

## Call for proposals

### Company to implement behaviourally-informed social media campaign to change behaviours of employers of domestic workers in the Gulf Cooperation Council

<b>Requirement:</b>	Media and communications company
<b>Budget:</b>	Depending on consultant's financial proposal
<b>Duration:</b>	10 February – 10 July 2023 (5 months)
<b>Funding:</b>	FAIRWAY Programme (GLO/19/06/2023) Project outcome 3: Discriminatory attitudes towards women and men migrant workers are diminished

#### 1. Background and rationale

Across the Gulf Cooperation Council (GCC), there are estimated to be 5.8 million domestic workers, of whom, 36 per cent are women (ILO. 2021. *Making Decent Work a Reality for Domestic Workers*).<sup>1</sup> Since 2011, when the International Labour Conference adopted the Domestic Workers Convention, 2011 (No. 189), although no GCC country or Arab State has ratified it, thanks to the extension of laws and policies to cover domestic workers in the Arab States region, there has been important progress in closing legal gaps, particularly with respect to a right to a weekly rest day. However, migrant domestic workers face substantial challenges in terms of legal coverage and actual protection of their labour rights. Most remain excluded from minimum wage laws and regulations on working time require longer hours of work in comparison to other workers. Across the Arab States, 99.7 per cent of domestic workers are excluded from social protection – the highest proportion of any region globally. Women migrant workers are especially likely to have low wages and long working hours. Because of the privacy concerns around labour inspectors entering private households, reporting and addressing cases of violence and harassment, lack of occupational, safety and health, and lack of decent accommodation can be challenging. More attention is needed to create adequate regulatory mechanisms, awareness-raising and capacity-building of domestic workers and employers, improving domestic workers' access to justice, and strengthening the capacity of labour inspectors. Workers' and employers' organizations also have a vital role to play in the advancement of decent work for domestic workers.

While it is vital that domestic workers be protected through institutional policies and adequate regulations, it is just as important for these policies to be put into practice by the private households that employ domestic workers. This is often the determining factor in improving the working and living conditions of domestic workers. A central challenge is that people who employ domestic workers are unlike employers in the traditional sense – they are individual households and families who do not typically view themselves as employers or recognize their home as a workplace. They may not consider typical issues of overtime wages, occupational safety and health, or freedom of

<sup>1</sup> The 64 per cent of domestic workers who are men often work as drivers, cooks, gardeners and security guards, while women typically work as child caregivers, cleaners and elder caregivers and are greater risk of decent work challenges/deficits as they are commonly 'live-in' workers.

association or even be aware of the obligations they have under the respective laws. Organizations that represent their interests – or are tasked with educating them regarding their rights and responsibilities – are rare.

The FAIRWAY Programme is an inter-regional initiative which addresses underlying causes of decent work deficits for migrant workers, particularly African migrant workers, in the Arab States. With a focus on key sectors where vulnerable migrant workers are engaged—including domestic work and the construction sector—FAIRWAY seeks to address the interlinked structural, behavioural, and practical barriers to improved labour migration. In particular, the FAIRWAY Programme aims to tackle discriminatory public attitudes towards women and men migrant workers.

ILO and other research with employers of domestic workers in Lebanon, Jordan and Kuwait between 2015-2016 found that in general employers exhibit a low level of knowledge about their rights and responsibilities under the respective laws. Furthermore, they do not actively seek information but instead rely heavily on second-hand information and substitute decision making by recruitment agencies, or their perception of social norms.

### **Employer engagement strategy – progress to date**

The FAIRWAY Programme has carried out a number of initiatives to engage with employers of domestic workers in the Arab States. These included:

- Face-to-face participatory trainings to employers of domestic workers in Lebanon to outreach to employers via companies, universities and embassies (February to November 2017). A similar initiative was also undertaken on a smaller scale in Kuwait
- In November 2019, FAIRWAY ran a regional design-thinking workshop in which participants, ILO partners and collaborators, identified approaches and prototype interventions to reach and influence the behaviour of employers of domestic workers.

Based on these experiences, FAIRWAY developed a draft training toolkit targeted to domestic workers' organizations, trade unions, civil society organizations, embassies, government authorities and other organizations that engage with employers of domestic workers with the aim of improving the working and living conditions of domestic workers. Unfortunately, COVID-19 disrupted plans to pilot the toolkit through face-to-face training sessions.

