Terms of Reference

Position Title: Consultant (TIP sensitization strategy in Lesotho)
Type of Contract: Consultancy service (Local Consultant)
Duration of Assignment: July 2020 to August 2020 (50 working days)

1. BACKGROUND:

With the overall objective to combat trafficking in persons in Lesotho, the US Department of State’s Office to Monitor and Combat Trafficking in Persons has provided financial support to the Project titled, Supporting Lesotho in Trafficking in Persons (TIP) Prevention and Protection. The International Organisation for Migration (IOM), known as the United Nations Migration Agency, is implementing the Project for a period of two years. This Project aims to achieve two objectives, namely, to strengthen the TIP response including the identification, protection and referral of potential victims of trafficking at district and national level. Among other things, it will support the TIP Multi-sectoral Committee representing various Government Ministries, law enforcement agencies, judiciary and Non-Governmental Organisations (NGO) to deliver on their mandates to prevent, identify TIP cases and enhance protection of victims of TIP. A review of the legal environment and standard operating procedures is envisaged; to raise awareness among women, children and potential labour migrants on TIP and enhance self-protection and reporting mechanisms and safe migration practices. This will be made possible through partnership with Local government and NGOs to carryout TIP sensitization activities targeting border communities in particularly vulnerable women, out-of-school youth, school going children, and potential labour migrants. IOM will implement the project with the Ministry of Home Affairs as a key counterpart and will collaborate with other Government Ministries and NGOs active in the fight against trafficking in persons. Further, IOM will ensure greater engagement with local government and communities to realise the project’s objectives.

In order to ensure the TIP sensitization at community level is effective, IOM Lesotho is intending to develop an awareness raising strategy based on IOM’s Communication for Development (C4D) toolkits, which is a people-centred process which supports and helps create social and behaviour change in a meaningful and sustainable way. Supported by USAID funding, IOM X applies C4D strategies to support positive behaviour change for the prevention of human trafficking and exploitation in target countries across the ASEAN region.

This assignment aims to review previously implemented awareness raising activities and tools, conduct a survey to understand the target group’s attitude and behaviour, knowledge gaps, effectiveness of the tools and develop community raising awareness strategy integrating C4D approach which includes five steps: (Step 1) Analysis, (Step 2) Strategic Design, (Step 3) Develop and Testing, (Step 4) Implementation; and (Step 5) Monitoring and Evaluation.

2. OBJECTIVE:

The Project Goal is to “contribute to strengthening the response of the Government of Lesotho (GoL) and civil society to address trafficking in persons.” In order to achieve this goal, there are two
Objectives. **Objective 2 is; “Vulnerable women, children and potential labour migrants are aware of TIP, means of self-protection and reporting mechanisms, and engaged in safe migration practices.”** In order to achieve this Objective, one of the initial activities is to **Activity 2.1: Develop an awareness raising strategy for the proposed J/TIP project.**

The specific objectives of the assignment are as follows:

- Conduct a desk review of IOM’s Communication for Development (C4D) approach, learn the key steps to be taken in order to ensure effective and sustainable behaviour change (Step 1) Analysis, (Step 2) Strategic Design, (Step 3) Develop and Testing, (Step 4) Implementation; and (Step 5) Monitoring and Evaluation, and review project reports by IOM as well as rapid assessment on TIP awareness among the communities in the context of Lesotho
- Conduct in-depth interviews with IOM, NGO partners, and other stakeholders actively involved in TIP community sensitization
- Collect various key messages on anti-TIP targeting migrants, out-of-school youth, youth, and community members which were used by IOM and NGO Partners in Lesotho
- Conduct a sample survey with a target audience to assess the effectiveness of the key messaging (if the message was understood by target group accurately, and if the key message has brought sustainable behavioural change)
- Analyse the effectiveness of various communication channels used (i.e. radio, public gathering, social media, film, sensitization event, school-based awareness education, etc.) and advantage / disadvantage for various methodologies
- Based on the findings from survey, develop an anti-TIP awareness strategy integrating USAID Communication for Development (C4D) which will lead to sustainable behavioural change of at-risk communities against TIP; recommendation including needs-based awareness raising strategies, training of communicators and engage target group, and evaluation and feedback for which IOM’s Community Feedback Mechanism can be used.

3. SCOPE

**A. Desk review of IOM’s C4D Approach and Anti-TIP awareness raising activities in Lesotho**

- Review IOM’s C4D approach, which is a people-centred process which support and help create social and behaviour change in a meaningful and sustainable way. C4D is used to understand different contexts and people’s knowledge, attitudes and practices around a certain issue to be able to then work with them to develop empowering and positive messages and tools.
- Review the available documents (report from IOM, NGO partners on the TIP awareness raising activities implemented in Lesotho)

**B. Key Target Audience (at-risk population) and Key Messages**

- Indicate target beneficiaries and analyse the behaviour, attitude and knowledge gaps on TIP based on the survey and interview with target group
• Develop key messages (doable, effective, positive) to be communicated to the different target groups based on the analysis of the past tools used in TIP awareness raising in Lesotho as well as best practices from IOM X project (Asia experience)

C. Key Medium for TIP Awareness Creation
• Analysis of key mediums for TIP awareness creation; (a) conference, workshop, (b) website; (c) media (newspaper, TV, radio, loudspeaker), (d) local community leaders, schools and (e) competition (video, writing, posters), and its effectiveness against the different type of audience (out of school youth, migrants, youth, community etc.)

