

Terms of Reference (ToR)

Engaging a Youth-Membership-Based Local Organization Through a Safe Migration Task-Specific Policy Advocacy Consultancy for the SIMS II Project

1. Background

Helvetas is a leading Swiss organization for development cooperation and humanitarian response – denominationally neutral and politically independent. As an association with a strong membership base in Switzerland, we are committed to a fairer world worldwide. In Bangladesh, Helvetas started its activities in 2000, and is currently active in large parts of the country to promote sustainable and inclusive development, resilience to climate change, safe and informed migration, and good governance.

With the objective of mitigating the negative impacts and risks related to labour migration and maximizing its benefits, Helvetas Bangladesh implements the Strengthened and Informative Migration Systems (SIMS) project, mandated by the Embassy of Switzerland in Bangladesh, that seeks to improve the well-being of migrants and their families, through safer migration practices, strengthened service delivery from both public and private actors and greater resilience of migrants and family members through effective use of remittances. Helvetas, in collaboration with local partner organizations (including both migration-focused NGOs and a legal aid NGO), implements interventions that focus on:

- Enhancing information and awareness among migrants and their families,
- Improving the quality and outreach of service delivery, and
- Building greater resilience among migrants and their families through the effective use of remittances.

Following the successful completion of Phase I (December 2019 – March 2024), the project has progressed into Phase II (April 2024 – March 2028). The project works across 29 upazilas in five districts: Narsingdi, Chandpur, Cumilla, Cox's Bazar, and Chattogram.

In addition to improving service delivery and policy frameworks, the project seeks to promote broader public discourse and policy engagement on migration issues. Youth engagement is considered an important pathway for strengthening long-term advocacy, facilitating meaningful integration into migration governance systems and sustainable institutional mechanisms through strengthened capacities in migration policy and advocacy skills; active networking with community groups, NGOs, civil society platforms, academia, and government actors; and promoting digital public awareness and advocacy initiatives that cultivate fresh perspectives and a future generation of informed policy actors.

During programme implementation, it has been recognized that understanding the perspectives, aspirations, communication preferences, motivations, and migration-related decision-making processes of young people is critical to designing more effective outreach, advocacy, and policy engagement strategies. In particular, there is a need to better capture youth voices and experiences regarding migration aspirations, access to information, expectations from government systems, and preferred communication channels.

To support this process, the programme intends to engage a qualified youth-membership-based organization through a task-specific consultancy service with demonstrated expertise in communication, youth engagement, advocacy material development, and facilitation of youth consultations and dialogue processes.

Through this consultancy, Helvetas seeks to foster strategic linkages between the selected youth-membership-based organization and the five (05) SIMS partner NGOs to strengthen rights-based migration advocacy and youth engagement in migration discourse. The selected organization will develop impactful communication and advocacy materials to support evidence-driven campaigns led by SIMS partners, while orienting the partner NGOs to meaningfully engage youth voices and enabling youth actors to gain practical insights into migration realities from the field level. Additionally, in partnership with public institutions and migration governance platforms, including BMET and a2i, the consultancy will support the institutionalization and sustained use of awareness and communication materials beyond the project period.

This service provider will not engage in any kind of individual policy advocacy or involve its youth members for any individual direct campaign or policy dialogue beyond the purview of this service consultancy; rather, it will work collaboratively with SIMS partner NGOs to strengthen existing policy advocacy efforts through innovative communication materials, tactics, strategies, tools, and youth-centred approaches for greater policy impact and visibility.

2. Objectives

The objectives of this assignment are:

- To understand youth perceptions, motivations, aspirations, and challenges related to migration and overseas employment;
- To identify effective communication channels, messaging styles, and engagement approaches preferred by youth;
- To capture youth perspectives on existing migration governance systems, services, and policy-related issues;
- To support the development of youth-friendly communication and advocacy products;
- To orient programme and partner staff on effective youth engagement and communication approaches.
- To facilitate strategic collaboration and knowledge exchange among youth networks, migration practitioners, and relevant government institutions to drive inclusive and forward-looking migration policies, focusing on sustainability.
- To promote evidence-based and youth-driven public discourse on migration through the development of research, knowledge products, and innovative communication tools utilising digital technologies, including strengthening sustainable and institutionalized youth participation in migration governance processes.

3. Strategic Importance of Youth Engagement in Policy Advocacy

Youth engagement has become increasingly important in advancing inclusive policy dialogue and governance processes in Bangladesh. However, it has its challenges, costs and risks. As a large and dynamic group within the population, young people offer fresh perspectives and ideas that can strengthen public discourse and inform policy thinking, especially on issues such as labour migration that affect diverse sections of society.

