AMERICAN UNIVERSITY

Request for Proposal

International Organization for Migration Mission in Ukraine

Maryna Taran

COMM 738-003; Research Methods in Communication

Request for Proposal for Marketing Research

Background Information

International Organization for Migration (IOM) Mission in Ukraine is the leading inter-governmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. [i] Starting in 1998, IOM Ukraine has been operating a Counter-Trafficking Program that focuses on three key areas for combating human trafficking: prevention and advocacy, prosecution and criminalization, and protection and reintegration.

IOM Ukraine is launching a segment-specific information campaign targeted at counteracting the recruitment process of human trafficking. More about the campaign can be found by visiting the news section of the IOM Ukraine website[ii]. As part of the campaign, IOM has identified initial high risk groups for human trafficking and is directing a series of programs focused on developing communication activities targeted at each specific group.

The following segments of the population are identified by the International Organization for Migration Mission in Russia as high risk groups: "migrants from villages to small towns and from small towns to big cities; migrants in temporary employment; those having no permanent job, depending on casual work for living; young men, under-educated, unemployed, including graduates of secondary and vocational schools; students (especially studying away from home); those having migration intentions and willing to do so illegally; motivated to work or marry abroad, clients of wedding agencies and recruitment agencies providing jobs abroad (particularly women), "mail-order" brides; poor, disabled, homeless people."[iii]

The initial group that IOM seeks to target with the campaign is children living in orphanages across Ukraine, as they often constitute a large percentage of the above-mentioned unemployed, under-educated, poor, disabled and homeless population.

Objective

1. Determine level of awareness on the issue of human trafficking among children living in orphanages (ages 8-18) in different parts of Ukraine;
2. Identify key factors affecting the level of awareness;
3. Define best channels of communication for an anti-trafficking campaign targeting children living in orphanages;
4. Determine the effect an NGO has on the level of awareness of children at orphanages in their area in comparison to the level of awareness on issues of human trafficking among children living in orphanages without NGO presence in the area.

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Stages

Stage 1: Suggest sampling source and size, so that the data is representative of the population of orphans in each of Ukraine's four regions, Kyiv and Crimea. Identify methodology for conducting the research and assessing the information

Stage 2: Research/Collect data

Stage 3: Analyze the collected information and present the results of the study

Sample source

The research consultant is to conduct research in 4 regions of Ukraine, the East, West, South and North with separate sampling in Kyiv and Crimea, as they contain a distinct sample non-representative of the population within their region. Within each region the agency is to examine 2 types of orphanages: with NGO presence in the area and without NGO presence. IOM provides a list of NGOs in each region that indicate working with local orphanages as their core activity in each region and the research consultant is to specify, which cities (or oblasts) are to be selected for the research as most representative of the population in the region. Based on agency recommendations IOM is to choose the orphanages in which the research will be conducted.

Variables to be considered

- Age
- Gender
- Time spent within the orphanage
- Career plans after graduation

Statement of preference

The research ought to include both qualitative in-depth interviews and survey-based quantitative data.

Deliverables

Stage	**Deliverables** (to be submitted upon completion of each stage)
Methodology and sampling identification	Final questionnaire/ list of interview questions and any other materials that will be used for collection of data
Data collection	A raw data report from each location of research
Analysis/presentation of results	• Full report on the findings • Executive summary report • Slide presentation of results at the IOM office

Budget

The proposal must include a detailed budget including salary level for interviewers, managers, additional expenses that may be incurred as well as any other relevant budgetary information. Costs are to be stated in US Dollars.

According to the IOM's Terms of Reference for pre-campaign research "It needs to be noted that costs of services stated in the bid should not include VAT. The chosen agency will receive VAT exemption certificate for the cost of the agreement in accordance with the Agreement between the Government of Ukraine and the Government of the United States of America Regarding Humanitarian and Economic Cooperation, of May 7,1992 and using the VAT exemption procedure of the Joint Order of NAUDEI (National Agency of Ukraine on the issues of Development and European Integration) and the State Tax Administration of Ukraine on VAT Exemption of Goods (Works, Services) Being Purchased by Organizations Implementing International Technical Assistance Programs and Projects on Customs Territory of Ukraine as of 29.12.1998, No. 41/654." [iv]

Qualification requirements

The research consultant should:

- have a portfolio of work with international organizations and/or non-profit organizations
- have experience working with children;
- preferably have experience in working with highly vulnerable audiences (children/ orphans/ victims of violence and abuse);
- be able to provide on-site resources for conducting the research in all four regions of Ukraine, as well as Kyiv and Crimea region

Presentation of proposal

Proposals submitted for review must be in English, no longer than five pages, and need to include the following:

1. Suggested methodology for research
2. Suggested sampling size and location
3. A detailed description of required resources for research (financial, labor and any other resources required from IOM)
4. Estimated budget
5. Suggested timeline

Method of Evaluation

Proposals will be evaluated by a panel of International Organization for Migration Mission in Ukraine experts in the field of communication and procurement, as well as senior management. They will be judged upon the research company's compatibility with the IOM Values and Goals, budgetary specifications and overall project value.

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Schedule of events

Event	Date
RFP Release	09/01/2010
Proposal due date	09/15/2010
Winner proposal to be announced	10/01/2010
Anticipated start of contract	10/11/2010

Proposal should be submitted in print by 10:00 a.m. on Wednesday, September 01st, 2010 at International Organization for Migration Mission in Ukraine office, located at 8 Mykhailivska Street, Kyiv, Ukraine, 01001 to the attention of Maryna Taran, Mission Communication Officer.

With any further questions regarding the proposals you may contact Maryna Taran at:

Tel: (044) 568-50-15

Fax: (044) 568-50-16

E-mail: taran@iom.ukraine.org

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[i] International Organization for Migration. 2010. *IOM in Ukraine Mission and History.* Retrieved Aug 29,2010, from <http://www.iom.org.ua/index.php?page=catalog&id=9>

[ii] International Organization for Migration. 2010. *NEWS: IOM announces a public tender*. Retrieved Aug 29,2010, from <http://www.iom.org.ua/index.php?page=news&type=events&id=452&idn=true>

[iii] International Organization for Migration. 2008. *"Who is at risk?" Prevention of Human Trafficking in the Russian Federation.* Retrieved 18 Feb 2008 from < http://www.no2slavery.ru/eng/who_is_at_risk>

[iv] International Organization for Migration. 2010. *IOM Announces a Public Tender.* Retrieved Aug 29,2010 from <http://www.iom.org.ua/index.php?page=news&type=events&id=452&idn=true>