



Gift of the United States Government



Consultancy opportunity under the PEMS funded Ethiopia hotspot¹

Norm and behavior change campaign to change the perception of Child Domestic Workers and positively influence the behavior of employers to reduce the risk of abuse and exploitation

APRIL 2021

Summary

The Freedom Fund seeks a consultancy firm to design and implement a norm and behavior change campaign in Ethiopia to change the way child domestic workers (CDW) are perceived and influence the behavior of employers in particular to reduce the risk of abuse and exploitation of CDWs.

Child domestic work is highly accepted across Africa. Often, employers are perceived as a benefactor, and child domestic work is seen as a positive work environment compared to other jobs, especially for girls.

But this disguises a reality where very often the child is indeed working even if the employer is a relative. The legitimisation of the relationship between employer and child as 'adoption' takes away any form of employer responsibility. The lack of the relationship's formality undermines the child's rights and leaves the relationship open to abuse and exploitation.

The aim of this campaign is to influence the behaviors of employers to change the way child domestic workers are perceived and treated and to reduce worst forms of child labor and exploitation, including trafficking. The campaign should engage primarily with employers so they understand their responsibilities towards child domestic workers, the needs and rights of child domestic workers and the circumstances in which children should not be working.

The aim of the campaign is ultimately to reduce the risk of exploitation and abuse of CDWs. This campaign will specifically target employers of child domestic workers.

The Freedom Fund anticipates this consultancy to be between 20- and 23-month project, with the design phase commencing in June - July 2021 and the campaign being launched by early November 2021 until March 2023.

The campaign might have different phases and activities that will run through a number of months during implementation period of the project. This will need to be specified as part of the workplan.

The endline measurement is anticipated to take place in the first quarter of 2023 by an independent evaluation team.

¹ A "hotspot" is a Freedom Fund term that defines a set of initiatives delivered by frontline organisations in a geographic area known to have a high incidence of trafficking, and which meets criteria designed to ensure that interventions are likely to result in a measurable reduction in trafficking within five years of the Freedom Fund's engagement.

Introduction to the Freedom Fund and its work in Ethiopia

The Freedom Fund is a global non-profit organisation that identifies and invests in the most effective frontline efforts to eradicate modern slavery in the countries and sectors where it is most prevalent. We work with frontline organisations to help protect vulnerable populations, liberate and reintegrate those enslaved and prosecute those responsible.

Through our innovative hotspot model, we convene strategically aligned networks of anti-slavery NGOs in high prevalence areas of Ethiopia, Nepal, Brazil, India, Myanmar and Thailand to multiply the capacity, impact and influence of frontline partners. In Ethiopia, our hotspot program was first launched in July 2015 and has invested USD 6.4 million to combat the domestic servitude of Ethiopian women and girls migrating to the Middle East. Our head office is based in London, but the Freedom Fund is also a registered organisation (NGO) in Ethiopia.

Until 2021, the Ethiopia program aimed at generating improved understanding and practices of safer migration, at providing socio-economic support to those most likely to migrate, at strengthening governance structures and systems for safer migration and supporting migrant workers, while promoting learning and good practices. Since 2015, the hotspot program in Ethiopia had impacted over 133,000 victims of trafficking and vulnerable women and girls, partnering with eleven local NGOs in Addis Ababa and Amhara working to reduce the risk of, and support those affected by trafficking and exploitation.

Last year, the Freedom Fund has been awarded USD 7 million from the Office to Monitor and Combat Trafficking in Persons at the U.S. Department of State under their Program to End Modern Slavery. This funding will now allow the Freedom Fund to expand its work from cross-border migration into internal migration, focusing on exploitation and servitude amongst migrant domestic workers and child domestic workers in-country, with the aim of measurably reducing the prevalence of domestic servitude amongst girls in Ethiopia as well as improving the migration outcomes of Ethiopian women and girls in the Middle East.

Introduction to the FF Ethiopia hotspot supported by the U.S. Department of State (DOS) Program to End Modern Slavery (PEMS²)

The Freedom Fund Ethiopia hotspot has two main programs funded by the U.S. Department of State under the Program to End Modern Slavery (PEMS):

- one program aimed at reducing the risk of exploitation of child domestic workers (CDW) in Addis Ababa
- one program aimed at reducing trafficking of Ethiopian girls and women migrating to the Middle East as domestic workers, focusing on Addis Ababa and the Amhara region.

