**Mexico**

**Labor Markets and Social Security Division (SCL/LMK)**

**Summary terms of reference for technical cooperation**

Labor Market and Social Security Implications of the Platform Economy – The case of a major ride-hailing application

ME-T1386

**Context and justification of TC Support:** The objective of the TC entitled “Labor Market and Social Security Implications of the Platform Economy – The case of a major ride-hailing application” is to increase the knowledge of the Mexican government and policy-makers about strategies to leverage digital, on-demand labor intermediation platforms to expand access to the labor market and promote social security contributions in LAC, a region where neither of these potentials are well understood. The activities proposed under this TC will be carried out in collaboration with a ride-sharing platform provider (henceforth “the partner platform”) with significant market share in LAC generally and in Mexico specifically. The TC consists of the following three components: i) Survey of Ride-Hailing Platform Drivers in Mexico; ii) Pilot to promote take up and use of protection and insurance mechanisms among ride-hailing platform drivers; and iii) Knowledge and dissemination.

**Component I – Survey of Ride-Hailing Platform Drivers in Mexico**

**Consultancy 1:** Codesign andImplement a survey of drivers of a major ride-hailing platform in Mexico and analyze and disseminate its results

**Activities:**

* **Design and piloting of the questionnaire.** The Provider is expected to design, in coordination with the IDB and a partner platform, a questionnaire that serves to pursue the objectives outlined in section 2. The Provider is expected to pilot the survey instruments in the field before full survey implementation, and to modify them if necessary on the basis of the results of the pilot. The provider will work with a partner platform-provided list of contacts to ensure they are handled securely and utilized efficiently. The final questionnaire shall be revised and validated by the IDB and partner platform teams before being implemented. The questionnaire shall not include personally identifiable information of the interviewees.
* **Data collection.** The Provider will implement the questionnaire among a sample of at least 2,000 partner platform drivers in three cities in Mexico and perform all necessary training and supervision of personnel to this end. The provider will program and host a device agnostic survey questionnaire. The ultimate number of completed interviews will depend on the response rate of the partner platform-provided sample. It is the responsibility of the provider to make the necessary preparations for data entry and data quality control.
* **Analysis.** The provider will develop a final report that will strive to answer the IDB’s key research questions. The report will contain an executive summary, key findings, and detail findings and analysis.
* The Provider will provide complementary analytic consulting, editing, and reporting as required by the IDB team.
* **Dissemination:** The Provider will develop and execute a dissemination strategy for the survey’s results.

**Consultancy characteristics:**

* **Type of contract and modality:** Firm consultancy
* **Contract Duration:** 12 months
* **Location:** Mexico City, Mexico
* **Responsible Person:** Oliver Azuara Herrera, Senior Specialist (SCL/LMK), [oliveraz@iadb.org](mailto:oliveraz@iadb.org)
* **Requirements:** Firm or team of consultants specialized in survey research, survey analysis, and quantitative research. Strong communication and drafting skills. At least one member of the team must have a doctorate in economics or related discipline.

**Component II –** Pilot to promote take up and use of protection and insurance mechanisms among ride-hailing platform drivers

**Consultancy 1:** Support to the implementation of a long-term savings mechanism for drivers of a major ride-hailing platform in Mexico

**Activities:**

* Analyze the demand for long-term savings of drivers of individual public transport in Mexico based on results of a survey implemented by the IDB and a major ride-hailing application (henceforth the “partner platform”) in Mexico.
* Design an instrument that serves as a baseline for the measurement of impact of a mechanism that allows partner platform drivers to save for the long term
* Propose or adapt a long-term financial savings product that suits the needs of ride-hailing platform drivers
* Design a mechanism that, by integrating the learning of behavioral economics, promotes the long-term savings of partner platform drivers
* Identify public and private actors that can be allies in the implementation of this initiative
* Identify obstacles and propose solutions that ensure operational and legal viability of the initiative
* Coordinate the implementation of the initiative
* Carry out an impact evaluation of the initiative, which allows understanding the results of the mechanism or mechanisms implemented in the generation of long-term savings among ride-hailing platform drivers in Mexico

**Consultancy Characteristics:**

* **Type of contract and modality:** Individual consultants or consulting firm
* **Contract Duration:** 12 months
* **Location:** Mexico City, Mexico
* **Responsible Person:** Oliver Azuara Herrera, Senior Specialist (SCL/LMK), [oliveraz@iadb.org](mailto:oliveraz@iadb.org)
* **Requirements:** Firm or team of consultants specialized in qualitative and quantitative economic research, project management, and future of work topics. At least one member of the team most have a doctorate in economics or related discipline.

**Component III -** Knowledge and dissemination

**Consultancy 1:** Labor Markets and Social Security knowledge and dissemination support contractual

**Activities**

* Execute outreach plans for internal and external audiences through various communications channels
* Community Management trough different social networks
* Collaborate with the implementation of the communication plan: newsletters, brochures, presentations, website restructuring, press releases, interconnection activities or social media tools as required.
* Support the dissemination activities for the division’s events and knowledge products related to this TC

**Consultancy Characteristics:**

* **Type of contract and modality:** Individual consultant
* **Contract Duration:** 6 months
* **Location:** Remotely
* **Responsible Person:** Oliver Azuara Herrera, Senior Specialist (SCL/LMK), [oliveraz@iadb.org](mailto:oliveraz@iadb.org)
* **Requirements:** Bachelor’s degree in communication or related field; experience in implementing communication plans; b) working in a Communications or Marketing department; c) knowledge of Latin American and Caribbean countries’ social media habits.