Recent developments in Bangladesh, including the July uprising, have highlighted the growing but somewhat risky role of youth in public discourse and policy engagement. Youth-led platforms and networks have shown greater interest in contributing to governance processes and shaping policy conversations. This context presents an opportunity to engage youth more meaningfully across different policy sectors, including migration governance. Therefore, it is important to understand the aspirations, thinking, ideas and expectations of the youth to include those concepts and ideologies while designing the policy related dialogue, strategies and tactics led by experienced and well established local CSOs.

4. Expected Outputs and Deliverables

4.1 Scope of Work

The selected organization, in line with SIMS objectives, will work closely with the SIMS Project team, and in regular coordination with the implementing partners to design and implement youth engagement and knowledge development initiatives related to migration governance.

The selected organization will be expected to undertake the following tasks:

A. Youth Consultation and Engagement

- Design and facilitate consultations, focus group discussions (FGDs), interviews, or interactive sessions with diverse youth groups, including aspiring migrants, returnee migrants, students, and community youth leaders;
- Ensure participation of both male and female youth and representation from different socio-economic backgrounds and geographic locations.

B. Insight Generation and Analysis

- Analyse youth perceptions, aspirations, communication preferences, and influencing factors related to migration;
- Identify key misinformation gaps, risks, expectations, and emerging trends among youth.
- Development of analytical knowledge products and communication content such as newsletters, factsheets, infographics, digital engagement tools, innovative digital storytelling tools, interactive migration awareness platforms, digital knowledge dissemination mechanisms, policy briefs, analytical articles, or similar outputs related to migration governance that contribute to public understanding of migration challenges and safe migration practices and facilitate evidence-informed policy dialogue and decision-making.

C. Communication and Advocacy Support

- Develop youth-friendly communication and advocacy materials, which may include:
 - Messaging guidelines;
 - Campaign concepts;
 - Infographics, digital content ideas, or social media content;
 - Storytelling approaches;
 - Youth engagement recommendations
- Development of concepts, content, and scripts for communication products on migration issues, including documentaries, short videos, case stories, informative reels, and YouTube Shorts, ensuring creative and strategic use of social media platforms to enhance public engagement and awareness. These products and materials can be grounded in partner NGOs and the Government social media platforms and websites, for sustained use beyond the project period.
- Conduct stakeholder mapping exercise with the SIMS Team to engage specific institutional entry points, particularly government institutions SIMS works with such as BMET, DEMO, TTCs etc.

D. Capacity Building and Orientation

- Conduct at least one orientation or sharing session with programme and partner staff on:
 - Youth-centered communication approaches;
 - Effective youth engagement strategies;
 - Emerging trends in youth communication and advocacy.

E. Reporting and Recommendations

- Prepare a concise analytical report summarizing:
 - Key findings;
 - Youth insights and recommendations;
- Documenting youth-led perspectives, reflections, and learning experiences related to migration governance.
- Strategic recommendations for programme adaptation and advocacy engagement

The selected organization is expected to bring forward ideas and innovative approaches to support the objective of promoting safe migration, strengthening youth capacity on migration, and disseminating knowledge and present the entire discourse to the Helvetas SIMS team and also existing partner NGOs to take it forward, with clear roadmap of continuity and institutional sustainability beyond the assignment period through local ownership, institutional partnerships, or integration into existing systems.

The organization is also expected to uphold SIMS values and objectives throughout the service contract.

4.2 Deliverables

In line with the scope of work stated above, the selected organization will be responsible for delivering output, including:

1. Inception report including methodology and work plan and estimated budget (days of work / per person fees)
2. A Summary report of youth consultation findings
3. Content development and creative communication concepts related to migration awareness and advocacy campaigns
4. Organisation of dialogues, workshops, or learning sessions with innovative approaches
5. Facilitation of evidence-informed policy dialogue and engagement with relevant government stakeholders, parliamentarians, academic institutions, and migration actors.
6. Orientation session for programme stakeholders, particularly the existing partner NGOs
7. Final analytical report with recommendations including institutionalization aspects

The contract will be deliverable-based, and detailed deliverables including measurable indicators and expected outcomes will be finalized during the inception phase in consultation with the SIMS Project team, Head of Program and the Country Director.

5. Risk Management, Safeguarding and Ethical Compliance

The selected organization shall be responsible for identifying and mitigating potential operational, reputational, political, and safeguarding risks associated with the assignment. All activities must be implemented in accordance with safeguarding standards, political neutrality, ethical communication practices, informed consent, confidentiality, data protection, and do-no-harm principles. The organization shall ensure that youth participation is voluntary, safe, inclusive, and non-partisan, and that all digital and social media engagement is conducted responsibly, with appropriate review and approval from the SIMS team.