A focus on how to encourage behavioural change through digital technology led to the development of a small pilot using videos on Facebook, but the initiative did not have wide penetration (perhaps because it was run during a period when Kuwait was in lockdown, and many would have been distracted by this news).

In Kuwait, FAIRWAY has been collaborating with a civil society organization since 2021 to create an intersectional community space through which to sensitively tackle discriminatory attitudes amongst Kuwaiti citizens towards migrant workers (or particular categories of migrant workers). The goal is not to provoke confrontation, but rather to start a dialogue around labour rights as part of broader discussions about the shared goals of equity and inclusion, safety and community well-being.

## **2. Objectives of social media campaign**

As part of its strategy to engage employers of migrant domestic workers, FAIRWAY will design and implement a behaviourally-informed social media campaign in the GCC, with a focus on Kuwait. The campaign will be based on research already conducted on attitudes and behaviours of Kuwaitis towards migrant domestic workers including:

- Survey of 900 Kuwaitis on their attitudes towards migrant workers, including migrant domestic workers (2019);

- Media monitoring survey of how Arabic language media reports on migrant workers, including migrant domestic workers (2019);
- Randomized control trial of social media videos aimed at employers of domestic workers using varying message frames (2020)<sup>2</sup>;
- Qualitative research with 20 Kuwaiti employers of domestic workers from different backgrounds, as part of preparatory work towards the design of the ‘women’s circles’ mentioned above (2022).

### **Kuwait context of domestic work**

Kuwait has an estimated population of around 4.1 million, of which 69 per cent are foreign nationals. Prior to COVID-19, there were around 732,000 domestic workers comprising a quarter of the total workforce in the country (December 2000, Public Authority of Civil Information). Although approximately 41,000 domestic workers left Kuwait during COVID, Kuwait remains one of the countries in the region with the highest number of domestic workers as a proportion of the labour force (second only to Saudi Arabia).<sup>3</sup>

Under Law 68 of 2015 on Domestic Workers, domestic workers were granted labour protections relating to a weekly day off, maximum normal working hours and annual leave. Although the law contains many important protections, some significant gaps nevertheless remain, principally in relation to provisions on the conditions of employment of domestic workers, as well as in its termination of contract and labour inspection provisions.<sup>4</sup> However, an equally pressing concern is that many employers of domestic workers are unaware of the law’s provisions or choose not to abide by them because of a lack of monitoring and enforcement.

**Target audience:** The campaign will be targeted to Kuwaiti employers of domestic workers, but also more broadly to other Kuwaiti members of the public and GCC-wide. Three sub-groups are distinguished:

1. Supporters of the better treatment of domestic workers because they are aware of the issues and have the resources (time and money) to be more engaged.
2. Neutral mind-set group: people who are either unaware of the issue and how it affects them and domestic workers or not having a firm opinion on it yet.
3. Detractor mind-set group: people who are aware that there are issues with helper employment and recruitment practices but perceive anything that is in the interest of helpers to be to their detriment. They expect hiring of MDWs to be a zero-sum game.

The communication challenge is how to turn as many neutral people into supporters as possible, without turning them into detractors by presenting seemingly judgmental or simplistic messages that focus on supporting domestic workers only.

**Target impacts:** The campaign aims to change *behaviours* rather than attitudes and thus a number of target (but realistic) behaviours will be selected, perhaps relating to the priority areas of allowing/facilitating a weekly day off outside the home (Article 9 of Convention 189); making regular and accurate wage payment (Article 12) and complying with rules on normal working hours (Article 10).

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<sup>2</sup> This research also relied on the completion of a questionnaire and small number of focus group discussions.

<sup>3</sup> ILO. [Making decent work a reality for domestic workers in the Middle East: Progress and prospects ten years after the adoption of the Domestic Workers Convention, 2011 \(No. 189\)](#). 2021.

<sup>4</sup> In particular, Law 68 of 2015 often provides for less favourable conditions in relation to domestic workers’ employment than those applicable under the Private Sector Labour Law, No. 6 of 2010. More importantly, m

**Campaign methods:** The campaign methods including type of content and social media platforms will be developed based on a contextual understanding of the preferences of Kuwaiti (and more broadly) GCC employers. Thus, it may include:

- Short videos with social media influencers and employers of domestic workers
- Personal stories of employers (including, for example, the support that workers provide to their elderly parents or children)
- Entertaining and informative ‘bite-sized’ videos and infographics (Instagram, TikTok, etc)

The campaign will take place around May 2023 for a period of 4-6 weeks, but all the content will be stored in a website that will be set up and maintained for 3 years (with campaign name, and only ‘lightly branded’ as ILO to put focus instead on the messaging). It will be a vehicle to store the campaign content, but also a place to present useful information for employers such as checklists or information about their legal responsibilities (based on materials such as [Country briefs of the regulatory frameworks governing migrant workers in the Arab States \(ilo.org\)](#)).

