



## REQUEST FOR PROPOSALS

### Consultancy

### **Development of communication materials for the engagement of the travel and tourism industry**

**June - October 2025**

*(estimated 15 working days)*

#### **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 135 members working at national and local levels in 111 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.

#### **BACKGROUND OF THE PROJECT**

The ECPAT Secretariat is committed to ensuring rights-based and meaningful participation of children in matters that directly affect them. Each aspect of the travel and tourism industry from hospitality and accommodation sector, travel agencies and operators, leisure and entertainment sector to transport services operate within specific contexts. Children and youth are nearly always in contact with the travel and tourism services and experiences, that offer a broad range of opportunities, as well as risks and impacts on children that must be acted upon and mitigated.

ECPAT International together with the Down to Zero Alliance (DtZ) partners in Asia and Latin America, work together with the travel and tourism industry in formal and informal sectors, to influence development of truly sustainable tourism destinations with child protection at its core.

#### **CONSULTANCY OBJECTIVES**

**We are looking for an individual or an agency with expertise and experience in co-creating communication campaigns.** This will entail working with ECPAT International and civil society organisations in Asia and the Americas to develop communication materials intended for formal and informal sector in travel and tourism, to inform development of responsible and sustainable tourism approaches that protect children.

This will imply conceptualisation and development of two communication campaigns:

1. **Communication campaign on child protection in the perspective of FIFA World Cup** that will be held in Canada, Mexico and USA, involving other countries in the Americas from where people will be travelling to the host cities of the events.
2. **Communication campaign designed for informal sector actors** in travel and tourism industry to become part of child protection movement. The campaign is based on the

findings from the [Global Report: The Role of the Informal Sector and the Sharing Economy Within Travel and Tourism in the Prevention and Response to the Sexual Exploitation of Children](#).

### EXPECTED OUTPUTS

1. **A repository with key messages** and assets (social media, messages, short video materials etc.) targeting children, adults and the private sector in travel and tourism industry as part of a communication campaign on child protection in the perspective of FIFA World cup.
2. **A kit with messages and assets** (social media, leaflets, stickers, reels etc.) engaging and supporting workers in informal sector in travel and tourism industry e.g. street vendors, beach vendors, tuk-tuk drivers to become part of child protection movement.

### TIMETABLE

The assignment is estimated to take around 15 working days and will be carried out between June and October 2025. A detailed plan and timeline will be defined and agreed with the Consultant at the start of the assignment.

### CONSULTANT PROFILE

- Demonstrated experience in developing high-impact communication campaigns
- Experience in conceptualising communication messages – to be demonstrated
- Experience in development of visual, graphic and video materials – to be demonstrated
- Understanding of child protection issues in travel and tourism context

### ADDITIONAL INFORMATION

- This is a home-based position using own equipment and communication tools of the consultant.
- The consultant should be available for online calls in Thailand and Asia time zones.
- The project will be delivered in English and Spanish.
- 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 Child Safeguarding Policy and the Code of Conduct.

### HOW TO APPLY:

Please send CV and short cover email, including a brief proposition of your approach and financial proposal (with daily fee in USD) to [vacancy@ecpat.org](mailto:vacancy@ecpat.org) mentioning in the subject header **Your name and “Communication materials – DtZ”**.

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.

### SUBMISSION DEADLINE:

All proposals must be submitted by **16<sup>th</sup> June 2025**.