The norm and behavior change campaign is exclusively focusing on the CDW program. Under this program, the Freedom Fund and its partners aim to improve child domestic workers' working conditions and reduce domestic servitude of Ethiopian girls by:

- influencing the behavior of key stakeholders, primarily employers, recruiters, and transporters
- improving government ability to monitor child domestic workers' conditions
- building CSO capacity to incentivize government responsiveness and improve the legislative framework, including mechanisms for children's participation in advocacy

² In 2017, the Office to Monitor and Combat Trafficking in Persons at the U.S. Department of State launched the Program to End Modern Slavery (PEMS) as a ground-breaking U.S. foreign assistance program aimed at supporting transformational efforts to achieve a measurable and substantial reduction of the prevalence of modern slavery – also known as human trafficking.

- improving the quality of services provided to at risk CDW and survivors, especially access to education and vocational training.

The CDW program's main objective is to substantially and measurably reduce the prevalence of domestic servitude amongst girls in urban Ethiopia. Consequently, the Freedom Fund will conduct a prevalence study in early 2021 to estimate the rate of domestic servitude with a statistically representative survey plus qualitative interviews in target areas where there is a high concentration of children in domestic work.

A number of activities to be carried out by partners will include training of key stakeholders like government bodies, police, prosecutors and recruiters on issues related to CDWs exploitation, reporting of breaches of child welfare or the handling of victims and children in particular and target outreach activities to specifically influence employers and recruiters in particular.

Further details about the CDW program and its activities are provided under Annex 1. Six front line organisations will be delivering under the CDW program focusing their interventions in Addis Ababa.

Purpose and scope of this consultancy

Child domestic work is highly prevalent and accepted across Africa. Many countries consider child domestic work to be a protective mechanism for children, and many employers believe it is their duty to take in a child from their rural communities.

The employer is perceived as a benefactor, and child domestic work is seen as a positive work environment compared to other jobs, especially for girls. Domestic work for girls is looked upon positively and often seen as a training for adulthood and marriage, further reinforcing in the public consciousness the idea that child domestic work is a good thing.

But often the child is indeed working even if the employer is a relative. The lack of relationship's formality undermines the child's rights and leaves the relationship open to abuse and exploitation.

It is important to note that child domestic work is not always exploitative or harmful to the child, and therefore not inherently illegal. Some types of domestic work such as helping extended families around the home and/or earning pocket money outside school hours can contribute to children's development. However, a large proportion of child domestic work involves:

- Working long hours and/or in conditions that are detrimental to their physical and mental wellbeing, meeting conditions of *child labor*;
- Exposure to dangerous conditions, hazardous tools or substances (such as bleach) that can be classified as *worst forms of child labor*; or
- Working under exploitative employment relationships that amount to *forced labor and human trafficking*.

The scope of this consultancy is to design and implement a norm and behavior change campaign to primarily engage employers of child domestic workers in Addis Ababa. The objective of the campaign is to change the way child domestic workers are perceived and treated and to reduce worst forms of child labor and exploitation including human trafficking.

A biproduct of the campaign should be a change in the behaviors of the wider community with community members taking action and addressing broader discrimination of CDWs and socially rejecting harmful and exploitative behaviors of CDWs.

It is about challenging the idea that CDWs are less deserving than any other members of the household or community. It is about employers adopting responsible and supportive behaviors toward CDWs.

The Freedom Fund anticipates this consultancy to be a 20-to-23-month project, commencing in June 2021 with the campaign being launched by the end of October 2021. The endline measurement is anticipated to take place in the first quarter of 2023.

The campaign will be designed to speak directly to employers and will be informed by an understanding of the social norms that drive their behavior. The design phase will set out to develop a message which resonates with the target audience, which appropriately frames the information and is aligned to cultural sensitivities. Through insightful formative research, design and testing, a campaign will be designed to convey a salient message about harmful behaviors towards CDWs, making use of the most appropriate media and communications channels, instruments and strategies for reaching the relevant target group.

