

## **TERMS OF REFERENCE**

### *Social Listening Observatory Consultancy*

Regional

RG-T3875

Support for the creation of the Observatory of Social Listening

#### **Background and Justification**

In the last ten years, LAC has experienced a significant increase in intraregional migratory flows, mainly due to the deterioration of socioeconomic conditions and political crises in the countries of the region. According to an analysis carried out by the IDB Migration Unit (MIG), the volume of intraregional migration grew faster than that of extra regional migration and the volume of migrants from LAC living in the region increased by 60% in the period 2000-2017, a higher percentage than the increase in the volume of migrants from the region towards the rest of the world (52%) and the increase in the global volume of South-South migrants in the same period (46%).

The IDB Migration Unit (MIG), created to support national and local governments in Latin America and the Caribbean (LAC) aims to implement comprehensive development programs that facilitate the social integration of immigrants in the communities so that they can actively contribute to the general well-being. With that in mind, the Migration Initiative (MIG) is seeking to expand its understanding on the public perceptions of local communities towards migration and migrants.

One of the main challenges imposed by this new reality is ensuring the social inclusion of immigrants and refugees, understood as the process of fully participating in society. Social exclusion has large individual costs such as wage gaps, low education performance, and poor health. At the aggregate level, social exclusion leads to lower economic growth and can derive in intergroup violence.

An important barrier to the social inclusion of immigrants is prejudice and the exclusionary attitudes and behaviours it entails. Studies based on survey data document pervasive levels of negative attitudes towards immigrants in most countries, which tend to be grounded on the beliefs that immigrants compete for natives' jobs and for welfare benefits, are more prone to illegal activities, and threaten national core values.<sup>1</sup> In Latin America, data from the 2017-2020 World Values Survey reveal that 30 percent of respondents believe that immigration is bad for the economy, 60 percent believe that it increases unemployment, and more than 50 percent believe that it increases crime rates and the risk of terrorism.

Prejudice and exclusionary beliefs are often observed on social media and news. For this purpose, the IDB Migration Initiative finds that it is necessary to monitor the trends and changes around public perceptions on 1) social media and media outlets and 2) structured and unstructured national or regional surveys conducted in the region. This work will provide guidelines at the analytical and operational level to understand and combat human trafficking in coordination with its borrowing countries.

The Inter-American Development Bank (IDB) is financing the Technical Cooperation (CT) RG-T3875: "Observatory of Social Listening", which seeks to strengthen knowledge about public perception of migrants and migration in Latin America and the Caribbean (LAC) through the creation of an Observatory for Social Listening. For this, it is proposed to establish methodologies focused on the analysis of social media, structured and unstructured data to study the trends of public perception in recent years. This analysis will allow generating and disseminating knowledge on the subject through reports, academic publications and blogs that will be disseminated through the organization of seminars and workshops.

## **Objectives**

This consultancy has three general objectives:

- i) An analysis of social media, media outlets, and online webpages to understand the trends and major events on the online conversation around migrants and migration. For this, the consultancy requires the construction of social media listening tools to monitor social media and other internet spaces. Furthermore, an analysis of other sources of data (for example national or regional surveys) will be necessary to the understanding of the evolution of public perceptions.
- ii) Periodic reporting on the results found through the above mechanisms. The reports will focus on specific issues and will encompass all the countries in the region.
- iii) Construction of an interactive dashboard that showcases the results of the social listening analysis.

## **Scope of Services**

The consulting firm will carry out the different activities needed to fulfil the objectives laid out by the IDB Migration Unit. For this purpose, the consulting firm will work closely with the Migration Unit to establish the strategy and mechanisms that will be used in the social listening and data analysis exercise. Once these mechanisms are in place, the consulting firm will be in charge of 1) conducting complete analysis of the data and 2) reporting these results to the IDB Migration Unit team. Finally, the consulting firm will be in charge of designing and implementing an interactive dashboard that showcases the data collected and the analysis conducted. The dashboard will follow all the IDB requisites and will be made accessible to the general public.

