organize periodic site visits to record short videos on success stories of entrepreneur candidates.

6. Produce a short movie to introduce the entrepreneurship program objectives as well as the expectations from program through interviews with constituents, Syrian & Turkish entrepreneurs in two provinces of project; Konya and Bursa to increase the visibility of the program.
7. Give support in dissemination of the program among Syrians and Turkish entrepreneur candidates as well as angel investors in order to take their attention to the program.

The short movie of 2-5 minutes length and a shorter version of 1 minute for social media disseminations will include the following elements:

1. An introductory section explaining the purpose of the video, the IOM, ILO, ITC and MoLSS very briefly.
2. A section with remarks or interviews by one or more beneficiaries and stakeholders to describe their experiences, how they benefit from the program and their success stories based upon entrepreneurship program.
3. A section showing selection processes of the program including scenes from preliminary contest in selected provinces.
4. Subtitles in English & Arabic & Turkish (if needed) should be inserted to the final version of the movie.

#### **4. Inputs from stakeholders:**

1. IOM will provide available background information and existing available materials related to labour migration & entrepreneurship to the Service Provider.
2. Meetings and/or teleconferences will be arranged by IOM on a regular basis to discuss with the Service Provider for the content and format.
3. In close cooperation with ILO & MoLSS, IOM will approve the final version of the materials developed.

#### **5. Deliverables**

Based on the above-mentioned steps of inquiry, to finalize an outreach and awareness raising materials Service Provider henceforth should provide to IOM the following concrete outputs;

##### Supporting Labour Migration Management in Turkey:

1. Concrete communication & dissemination strategy and a report on suggested strategy including all required tasks.

2. Visual materials minimum; 1000 infographics brochures, 1000 folder, 500 notebooks, 1000 pencil
3. Videos on step by step work permit applications, YUMI-NET & work-permit exemptions.
4. Purchase of Adobe In-Design program for MoLSS.

Job Creation and Entrepreneurship Opportunities for Syrians under Temporary Protection and Host Communities in Turkey:

1. Concrete communication and dissemination strategy and products including project-specific logos and banners and a report on suggested strategy including all required tasks.
2. Visual materials with a of 1000 poster-brochures in English, Arabic & Turkish.
3. Short- movie on success stories of Syrian and Turkish entrepreneurs.
4. Press articles