



ECPAT International REQUEST FOR PROPOSALS

Consultancy

Testing Communications Messages for Raising Awareness on Child Sexual Abuse and Exploitation Online in Selected EU Countries August-Early September

ORGANISATIONAL CONTEXT

ECPAT International is a global network of organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations i.e., exploitation of children in prostitution, online child sexual exploitation, sale and trafficking of children for sexual purposes, sexual exploitation of children in travel and tourism and some forms of child, early and forced marriage. The ECPAT Network currently consists of 126 members working at national and local levels in 105 countries.

The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional level programmes, and undertakes programming, advocacy and research and facilitates a range of network initiatives.

CONSULTANCY CONTEXT

We are preparing a campaign to test communications messages aimed at raising awareness and increasing media and government attention on the issue of child sexual abuse and exploitation online in the EU. The message testing exercise will target Sweden, France, The Netherlands, Spain, and Poland.

OBJECTIVES

The primary objective of this project is to gather insights and analyse data to better understand how different demographic segments in each of the five countries interact with the proposed suite of communications messages. The ultimate goal is to enhance the effectiveness of our campaign in raising awareness about online child sexual abuse and exploitation in the selected countries.

The primary target audience is parents and caregivers and individuals working with children. Further demographics details will be shared at the start of the consultancy.

The service provider will be responsible for:

- Testing the proposed communications messages to determine their effectiveness across different demographic groups.
- Conducting a data analysis for the specified segments in each of the five countries.
- Providing insights and recommendations based on the data analysis to optimize the messaging for each target segment.

EXPECTED DELIVERABLES

The deliverables for this project include:

- Message Testing Report: An analysis of the effectiveness of the proposed communications messages across different segments in each country.
- Data Analysis Report: A comprehensive report for each country detailing the demographic and psychographic insights, including but not limited to age, education, employment, living locations, and



gender.

- Recommendations: Strategic recommendations on how to tailor the communications messages for each target segment to maximize impact.

CONSULTANT PROFILE

The ideal consultant for this project will combine technical expertise in data analysis and message testing with a deep understanding of the target demographics and cultural contexts of the EU.

- Experience in Message Testing: Proven experience in designing and conducting message testing, particularly for social issues or public awareness initiatives.
- Target Audience Research: Experience in researching and engaging with target audiences similar to the project's focus (parents and individuals working with children).
- Data Analysis Expertise: Strong background in demographic and geographic data analysis, with the ability to interpret and present data insights effectively.
- International Campaigns: Experience working on international projects, particularly within the EU, and familiarity with the cultural nuances of Sweden, France, The Netherlands, Spain, and Poland.

ADDITIONAL INFORMATION

- This is a home-based position using their own equipment. The consultant(s) should be available for online calls including with different time zones in particular with Thailand where ECPAT International Secretariat is based.
- The Consultant is expected to act at all times in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Safeguarding Policies and the Code of Conduct.
- Applications from an agency or consortium are accepted.
- The estimated budget for this project is USD 20,000-25,000; proposals will be considered on a value for money basis.

OUR COMMITMENTS

As ECPAT's International Secretariat we recognise that our strength lies in the diversity of the people who make up our global network, staff, volunteers and consultants. We are committed to being an inclusive workplace where people of all backgrounds and cultures can thrive and be themselves. This means we will challenge ourselves to do better and to continue learning, to create and maintain a working environment steeped in respect, tolerance, safety, and where all parties are valued equally.

As a child-focused organisation, ECPAT has a strong commitment to child safeguarding and rigorous procedures, and the successful candidate will be required to sign our 2 codes of conduct.

HOW TO APPLY:

Please send your CV detailing relevant experiences in English with a financial proposal in USD to vacancy@ecpat.org mentioning Your name and "Testing Messages" in the subject header.

Due to the high volume of applications we receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks from the deadline, it means that your application has not been successful.

Deadline: 26th July 2024