## **Key Activities**

- Development of queries and key categories: Joint development with the MIG team of the queries/categories that would be used in the social listening software. The queries will seek to understand what trends on public opinion towards migration and migrants are, on different issues such as crime, health, employment, social services, etc. Some queries will be unique to specific countries.
- Development of algorithms for social listening and speech classification in 26 countries of the region: Social listening (on Twitter, Facebook, digital media, news) for the 26 countries in the region (including Brazil) using the queries defined previously with the MIG team.
- Disaggregation by cities: Offer an analysis of the data, disaggregated by city. This would be needed for approximately 22 cities. The analysis by city will be present at the dashboard.
- Analysis of other data sources: In addition to the social listening exercise, the consulting firm will also analyse data from other sources (e.g., Surveys, panel data, etc.). This will be essential to complement the social listening exercise.
- Interactive dashboard: With the data collected and analysed, the consulting firm will build and implement an interactive dashboard, with regularly updated information, that provides information on the public perceptions and attitude towards migrants by country in the region. The key indicators and information present in the dashboard will be defined together with the MIG team.
- Dashboard integration to the official IDB domain
- Periodic reports: Finally, the consulting firm will produce periodic (monthly) reports with the evolution of conversation trends and the results of the social listening monitoring. This will offer insights in the trends and events that have influenced perceptions on migration in the region.

## **Expected Outcome and Deliverables**

- Deliverable One – Work plan and revised timeline for the duration of the consultancy
- Deliverable Two – Document with the final queries/categories defined by the consulting firm in accordance with the MIG team. The document should also include a description of the classification models and algorithm development.

- Deliverable Three – Document that describes additional data sources and structured variables that will be analysed, along with an explanation of their importance for the project and an exploration of indicators that can be constructed with the variables.
- Deliverable Four – Document with initial draft of the structure of periodic reports
- Deliverable Five – Document with the initial design of the interactive Dashboard
- Deliverable Six – Final interactive Dashboard integrated in the official IDB domain
- Deliverable Seven – Monthly reports presenting analysis of the data collected and trends in the online conversation towards migrants and migration
- Deliverable Eight – Final document showcasing the work developed during the consultancy and highlighting the main results and findings that were found during the data collection exercises.

### **Project Schedule and Milestones**

No.	Product	Timeline (days after signing the contract)	Corresponding disbursement
1	Deliverable One	30 days	10%
2	Deliverable Two	120 days	10%
3	Deliverable Three	180 days	10%
4	Deliverable Four	210 days	10%
4	Deliverable Five	230 days	10%
4	Deliverable Six	270 days	10%
4	Deliverable Seven	300 days	20%
4	Deliverable Eight	310 days	20%

### **Reporting Requirements**

All reports must be sent to the Bank in an electronic file. The report must include a cover page, main document, and all attachments. Files in Zip format will not be accepted as final reports due to the regulations of the File Management Section.

### **Acceptance Criteria**

- 1.1. The acceptance of deliverables will be established by the Team Leader and MIG team on an individual basis according to each deliverable's requirements and specifications.*

### **Other Requirements**

**Minimum profile of the professional team requested:** The firm must demonstrate that it has the key and support personnel to fulfil the objectives. In addition, they must have experience in:

- Be familiar with IDB processes and working protocols
- Experience developing algorithms for social listening and speech classification
- Experience conducting advanced statistical analysis of data collected
- Experience in the construction of interactive dashboards and data visualization products

### **Supervision and Reporting**

Felipe Munoz, Migration Unit Chief SCL/MIG.

### **Schedule of Payments**

Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank wishes to receive the most competitive cost proposal for the services described herein.