The campaign will aim to reach at least 1 million impressions and 2,000 points of engagement (likes, shares, tweets, views) by the end of the campaign (end of June 2023).

### Impact evaluation

In order to evaluate the behavioural impact of the campaign, in addition to tracking social media analytics (number of views, shares, likes, etc), FAIRWAY will also commission the design and development of an **impact assessment** to assess the impact of the campaign on the identified behaviours, including from the perspective of intention and actual change. Given the challenge of measuring actual behavioural, FAIRWAY intends to measure impact of the campaign in two ways:

- (1) users’ initial takeaways and intentions (After participants have viewed campaign, they will be invited to take part in an ‘exit survey’ about their intentionality relevant to the behavioural indicators for the campaign); and
- (2) behavioural change 3 months after campaign (measure the effect of the treatment actual behaviour).

The impact assessment will be carried out by a behavioural science consultant, who will be recruited under a separate contract.

## 3. Methodology

The selected company will design the campaign, prepare multimedia content, create the website, 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, behavioural science consultant and advisory group. <sup>5</sup>	N/a	February 2023
Desk research including social media preferences/platforms of target audience. Development of draft campaign strategy based on research and message frames	Draft campaign strategy	February 2023

<sup>5</sup> An advisory group will be set up for the purposes of the campaign which will be up to 10 individuals representing key stakeholders (employers of domestic workers and domestic workers). The role of the advisory group will be to validate the campaign strategy and dissemination, and support dissemination, including through contacts with social media influencers or different communities among the target groups. The advisory group will provide inputs on a volunteer basis.

developed by behavioural science consultant.		
Following feedback from ILO and the advisory group, finalize campaign concept and dissemination strategy; and create website, social media account(s) and a teaser.	(1) Final campaign strategy, (2) Website development (wire frames, domain space), (3) Teaser; and (4) New social media account(s) for campaign	March 2023
Production of creative content such as videos, infographics, etc. The content should be in Arabic with English subtitles (translation to be provided by the company).	All creative content and schedule for roll-out.	April 2023
Campaign launch; paid promotion surges and monitoring. Support to behavioural science consultant to track completion of survey and direct more traffic	Campaign launch	May-June 2023
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.	July 2023

### Responsibilities of ILO

The ILO will:

- Convene the kick-off meeting and ensure clarity of roles of the company, the behavioural science consultant and the advisory group;
- Provide materials for desk research and respond to questions
- Liaise with ILO IT to provide specifications for website and campaign (eg. Data protection requirements, use of ILO branding, etc);
- Provide timely feedback on any deliverables;
- Follow up with each of the behavioural science consultant and the advisory group to ensure feedback and green light to move forward.

## 4. Required competencies and experience

The ILO is seeking for an organization with the following required and desirable qualifications:

### Required qualifications

- Demonstrated experience in producing high-quality multi-media visual content;
- Demonstrated experience of running a successful and innovative social media campaign;
- Ability and experience in strategic communications design and implementation;
- Interest in behavioural change initiatives and communication for development;
- Sound understanding of labour migration issues, in particular in the domestic work sector in Kuwait and/or Arab States;
- Familiarity with the work of the ILO.

## 5. Application process and selection criteria

Candidates wishing to apply to this assignment must send an email to Siham Nuseibeh, ILO (nuseibeh@ilo.org) with the title 'Social media campaign'.

The email shall include:

1. Project proposal outlining the methodology, project team, and response to required competencies and experience
2. Detailed financial offer (including projected costs of human resources, content creation, proposed paid promotion and creation of website domain (estimate);
3. Links to the company's previous relevant projects.
4. Minimum of one reference.

The deadline for receiving applications is 5pm GMT on Sunday 29 January 2023.

Only applications that fulfil the requirements indicated above will be considered

The evaluation of the proposals will be based on the following considerations:-

- (a) Demonstrated experience with similar assignments, which shows innovation, creativity and impact;
- (b) Knowledge of assignment environment and understanding of Terms of Reference;
- (c) Overall quality of proposal, work plan and methodology; and
- (d) Financial proposal and cost of carrying out the work