

Terms of Reference

Social Security Benefits Communication Campaign for the National Social Security Fund of Cambodia

Background

The National Social Security Fund (NSSF) of Cambodia has established the Employment Injury Scheme in 2008. The NSSF is working to set up its second branch, the Social Health Insurance. By the end of April 2017, the scheme reached 642,708 workers out of the first target of 1.1 million to cover formally employed workers.

However, no comprehensive communication strategy aimed at the mass population of beneficiaries has been put in place. This has resulted in some cases of confusion amongst workers who may not understand why 1.3 per cent of their salary is suddenly being deducted - it is the first scheme with a contribution from workers. Also, due to the lack of information, beneficiaries are not using the available services to which they have the right.

The NSSF together with the ILO is developing a communication campaign to raise awareness of workers and employers on the available social security services and to develop a culture of social protection in the country.

Objective

The overall objective of this assignment is to develop a strategic communication campaign to create awareness among workers and employers about the NSSF, and the two schemes it offers with all their respective benefits.

Thus, this assignment includes (i) designing a communication strategy, (ii) developing the creative concept and design, (iii) production and broadcasting of radio advertisements, (iv) producing an evaluation grid to guide the evaluation of the communication campaign.

Due to their predominance in the NSSF population, the population likely to be engaged in the garment industry will be prioritized during the first phase of the work.

Activities

The external provider (17 Triggers, contact: Tomas Roswell) will work under the supervision of the ILO National Coordinator in Cambodia: Betina Ramirez López (ramirezlopez@ilo.org).

The external provider will:

- a. Develop the communication strategy based on an active participatory methodology involving the target beneficiaries and in interaction with the ILO and NSSF. The external provider will organize a "Trigger mapping in a box" (TMIB) Workshop (in English and Khmer) to collect services customer's views and experience.

The communication strategy should include:

- A short communication analysis (situation, behavior, audience, communication channel);
- Detailed strategic design (suggested communications approach, channels choice, products and activities tailored to the audience);
- Simple monitoring and evaluation plan to be implemented by the NSSF in 2018.

- b. Design an advertising radio campaign, produce the radio spots and ensure recording and delivery on-air.
- c. Develop the creative concept (Artwork) of the communication campaign. This includes testing the concept with garment factory workers.

Deliverables

The external provider will deliver:

1. Holding of a workshop for beneficiaries in order to be able to develop the strategy of the communication campaign and production of the report of the workshop.
2. Strategy of the communication campaign and the creative concept of the tested with garment factory workers.
3. A set of radio advertisings in English and Khmer approved and disseminated on-air in Cambodia national radio.

All the products should be validated by the ILO and the NSSF.

Contract period

The service provider will perform the assignment before 30 April 2018.

Payment modalities

Total amount of the contract: USD 52,282

1st payment (Advance payment) : US\$ 20,953 on the signature of the contract (December 2017);

2nd payment : US\$ 20, 952 on the approval of the report of the workshop for beneficiaries – deliverable 1 (2018);

3rd payment : US\$ 10, 377 on the approval of the communication strategy, the creative concept and the radio advertisings – deliverables 2 and 3 (2018).