



Safe and legal alternatives for pakistani
potential migrants and migrants on the route



**TERMS OF REFERENCE (ToR)
FOR
SPEAKERS FROM PAKISTANI DIASPORA FOR COMMUNITY EVENTS**

Reference	Speakers From Pakistani Diaspora for Community Events
Procuring organisation	European Research Institute Foundation (ERI)
Project name	SAFER - Safe and legal alternatives for Pakistani potential migrants and migrants on the Route
Project ID	101102180 – AMIF-2022-TF1-AG-INFO

1. Introduction

1.1 The project Coordinator

The European Research Institute Foundation (ERI) is seeking the services of five (5) speakers from the Pakistani diaspora in Europe for community events that will contribute to the awareness campaign within the framework of the project “Safe and legal alternatives for Pakistani potential migrants and migrants on the Route” (SAFER).

ERI is a private, non-profit foundation established in 2011 in Turin (Italy) that promotes research and innovation in the areas of social inclusion and protection of the environment. Its mission is to improve the social, economic and cultural conditions of European citizens, enhance the social inclusion of third-country nationals and vulnerable-marginalised individuals, and promote respect for the environment and all living beings. ERI is committed to fostering social cohesion and equality, respect of fundamental rights and promotion of cultural diversity to create equal opportunities and fight discrimination. ERI is responsible for coordinating the SAFER project in cooperation with the following partners: Danish Refugee Council (Italy), Kentro Merimnas Oikogeneias Kai Paidioy (KMOP, Greece) and Sofia University (Bulgaria).

1.2 The project

The SAFER project is co-funded by the European Commission through the AMIF programme (Asylum, Migration and Integration Fund). The project started on the 1st of May, 2023 and its duration is 24 months. The project’s general objective is to design and implement an information and awareness-raising campaign on the risks of irregular migration in Pakistan. The proposed campaign intends to contribute to a change of perception and behaviour of the Pakistani population in relation to the idea of irregularly migrating to Europe. In order to achieve this, it seeks to provide reliable, factual, balanced information not only on the dangers in which migrants may incur during the journey and after arrival, but especially on safe and legal alternatives of migration



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and available economic opportunities in the home country. To achieve these goals and effectively deliver its messages, the campaign will rely on selected local opinion leaders and influencers widely respected and trusted in the involved communities. By involving them as spokesperson, it aims to counter the inaccurate, misleading, malicious narratives on irregular migration and on living irregularly in the EU promoted by migrants' smugglers.

The proposed information and awareness campaign is expected to last 12 months and target young, unmarried men aged between 18-30 having an educational background between primary and secondary school and residing across five regions, namely the Islamabad Capital territory and the provinces of Balochistan, Khyber Pakhtunkhwa, Punjab, and Sindh. As such, the campaign will be tailored to the specific needs and expectations of this target group, and it will be mainly based on word-of-mouth communication, which has been widely regarded as the most effective communication channel to encourage attitudinal and behavioural change, as well as supported by social media communication. Throughout the campaign's implementation timeframe, a hotline will be made available for both calls and messages to actual and potential migrants; a web platform will be launched to provide useful information to reduce the risk of harm and victimisation; and 30 bimonthly community events will be held, six in each region involved.

2. Background

Irregular migration has been a long-standing challenge for the EU, particularly since 2015, which the EU has been trying to prevent by enacting a number of specific policies. Among other measures, the EU considers information and awareness-raising campaigns crucial tools to prevent irregular migration and in the last five years has financed a number of information and awareness-raising activities in third countries of origin and transit through the AMIF. The SAFER project aims to design and implement an information and awareness-raising campaign on the risks of irregular migration in Pakistan, coherently with the EU Action Plan against migrant smuggling 2021-2025. In particular, SAFER project intends to promote access to reliable information to both future migrants and migrants already on the route to Europe.

According to the 2021 Frontex "Risk analysis report", Pakistan is the sixth out of ten top countries of origin in the clandestine entries at land and sea chart, making the country a relevant territory in the framework of the EU Action Plan against migrants smuggling 2021-2025. In line with the operational partnerships and cooperation plan with non- EU countries promoted by the European Union, the SAFER project aims to promote an awareness campaign that entails the participation of relevant spokespersons both in the home country (i.e. religious and community leaders, teachers and returning migrants) and Pakistani nationals members of trustable diaspora communities in Europe. As emerged in previous AMIF-funded projects implemented in Pakistan, individuals who tend to engage in irregular migration are mainly unmarried young men (18-30) with an educational background between primary and secondary school from all regions of the country.



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The proposed campaign will mainly use word-of-mouth communication in a one-on-one setting, such as setting up a dedicated hotline that allows users to leave voice and email messages, and organising community events. As the literature shows, word-of-mouth channels were the most effective channels for changing attitudes and behaviours in past campaigns for a number of reasons. e.g. there is an interaction between messenger and receiver, the interaction is personal and based on a relationship, there is an opportunity to take into account the migrants' personal needs, migrants are more likely to talk openly, the audience's engagement and retention of messages is increased. In past campaigns, community events appeared useful and effective for spreading campaign messages to a wider audience, advertising word-of-mouth services, addressing secondary audiences like family and friends, gaining the trust of the community and building brand awareness. In addition, the proposed campaign will use social media as a supporting channel to reinforce the messages and reach a large audience fast and in a cost-effective way .