This campaign sets out to create a measurable shift in the social norms which influence behaviors of employers towards CDWs and of actual behaviors of employers. A focus will be maintained on the measurement of this change; norms and behaviors of the target audience will be assessed both before and after the campaign. Progress will be monitored throughout implementation via key performance indicators, including reach of the campaign and audience' recall of key messages.

A separate, independent evaluator will be selected to measure the effectiveness of the campaign towards these goals. This external evaluation will be tendered separately and is not part of this request for proposal

Main research questions

- 1) What messages connect with the target audience in a way that has a strong likelihood of changing norms and behaviors towards CDWs? What are the key characteristics of the target audience? How and when should the messages be delivered (e.g., messenger, format, medium, timing, frequency)? What form of collaboration with Freedom Fund partners would be most beneficial to the promotion of the campaign objectives?
- 2) To what extent is the campaign reaching the target audience? Are there certain segments that are easier or harder to reach? To what extent are members of the target audience able to recall the campaign and specific messages?
- 3) What are the lessons learnt for future norm and behavior change campaigns to reduce risk of exploitation and servitude of CDWs by employers?

Methodology

The Freedom Fund envisions the norm and behavior change campaign to be developed and implemented following the steps below. The Freedom Fund invites agencies/consultants to detail how they would address the stages below. If there are any other stages considered to be crucial to a successful campaign, please include these in your proposal. Please be clear about how the roles and responsibilities would be distributed.

Formative research to better understand the target audience – formative research should be conducted to better understand the target group the campaign will aim at influencing. The formative research will provide a better understanding of the views held by employers about child domestic workers, the type of media and medium most appropriate to engage with employers, and the types of messages and cultural levers most likely to resonate with them. This background research should be conducted by the consultancy firm prior to the campaign being designed. Initial findings generated by the baseline study (a separate contract) will provide an important input into the campaign design. We expect these findings to be ready by early August.

Message testing and campaign design - messages and communications strategies will be tested and refined using market research techniques. This stage will further tailor the specific messages, and confirm which social and emotional levers should be employed for an impactful campaign. Messages will be crafted to make use of factors that will improve salience and recall of information at the appropriate moments. This stage will involve development of the campaign itself, including determining the most effective messengers, format, communications channels, timing and frequency for reaching the target audience, all of which will be tested with the target audience to inform the final design.

Campaign implementation and monitoring will be carried out by the agency/consultancy, or respondents can choose to work alongside a communications/media agency (if the latter this should be included within the specified budget and the agency included in the proposal). The contracted agency will lead on the implementation of the campaign over an 18-month period, coordinating closely with Freedom Fund's NGO partners. KPIs will be agreed, and the agency/consultancy should monitor the campaign reach and effectiveness throughout.

Coordination with implementing partners - the PEMS program implementing partners will be conducting direct outreach activities to employers, recruiters and communities as part of their project delivery and this will be done in complementarity with the media campaign. The consultancy will therefore be able to coordinate and collaborate with implementing partners in order to reinforce its messaging through targeted outreach and to build upon the same behavior change targets.

The selected team will be contracted by, and report to, the Freedom Fund's Program Manager, based in London. The consultancy team will also be expected to work closely with the FF colleagues in Ethiopia and the FFUK research team through all stages of the campaign design, implementation and measurement.

Eligibility & Budget

Organisations are invited to bid for both the design and implementation of the norm and behavior change campaign.

For the implementation of the campaign the Freedom Fund will give preference to organisations either locally based in Ethiopia or with substantive experience of working within Ethiopia.

Proposed budgets will be reviewed with respect to the suitability of the proposed methodology and activities in meeting the project objectives in a cost-effective manner.

A maximum of 130,000 USD is available for the design and implementation of the behavior change campaign as described in this consultancy. Proposed budgets will be reviewed with respect to the suitability of the proposed methodology and activities in meeting the research objectives in a cost-effective manner.