6. Monitoring, Learning and Reporting

The selected organization shall establish a simple but systematic monitoring and learning mechanism for the assignment, including an activity-level results framework, periodic progress updates, documentation of participation and outreach, and verification of completed deliverables. The organization shall capture

key lessons, emerging insights, and evidence generated through the assignment, and reflect these in the final report with practical recommendations for institutional uptake, continuity, and integration into relevant migration governance and advocacy processes.

7. Time Frame of the Assignment

The duration of the assignment is expected to be approximately **5 months** from the date of contract signing.

A detailed work plan will be developed jointly between Helvetas and the selected organization at the beginning of the assignment.

The assignment will be conducted in selected programme implementation areas in Bangladesh, in consultation with the programme team.

8. Contact Person

Overall supervision will be done by the Project Director of the SIMS Project, and regular communication and coordination will be done by the Advocacy Expert of the SIMS Project.

9. Eligibility and Evaluation Criteria

9.1 Eligibility Criteria

Only youth-based organizations are eligible to apply. A youth-based organization refers to an organization primarily led by, governed by, or working with young people aged 18–35. The interested organization should demonstrate:

- Proven experience in youth engagement, communication, advocacy, or social behavior changes communication (SBCC);
- Strong understanding of migration, youth development, or governance-related issues in Bangladesh;
- Experience in facilitating youth consultations and participatory processes;
- Capacity to develop youth-friendly communication and advocacy materials;
- Presence of active youth networks/groups will be considered an advantage

The organization must demonstrate a strong technical foundation, operational capacity, and proven experience relevant to the assignment. The following are the minimum eligibility criteria:

- Must be a registered organization operating in Bangladesh for at least 5 years, having a copy of Tax Identification Number (TIN) / Business Identification Number (BIN).
- Demonstrated experience working with UN agencies, international development organizations, embassies, or bilateral development partners will be an added advantage.
- At least two years of experience working on migration-related research, advocacy, or knowledge development initiatives.
- Demonstrated experience in institutional engagement, policy dialogue facilitation, or public sector collaboration will be an added advantage.
- Demonstrated experience producing policy research, knowledge products, and communication materials related to governance or migration issues utilizing social media.
- Proven capacity to facilitate policy dialogue with government officials and members of parliament, youth engagement initiatives, and knowledge-sharing platforms (with previous experience of evidence-based and non-partisan engagement approaches).

- Presence of grassroots networks or operational linkages in migration-prone areas of Bangladesh, enabling youth actors to gain field-level insights on migration issues.

9.2 Formal Criteria

Eligible youth-membership-based organisations must submit their proposals with the following format and components:

- **Cover Letter:**
A one-page cover letter duly signed, indicating interest in the assignment, proposed budget, and confirming the validity of the offer for at least **90 days**.
- **Technical Proposal (Maximum 08 pages)**
 - Presentation of the organization and its relevant experience, including migration framework
 - Proposed approach, methodology, and implementation timeline
 - Sustainability and Transition plan of the proposed approaches and initiatives (as applicable)
 - References of similar assignments (including contracting entity, scope, duration, budget, and contact details)
 - Key team members mentioning roles in the assignment
- **Financial Proposal (Maximum 2 pages)**
 - Must be submitted in Bangladeshi Taka (BDT)
 - In line with the scope of work under sub-section 4.1, should include a fixed cost per deliverables.
 - Total amount, including applicable taxes, must be clearly stated
 - Payment modality must be clearly outlined
- **Required Documentation (to be submitted as annexes)**
 - CV of the team lead or focal person
 - Organization's profile or portfolio
 - Organization Registration Certificate
 - Tax Acknowledgement slip of the latest financial year
 - Copy of VAT Registration Certificate
 - Copy of valid Trade License (if applicable)

9.3 Evaluation criteria

The following criteria are applicable for the evaluation of the potential consultant/consulting firm:

Criteria	Score
Technical Proposal	Max 70 points
Understanding of the assignment and adherence to the Terms of Reference	25
Relevant professional experience in facilitating policy discourse, including migration-related activities and other relevant assignments	15
Quality, creativity, strategic sense and technical standard of the submitted workplan and methodology	15
Understanding of the migration governance ecosystem, strategies for policy uptake and sustainability and transition approaches regarding the networks, knowledge products, and advocacy relationships beyond assignment tenure.	15
Financial Proposal	Max 30 points
• Clarity of the financial proposal	15

Criteria	Score
• Rationality of costs per deliverable syncing with scope of work	15
Total	100 points

Approved By:




Signature:

Name: Prashant Kumar Verma

Designation: Country Director

Date: **11 June 2026**

Prepared By:

Signature: 

Name: Shamayla Mahbub

Designation: Advocacy Expert

Date: 09/06/2026