The campaign will be implemented in the five main regions of Pakistan: Islamabad, Punjab, Khyber Pakhtunkhwa, Balochistan and Sindh. The autonomous territories of Kashmir and Gilgit Baltistan will not be included in the project for security reasons, since they are disputed territories and the socio-political context is too unstable. It is expected that the bi-monthly community events will have the following structure: a) a lecture by an invited speaker followed by Q&A session (religious leaders, experts of visa-related issues, labour consultants, experts of vocational training etc.); b) Live online meetings between the audience and diaspora groups in Europe; speeches by diaspora community members and Q&A sessions; c) An entertainment part (display of cricket matches, movies, music/dance/theatre/comedy shows etc.).

3. Objective

The objective of this tender is to select suitable speakers from the Pakistani diaspora in Europe to give a 10 to 15 minutes speech on the challenges of irregular migration from experience-based evidence during the community events of the SAFER campaign. The purpose of the speech is to avail reliable information on irregular migration for community events and thus contribute to the proposed awareness campaign. The speakers shall make sure that the speech is clear and understandable for all the audience. Ideally, five (5) speakers will be selected, one for each of the following languages: Urdu, Balochi, Pashto, Punjabi, and Sindi.

4. Location

The event will be live and a Google Meet link will be created to connect with the community event, therefore, participation will be online.



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5. Duties

The speakers shall perform the following tasks:

1. attend a preliminary orientation meeting with the Project Coordinator to facilitate the smooth execution of the event;
2. attend a 30-minute duration for each community event online;
3. participate online in six community events;
4. give a 10 -15 minute speech on irregular migration for each of the six community events;
5. prepare and submit a summary written draft of the speech to the Project Coordinator at least 5 working days prior to the first event. The draft should include key points to be discussed;
6. the speech document should be written in English;
7. video-record the 10-15 minute speech and submit it to the project coordinator, the video record will be used for the events taking place in rural areas where internet connection is unavailable;
8. tailor the speech to the target audience: Pakistani (unmarried young men aged (18-30) with an educational background between primary and secondary school);
9. participate in a brief Q&A session with the audience; questions will be asked by the host;
10. the speech should be in Urdu or relevant regional languages depending on the location, such as Pashto, Punjabi, Balochi or Sindi;
11. give a speech that is in simple and clear language to be understandable by the audience;
12. the speech should focus on the risks and dangers associated with irregular migration;
13. the speech should highlight the hardships and difficulties of living in Europe;
14. the purpose of the speech should be to discourage irregular migration;
15. It is strictly forbidden to mention the asylum process during speech;
16. the speech should be based on negative stories/experiences of irregular migrants;
17. obliged to do some research about the negative experiences faced by Pakistani migrants in Europe;
18. ensure that no wrong or misleading messages about migrating to Europe are conveyed. This includes the prohibition of disseminating information that would encourage irregular migration and the application for asylum in Europe;
19. the tasks must be carried out in line with the highest ethical standards and the applicable EU, international, and national law on ethical principles;
20. take a screenshot during each event for reference purposes;
21. send receipts of payment to the Project Coordinator for all payments received;
22. send a statement to the Project Coordinator confirming that all required tasks have been completed within 5 working days from participating in the 6th event.



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6. Deliverables

6.1 Required deliverables

The awarded speaker shall provide the following documents to the Project Coordinator by email:

- D1: summary of the speech document
- D2: final statement confirming that all required tasks have been completed.



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7. Eligibility, qualifications, and experience required

Eligible applicants:

- The candidate should be a Pakistani national residing in Europe.
- The candidate should be a regular migrant i.e. a migrant that has acquired a visa (if required) and followed all legal immigration requirements in respective countries to enter in Europe.

Essential requirements:

- The candidate should possess good communication skills.
- The candidate should possess the following Language skills: written and spoken fluency in English, Urdu, and **at least one** of the following languages: Punjabi, Pashto, Sindi, Balochi.
- The candidate should have an interest in migration and have at least a basic knowledge of irregular migration.

Desirable:

- candidate resided in Europe for more than 3 years.

8. Time frame

The tender will be left open until all the five positions are assigned. The deadline for submission of applications is given in the invitation letter. Applications shall be submitted to safer@eri.net.in. Applicants will be invited for an online interview to better assess their suitability for the task. They will be contacted by the project coordinator within 10 working days of the interview and will be notified whether or not they have been selected. The contract covers 6 community events that will take place in the period between February 2024 and January 2025, however, the Project Coordinator reserved the right to terminate the contract beforehand in the event of unsatisfactory performance.

9. Max budget

The fee for this service is EUR 1.000,00 which includes participation in six (6) events. All the payments for this contract will be made in euros.

10. Payment conditions

The selected speaker shall be paid through bank transfer according to the following payment schedule:

- 20% of the total will be paid within 10 working days after the end of the first community event.



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- 40% will be paid within 10 working days after participating in the 3rd community event.
- the remaining 40% will be paid after participating in 6 community events, within 10 working days after the end of the 6th event.

11. Applications

Applicants shall submit their application to safer@eri.net.in with the title: "Speaker from Pakistani Diaspora for Community Event". Applications should include:

- candidate's CV;
- candidate's copy of permit of stay in the country of residence.

12. Award criteria

The selected speakers shall score at least 81 points based on the following criteria. In the event that more applicants will reach the threshold, the one(s) with the higher score(s) will be selected.

Award Criteria	Maximum Points
Residence in Europe	25
Language skills	25
Communication skills	25
Interview	25
Total	100

Threshold: 81/100.