

ADB Loan 4052: Second Shock-Responsive Social Protection Project Graduation Pilot Program (Output 2c.)

Terms of Reference, Media Firm (Media Services for Graduation Pilot Program) (Package No.C014)

Assignment:	Media Firm (Media Services for Graduation Pilot Program) (Consulting Services, C014)
Place of Assignment:	Ulaanbaatar: Bayanzurkh, Chingeltei, and Songinokhairkhan
Dates of Assignment:	January 2025 to August 2025
Duration of Assignment:	8 months
Estimated Budget Range:	30,000 USD

How to apply:

Please visit https://selfservice.adb.org/OA_HTML/adb/xxcrs/jsp/ADBCsrnFwd.jsp?sel=204271 or cms.adb.org to apply for this assignment **before 27 November 2024**.

I. Objective and Purpose of Assignment

1. In response to a deteriorating economic situation, the Asian Development Bank (ADB) has responded to a request from the Government of Mongolia for support to mitigate the socioeconomic impacts of the coronavirus disease (COVID-19) pandemic, particularly on poor and vulnerable groups. The Second Shock-Responsive Social Protection Project (SRSP2) will (i) deliver pro-poor child grant top-ups through support to the child money program, and (ii) strengthen social welfare programs and systems. Three key activities are planned under the second output:

- (a) updating the poverty targeting system to better identify poor and vulnerable households,
- (b) digitizing social welfare programs to make the application and benefit delivery processes more efficient and transparent, and
- (c) pilot testing an economic inclusion program based on the graduation approach with selected poor households to help diversify livelihoods and strengthen their resilience.

2. The executing agency is the Ministry of Family, Labor and Social Protection (MFLSP). The introduction of a graduation pilot responds to both MFLSP's calls for "smarter" social welfare, and the Government Action Plan 2020–2024. Specific actions in the plan's labor and social welfare section 2.5 include (i) making social welfare services targeted, to promote employment and reduce poverty (action 2.5.7); and (ii) engaging adults in low-income households in vocational and skills training and providing support for employment (action 2.5.9). This concept note introduces the graduation approach and the features of the **SRSP2 Graduation Pilot Program**. Details have been elaborated with the MFLSP in a pilot design process led by an expert resource person from the BRAC Ultra-Poor Graduation Initiative and with the participation of the social protection consultant team engaged by ADB under the technical assistance project Building

Capacity for an Effective Social Welfare System (TA 9893-MON).¹ Implementation arrangements for the Graduation Pilot Program will be aligned with the amendment to the Social Welfare Law approved in 2022, which stipulates that services to support targeted household development should be increasingly contracted and outsourced to nongovernment organizations (NGOs)

3. The graduation approach works with poor households, building on a foundation of social welfare benefits with a holistic set of poverty reduction interventions that aim to address the multiple facets of deprivation. Also called economic inclusion, the approach starts from the premise that poverty has many dimensions, so no one single intervention alone (such as education, training, or cash support) will be able to tackle poverty completely. Instead, a multi-dimensional approach is needed that includes but goes beyond cash grants. Pioneered in 2002 by the international development organization BRAC, holistic graduation programs have since been adapted and rolled out in various forms in more than 75 countries,² accompanied by rigorous impact evaluation that confirms both immediate benefits and sustainable results long after the program interventions end.³

4. Graduation programs offer poor participants a carefully sequenced set of solutions. These are usually time-bound, implemented over a period of 18–36 months. This time-bound nature tends to appeal to governments and implementing partners. Graduation supports household consumption in the short term (through cash or food support, depending on the context) while developing sustainable and resilient livelihoods in the long run. The interventions combine targeted social assistance with the transfer of a productive asset, support for financial inclusion, tailored skills training, livelihood development, social inclusion, and, very importantly, psychosocial support and life skills through a coach or mentor. The typical program components across different countries and contexts are:

- (i) social welfare transfers (cash or food) to help families meet their immediate consumption needs;
- (ii) an asset transfer selected by the participant from a list of options, based on a detailed local market assessment and value chain analysis;
- (iii) focused technical and business skills training to develop the capacity to turn the asset into a productive enterprise;
- (iv) financial literacy training and financial inclusion; and
- (v) regular coaching and mentoring by a trained facilitator or social worker who provides support tailored to each participant through frequent home visits, often based on a family development plan.

5. The Graduation Pilot Program will support 1,520 working-age adults age 18-55 in poor households with the goal of building on cash transfers to provide holistic support that leads to economic inclusion, diversified livelihoods, and poverty reduction. The pilot will be implemented in three districts of Ulaanbaatar, selected for their high concentration of poor and vulnerable households: Bayanzürkh, Chingeltei, and Songino Khairkhan.

II. Scope of Work

¹ ADB. [Mongolia: Building Capacity for an Effective Social Welfare System](#).