D. Implementation, Monitoring and Evaluation
• Propose the implementation strategy (develop tools and testing)
• Provide a monitoring and evaluation plan including the use of community feedback mechanism (IOM’s Community Engagement Map)

E. Key Findings and Recommendations
• Provide an analysis of the key findings and recommendations towards the sustainable behaviour change (minimize the risk of being trafficked by traffickers).

4. METHODOLOGY

A. Desk Research: The Consultancy will review and analyse relevant documents including IOM’s C4D approach, tools and methodology, as well as available documents, specifically TIP awareness raising project reports and rapid assessment on TIP among the communities in Lesotho. Consultant should also review the relevant laws and regulations concerning TIP in Lesotho and SADC.

B. Survey: The Consultancy will develop a questionnaire to understand the behaviour, attitude and knowledge gap regarding the issue of TIP among the target beneficiaries. The consultant will also assess if the previous key messages were effective to bring doable and sustainable behavioural change, and if not, propose the recommended key messages.

C. Stakeholder Interview: The Consultancy will hold extensive consultations with Government, UN, IOM, NGOs and civil society active in TIP.

5. DELIVERABLES

The Consultancy will produce a final document - TIP awareness raising strategy - with key recommendations informing the enhancing TIP awareness level among the target communities in Lesotho.

A typed final version of the Trafficking in Persons Awareness Raising Strategy at Community level in Lesotho is expected to be approximately 30 to 35 pages, excluding annexes. The suggested structure is as follows
Each section should include the relevant analysis and recommendations, so that recommendations don’t appear only at the end.

The following Annexes should be attached to the final documents:
  - Annex 1: Terms of Reference for the assignment
  - Annex 2: Survey questionnaire and data analysis

The consultant can add other Annexes as appropriate.

The following does not have to be included in the report but shall be shared with IOM Lesotho:
- All notes from meetings with stakeholders, including a list of all respondents in consultations, interviews, and other meetings.
- All references and sources consulted.
- Any other material relevant to the assignment.

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<tr>
<th>Deliverables</th>
<th>Duration</th>
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<tr>
<td>1 Desk review and Submit the inception report for the TIP awareness raising strategy at community level in Lesotho</td>
<td>1-10 July 2020</td>
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<td>2 Develop and Submit the proposed draft questionnaire to IOM Lesotho</td>
<td>11-15 July 2020</td>
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<tr>
<td>3 Conduct stakeholder’s consultations in Lesotho (IOM, Government and NGO partners) in coordination with IOM Lesotho</td>
<td>15-20 July 2020</td>
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<td>4 Conduct survey targeting migrants, out-of-school youth, border community and school going youth etc.</td>
<td>20 July-10 Aug 2020</td>
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<td>5 Submit the draft to IOM Lesotho and IOM RO Pretoria RTS for IOM review and feedback</td>
<td>15 August 2020</td>
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<td>6 Present the key findings and recommendations to the Multi-Sectoral Committee on Trafficking in Persons</td>
<td>TBD (August 2020)</td>
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<tr>
<td>7 Submit the final document to IOM Lesotho and IOM RO Pretoria RTS</td>
<td>20 August 2020</td>
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* The receipt and approval of each deliverable is subject to approval from IOM.

- An additional one month renewal of the consultant’s contract is taken into account, if the incumbent is unable to meet the deliverables within the initial three month’s period.

6. Qualifications and Experience

The successful consultant should have the following qualifications and experience:
a. Advanced university degree in International Relations, public management or a related field.
b. Extensive knowledge of counter trafficking / smuggling, protection of vulnerable populations, immigration and border security and management, or other relevant areas.
c. Minimum of 10 years of relevant professional experience working for Government or International Organization, NGOs or Civil society in a related area of counter human trafficking, human rights, GBV or other area of protection concerns.
d. Proven previous working experience consisting of substantial involvement in assessments, research and/or policy reviews in related areas.
e. Working experience with senior officials within government, inter-governmental, and non-governmental organizations in Africa, preferably in Lesotho.
f. Excellent written and spoken Sesotho and English.
g. Demonstrated ability to work in a multicultural environment and establish harmonious and effective relationships.

7. Payment Schedule

Total fee, inclusive of all travel and related costs, not subject to any deductions, will be paid to the consultant as follows:

- 30% upon submission of the Deliverable 1 and 2
- 50% upon the satisfactory completion of Deliverable 3 and 4
- 20% upon satisfactory completion of the Deliverable 5 and 6

8. How to apply

Applications must be sent to tmoheane@iom.int by 2nd July 2020. Applications should contain:

- Letter of Motivation
- Technical Proposal
- Financial Proposal
- Detailed Curriculum Vitae
- Proof of previous related work