

Call for proposals

Engagement with media and communication schools in selected Arab States

The deadline for receiving applications is 9am GMT on 13 June 2023 to Sophia Kagan (kagan@ilo.org).

Requirement:	Service provider specialised in communication on labour (migration) issues
Location:	Home-based with 4 day mission to Kuwait in October 2023
Duration:	30 June – 30 November 2023
Budget:	As per financial proposal

Background

The FAIRWAY programme is an interregional programme covering selected countries of origin in East, West and North Africa (Ethiopia, Kenya, Uganda, Nigeria, and Morocco); as well as countries of destination in the Arab States (Kuwait, Bahrain, Lebanon and Jordan) which seeks to address the interlinked structural, behavioural, and practical barriers to improved labour migration. To do so, FAIRWAY works to realise a number of objectives, including that discriminatory attitudes towards women and men migrant workers are diminished.

A major cause of negative public attitudes towards migrant workers is due to inaccurate media reporting and sensationalism, which can lead to misinformation on migration realities. Since 2017, the FAIRWAY Programme has engaged with the media, particularly in Jordan and Kuwait, in order to produce an [Arabic glossary](#) of terms relating to migration, newsrooms visits and journalist training, as well as content analysis of media coverage of labour migration to better understand deficits in accurate and balanced reporting. In 2022, the FAIRWAY Programme ran its first [cross-border initiative](#) to provide an innovative and practical training programme to Ugandan and Jordanian journalism students, with a view to building their skills and knowledge in reporting on migration. Information on the Programme's activities with the media can be found [here](#).

To further the Programme's activities with media and communication schools, especially in Kuwait and Ethiopia, the FAIRWAY Programme is seeking a qualified service provider.

Assignment objectives

The overall objective of the assignment is to support the FAIRWAY Programme to engage with university media and communication instructors and students, including in Ethiopia and Kuwait (with some engagement with journalists in Jordan).

Scope of work and methodology

The service provider is expected to undertake the following activities:

- **Develop, organize and facilitate a public webinar on cross-border initiatives in promoting more balanced reporting on migration.** The webinar will focus on the outcomes of FAIRWAY's cross-border fellowship between Jordan and Ugandan students as an entry point to a broader discussion about cross-border collaboration in the media on labour migration. The service provider, in close coordination with the FAIRWAY team, will develop the concept note, reach out to potential speakers and invitees, organize logistics (including agenda, invitations) and facilitate the webinar. ILO will arrange for simultaneous interpretation to French and Arabic, in order to involve a wide range of participants from Africa¹ and the Arab States. The webinar will also be an opportunity to launch an anthology of articles written by students as part of the cross-border fellowship.
- **Liaise with university educators in Kuwait (communications, journalism and political science), to get buy-in to develop and implement a training programme for university students in Kuwait.** The service provider will be required to reach out to university educators in relevant disciplines at Kuwaiti universities (such as Kuwait University, American University of Kuwait and Gulf University for Science and Technology) with a view to conceptualizing, introducing, socializing and, obtaining necessary approval for, a short inter-university training programme for interested students on labour migration. The training programme, which could be combined with a competition or award programme to motivate students to put their skills to action, would be run between end of September beginning of November 2023 and will require the physical presence of the provider to run the training (simultaneous interpretation from Arabic to English will be provided if necessary, and the cost of the mission will be covered separate to the service contract). The ILO will facilitate introductions to the respective schools/educators but the service provider will be solely responsible for engagement and follow-up, as well as getting institutional approval and organizing logistics of the training.
- **Support a cross-border fellowship for Ethiopian journalism students and professional journalists and lecturers in Jordan and Kuwait.** In collaboration with Addis Ababa university journalism school, the service provider will facilitate a short cross-border fellowship for 10 students focussing on migration of Ethiopian migrant domestic workers to the Arab States (particularly Jordan). The service provider will be responsible for liaising with the focal point in Addis Ababa, in order to design and implement the training programme, as well as selection criteria for students. The service provider will identify and connect with professional journalists and educators from Kuwait and Jordan, who will take part in virtually in the training and mentorship support to the Ethiopian students to develop articles on the respective migration corridors. The service provider will be responsible for all outreach to and engagement with the journalists and educators, arranging their participation to mentor selected students, and support students to undertake their research and finalize their articles, in collaboration with their educators. Finally the service provider will develop a report of the fellowship and lessons learnt.

The scope of work should be carried out from 30 June – 30 November 2023.

¹ The ILO is presently designing another cross-border fellowship between Ivory Coast and Tunisia.

Deliverables

The service provider will be responsible for the following deliverables

Deliverable	
1	Submission of report following completion of webinar on cross-border initiatives in promoting more balanced reporting on migration, including web recording and statistics on webinar participants
2	Submission of final training report on training programme for university students in Kuwait.
3	Submission of a final report summarizing the fellowship with students from Addis Ababa university

Required qualifications

The service provider must have an expert(s) that meets the following qualifications and experience:

- University degree, preferably in Communications sciences, Mass Communication, social sciences or an equivalent combination of training and experience;
- A minimum of five years' work experience in the areas of communication, research and analysis, ideally with a focus on labour issues or a related area;
- Expert knowledge of, and network with, media organizations and/or journalism schools in the Arab States region;
- In-depth knowledge of previous development projects focussing on ethical and accurate media reporting, particularly in the context of labour migration;
- Appreciation of the sensitive context of labour migration reporting, particularly in the Gulf Council Cooperation (GCC) region;
- Excellent command of oral and written English (some knowledge of Arabic would be welcome); and
- Knowledge of the functioning of the International Labour Organization, the UN system and other development partners.

Proposals

Interested applicants must submit:

1. A technical proposal: The proposal shall include detailed breakdown of how the process of managing the deliverables of the assignment
 - The firm's profile, number of years of experience and history of projects
 - References/links of one-two recent similar projects
 - CVs of key expert(s) who are responsible for the work
2. Financial proposal with a breakdown of all costs (preferably in the currency of the service provider's bank account)

How to apply

Interested candidates should submit their application to Ms. Sophia Kagan (kagan@ilo.org). Emails must use subject title: RFQ/2023/FAIRWAY Media. The deadline for receiving applications is 9am GMT on 13 June 2023. Only applications that fulfil the requirements indicated above will be considered.