² C. Andrews, A. de Montesquiou, I. Sánchez, et. al. 2020. [The Potential to Scale: Economic Inclusion for the Poorest \(The State of Economic Inclusion Report\)](#). Washington DC: World Bank.

³ A. Banerjee, E. Duflo, N. Goldberg, D. Karlan, R. Osei, W. Pariente, J. Shapiro, B. Thuysbaert, and C. Udry. 2015. [A Multifaceted Program Causes Lasting Progress for the Very Poor: Evidence from Six Countries](#). *Science*. 348 (6236). 14 May. 1260799.

6. **Media and communications.** MFLSP are seeking a service provider, such as a media firm, with expertise in media relations, digital content, virtual and in-person events, digital marketing, and a focus on social impact to provide services for the MFLSP Graduation pilot in Ulaanbaatar. Specifically, we are seeking a partner with a proven track record in helping government agencies and international organizations disseminate knowledge and learning through targeted media coverage, social media, and public awareness campaigns. Service providers with experience amplifying the impacts of research and evaluation, preferred.

7. The service provider is expected to deliver the following outputs: (i) media and communications work plan and activities; (ii) media and social media strategies, messaging plan, and tactics for targeted audiences; (iii) key messaging and content for distribution; (iv) digital collateral such as videos, graphics, and infographics; (v) comprehensive media outlet and social media influencer outreach list; and (vi) event management and support for project milestone learning events (2).

8. **Procurement method.** The media and communications service provider will be recruited for consulting services contract C014 for the Graduation Pilot Program following the selection based on consultant's qualifications (CQS) method.

9. **Methodology.** The service provider will undertake the following:

- a) Submit a proposed **media and communications work plan** with milestones.
- b) Develop **traditional and social media strategies** for different audiences including government officials, development banks and international organizations, civil society and private sector, program participants and communities, and the general public. This should include **tailored messaging** to be distributed and picked up by media outlets, social media influencers, community leaders and/or other high-impact targets. Grassroots campaigns will be essential to reach the target communities and the general public.
- c) Craft **public awareness-raising content** for community consultations that is attuned to the communities in the pilot districts. This content will promote the need, purpose, and legitimacy of government social assistance schemes such as the Graduation pilot. This includes messaging on who is targeted and who is not targeted for the social preparation of impacted communities.
- d) Assist with **translating key messages** on program activities and results into digestible talking points, soundbytes, (podcasts, radio, FM programs) and graphics optimized (infographics, posters) for publication.
- e) Design **digital collateral** such as social media graphics, videos, GIFs, infographics, and toolkits, that are accessible for low-literacy populations and populations unfamiliar with poverty reduction and social assistance. At least one **program video** featuring participating households and staff should be produced, to broadcast in the media and the social media.
- f) Develop a **comprehensive media list** that includes print and online outlets and niche outlets that reach key stakeholders such as social media (e.g. Facebook). Secure earned and paid media coverage (to be included in financial proposal).
- g) Manage **media outreach for learning events** and program milestones, including traditional media (e.g. blogs and/or op-eds) and social media and digital outlets (e.g. short video content, Facebook ads, influencer outreach, etc.) Consideration required for offline communities by **word-of-mouth campaigns**.

- h) Provide necessary **event support** such as logistics, invites, agenda, and talking points for at least two learning events. This includes a brief follow-up report with press clips/features and analysis of media coverage.
- i) Conduct the monitoring and supervision of information on social protection legislation, activity and services that disseminated via daily press, media.

10. **COVID-19 Implications.** MFLSP recognizes that there may be issues caused by the COVID-19 pandemic, particularly for conducting fieldwork. The selected firm is expected to comply with all health guidelines as required by the Government of Mongolia and to report any impacts on services to MFLSP in a timely manner. This includes conducting focus group discussions and consultations in accordance with the current situation and decisions made by the Government.

III. Expected Output

11. The total duration for this assignment is 8 months with effect from January 2025 to August 2025. This includes all work planning, deliverable submission, and learning events. Payment is contingent upon approved deliverables deemed satisfactory by MFLSP. All submissions should incorporate feedback from MFLSP as specified. Estimated submission dates included below.