As part of the proposal, please prepare a brief budget with the following breakdown:

- Personnel cost
- Logistics costs (including all forms of transport, accommodation and subsistence as applicable)
- Campaign implementation costs
- Overheads
- Any other costs associated with conducting the work

Note, proposed budgets should include *all* costs expected to conduct the work.

Expected Deliverables

Deliverable	Date
<p>Detailed formative research</p> <ul style="list-style-type: none"> · <i>Formative research is to build up an understanding of the target audience and provide evidence as to the type of medium and strategy that would work best for the target group in an urban environment like Addis. The formative campaign will provide insight onto the cultural triggers/leavers that will resonate with this group and the type of message delivery.</i> · <i>A formative research proposal should be shared with the FF by the end of May/first week of June and the research itself delivered by early July.</i> 	Early July
<p>Detailed campaign design proposal</p> <ul style="list-style-type: none"> · <i>Suggested campaign design including sub-target audiences, behavior/action the campaign aims at influencing, messages, framing, medium, frequency etc.</i> · <i>Incorporates initial insights on norms and behaviors generated by the baseline</i> · <i>Includes full results of the first testing phase and how these have informed the design</i> · <i>Specifies the goals of the different elements of the campaign</i> · <i>Clarifies behavioral theory to be adhered to and rationale</i> · <i>Findings from context specific external analysis - opportunities and threats to implementing the campaign, and assessment of who are the barriers and enablers are and how campaign will respond</i> · <i>Detailed plans for coordinating with and/or supporting implementing partners with the delivery of behavior change activities to maximise the impact of the campaign.</i> 	Early September
<p>Detailed campaign strategy and implementation plan</p> <ul style="list-style-type: none"> · <i>Revised campaign design after second round of testing and consultations (with NGO partners) complete</i> · <i>Incorporation of the campaign baseline results</i> · <i>Details of activities/steps at each stage, and how these adhere to behavioral change theory</i> · <i>Includes campaign KPIs built around selected behavior change theory</i> 	End of September
<p>Successful implementation of campaign and KPIs monitored and on target</p> <ul style="list-style-type: none"> · <i>Key performance indicators (KPIs) to be agreed with FF beforehand</i> · <i>Monthly reporting on reach and recall</i> 	November 2021 – March 2023

Received documents will be considered draft, to be submitted on dates as above, comments will be provided by the Freedom Fund promptly upon receipt. It will be expected that any comments will be addressed before

the documents are considered final.

Preferred competencies

Organisations and consortia (including academic institutions, research agencies and consulting firms) are invited to submit proposals for this research. The lead organisation must be a legally registered entity according to the laws of the country in which it operates.

- Prior experience in designing behavioral change campaigns
 - Prior experience in implementing successful behavioral change campaigns, and the media/communications know-how to implement within the context
 - Expertise in market research methods, especially focus groups
 - Strength in the field of management and monitoring of media campaigns
 - Fluency in both Amharic and English, and a willingness to work closely with the Freedom Fund
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Proposal format

Interested parties should prepare a proposal of no more than 10 pages plus annexes. Proposals should contain the following sections:

- **Profile of organisation(s) and principal investigator(s)**, outlining prior experience leading similar campaigns. CVs of key personnel should be included in the annex.
- **Methodology**, including details on how the suggested approach, outlined above, will be addressed by the agency and what the value add at each stage will be. Methodology should include acknowledgement of trade-offs and limitations, including considerations for risks and mitigation measures - especially in relation to Covid 19.
- **Team structure**, defining the role and time commitment of key project team members.
- **High-level workplan and deliverables**
- **Proposed budget** in USD.

The proposal must be written in English and submitted electronically in Microsoft Office or PDF format.

Proposal submission

1. **Deadline:** Proposals should be submitted by **12th of May 2021**. Applicants should be ready to begin undertaking the work from June 2021. Please submit all proposal materials to the Freedom Fund using the following email address **EthiopiaRFP@freedomfund.org** and the **title** *Child Domestic Workers (CDW) norm and behavior change campaign*.
2. **Review:** Following submission of the proposal, Freedom Fund will review and request additional information as needed.

Annex 1 - [Ethiopia hotspot strategy](#)

Annex 2 – [PEMS two pagers document on Child Domestic Workers and Safer Migration programs](#)