#	Key deliverables	Due Date	Payment Percentage
1	<p>Media and communications work plan, including:</p> <ul style="list-style-type: none"> ● Draft timeline to develop key messaging and all media materials for distribution during pilot program ● Proposed activities for media strategies targeting different audience segments as described ● Recommended activities to produce awareness-raising materials for communities ● Necessary timeline and activities to promote pilot milestones and outcomes including annual learning events with key stakeholders (2) ● Dates for content approval required from MFLSP, ADB ● Conduct the supervision and monitoring of information on social protection program, activities implemented by MFLSP that are disseminated via daily press, media. <p>Media and social media strategies and messaging plan, frequency for target audiences as identified:</p> <ul style="list-style-type: none"> ● Government officials (national, district, khoroo) ● Development banks and international organizations ● Civil society and private sector ● Target communities, including participants <p>General public in selected districts</p>	January 2025 (within 14 days upon signing contract)	10%

2	Comprehensive media outlet outreach list	January - February 2025	10%
3	Key messaging materials to distribute for target audiences: <ul style="list-style-type: none"> • Government officials (national, district, khoroo) • Development banks and international organizations • Civil society and private sector • Target communities, including participants • General public in selected districts • Media outlets as identified in outreach list 	March - April 2025	30%
4	Complementary collateral such as graphics & infographics as well as one required pilot program video to be produced, to be broadcast media coverage of the program launch, progress, and results	June 2025	30%
5	Event management and support for milestone learning events, at least 2 during project timeframe.	August 2025	20%

12. In addition, the selected media and communications partner will be expected to participate in regular meetings and project review missions with MFLSP and ADB. Advance notice will be provided to the selected partner for scheduling purposes.

IV. Duration and Location of the Assignment

13. The selected service provider must possess experience in Mongolia, required. The pilot will take place in Ulaanbaatar from June 2022 to August 2025 for 38 months. It is anticipated that the firm will be contracted for the duration of the pilot with intermittent inputs as described in the deliverables table previously.

V. Minimum Qualification Requirements

14. **Firm Experience:** The media and communications service provider will be a specialized national firm or other entity with experience managing media and communications campaigns (in English and Mongolian) preferably for government programs, including presentation of program milestones, data, and outcomes in an accessible format to policymakers and local communities. Experience launching or supporting successfully orchestrated events is required. Experience working with government and international organizations is preferred; MFLSP and ADB experience is ideal. Firms may be affiliated with an officially registered not-for-profit organization (e.g., research institute, academic institution, NGO) or stand alone.

15. **Team Composition:** Service providers can determine the composition of their teams and the input required to undertake the tasks described. However, ADB requires the following key experts: (i) a Team Leader and (ii) a Graphic Designer. Team members should possess at least 5-10 years of experience in media and communications with a focus on media coverage and events. Key personnel should also possess relevant degrees (Communications, Public Relations,

Graphic Design, Journalism, or other relevant field.) and experience in developing digital and print media materials, event logistics and coordination including media coverage, and synthesizing program data into digestible external materials. In addition to the required key experts, applicants should also include all other non-key experts in accordance with their proposed approach and methodology.

16. **Team Leader.** The team leader will be responsible for managing timely execution of deliverables, maintaining close relationship with NGO pilot staff including the Graduation program manager, MFLSP, and ADB, and overseeing quality assurance of all work products. Mandatory review of any work script by the MFLSP before performing, editing or distributing the work. At least one program video featuring participating households and staff should be produced under the guidance and oversight of the team leader and a production team.

17. The individual should possess at least 5-10 years of experience in media and communications with a focus on media coverage and event planning as well as a relevant degree. Experience working with government and international organizations is preferred; MFLSP and ADB experience is ideal. Experience should include:

- Demonstrated expertise in developing media strategies and outreach plans;
- Demonstrated experience engaging with a wide variety of target audiences;
- Proven exposure to translating data and research for public consumption
- Experience managing teams to fulfill client deliverables and obligations;
- Excellent written and spoken Mongolian and English language skills; and
- Displays cultural, gender, religion, race, nationality, and age sensitivity.

18. **Graphic designer.** The graphic designer will be responsible for producing digital collateral such as social media graphics, videos, GIFs, posters, infographics, and toolkits, that are accessible for low-literacy populations and populations unfamiliar with poverty reduction and social assistance. Material should also be accessible for the pilot's key stakeholder audiences and within gender sensitivity and attractive.

19. The individual should possess at least 5-8 years of experience in graphic design artistry. This includes experience developing digital and print media materials and synthesizing program data into digestible external materials. Experience should include:

- Expertise in graphic design and development of program collateral;
- Proven exposure to translating data and research into visually compelling work;
- Portfolio of similar projects or assignments undertaken with government or NGO;
- Displays cultural, gender, religion, race, nationality, and age sensitivity.

VI. Client's Input and Counterpart personnel

21. Services, facilities, and property to be made available to the Consultant by the Clients: Provide and update relevant information, data and regulations

22. Professional and support counterpart personnel to be assigned by the Client to the Consultant's team:

Ms.Khishigbayar.A, Director, PPD, MFLSP
Mr.Batsaikhan.L, Acting Director, PAD, MFLSP
Ms.Undral.B, Director, SWPCID, MFLSP

Ms.Chinmandakh.D, Senior Specialist, PPD, MFLSP
Ms.Mandkhai.B, Head, Social Welfare Department, GOLWS
Ms.Bolormaa.Ts, Coordinator, Second Shock-Responsive Social Protection Project