The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

The payments will be processed as follows:

<b>Payment Schedule</b>	
<b><i>Deliverable</i></b>	<b>%</b>
1. <i>Workplan and revised timeline</i>	10%
2. <i>Document with the final queries/categories</i>	10%
3. <i>Document that describes additional data sources and structured variables. Also includes importance of project and exploration of indicators</i>	10%
4. <i>Document with the initial draft of the structure of periodic reports</i>	10%
5. <i>Document with the initial design of interactive dashboard</i>	10%
6. <i>Final interactive dashboard integrated in IDB's domain</i>	10%
7. <i>Monthly reports presenting analysis of the data collected and trends</i>	20%
8. <i>Final document showcasing the work developed during the consultancy, highlighting main results and findings</i>	20%
<b>TOTAL</b>	<b>100%</b>

## **TERMS OF REFERENCE**

### *Social Listening Observatory Consultancy*

Regional

RG-T3875

Database identification and collection

#### **Background and Justification**

Migration in Latin America and the Caribbean: Migration is not a new phenomenon for the region. By 2017, almost 37 million Latin Americans resided outside their countries of origin, a phenomenon that responded to the different migratory movements that have arisen over decades. However, between 2010 and 2019, trends in LAC have shown a dramatic increase in intraregional migratory flows due to the socioeconomic conditions, natural disasters, and political crises that several countries have faced. In this period of time, the number of immigrants in the region increased by 66%, while the number of emigrants by 26%, adding up to a total of 42.7 million people living outside their countries of birth.

The increase in migratory flows has caused changes in the perception and prejudice towards migration and migrants in the region. Recent polls show that prejudice has worsened in recent years. A Gallup poll conducted in 140 countries showed Peru, Ecuador and Colombia as the three countries with the Migrants Acceptance Index the most decreased between 2016 and 2019, while Guatemala and the Dominican Republic ranked fifth and eighth in this ranking.

Likewise, other surveys have identified contradictory opinions regarding migration. A study conducted by Oxfam in Colombia, Ecuador and Peru revealed that more than 80% of those surveyed said they understood the circumstances that lead millions to migrate, but close to 70% said that stricter border policies are expected to be applied to limit migratory flows.

The Inter-American Development Bank (IDB) is financing the Technical Cooperation (CT) RG-T3875: “Observatory of Social Listening”, which seeks to strengthen knowledge about public perception of migrants and migration in Latin America and the Caribbean (LAC) through the creation of an Observatory for Social Listening. For this, it is proposed to establish methodologies focused on the analysis of social media, structured and unstructured data to study the trends of public perception in recent years. This analysis will allow generating and disseminating knowledge on the subject through reports, academic publications and blogs that will be disseminated through the organization of seminars and workshops.

#### **Objectives**

The main objective of this consultancy is identified, generate and analyse the databases that will be used to produce the products of the Observatory.

#### **Scope of Services**

The consulting firm will carry out the different activities needed to fulfil the objectives laid out by the IDB Migration Unit. For this purpose, the consulting firm will work closely with the Migration Unit to establish the strategy and mechanisms that will be used in the database exploration and analysis.

#### **Key Activities**

The consulting firm selected will be responsible for collecting data in all targeted countries and will work under the direct supervision of the evaluation migration and social team that will be responsible for data analysis and drafting of analytical reports. The data collection should be digitally enabling the team to promptly analyze and transmit data to the observatory platform.

The main tasks will include:

- Sampling strategy
- Launch of survey data collection
- Rollout of the data collection
- supervision and regular progress reports

### **Expected Outcome and Deliverables**

- Deliverable One – Work plan and revised timeline for the duration of the consultancy
- Deliverable Two – Document with the source information of the databases that will be collected, in accordance with the MIG team.
- Deliverable Three – Reports on the data collection
- Deliverable Four – Final report of the consultancy

### **Project Schedule and Milestones**

No.	Product	Timeline (days after signing the contract)	Corresponding disbursement
1	Deliverable One	30 days	10%
2	Deliverable Two	60 days	30%
3	Deliverable Three	90 days	30%
4	Deliverable Four	120 days	30%

### **Reporting Requirements**

All reports must be sent to the Bank in an electronic file. The report must include a cover page, main document, and all attachments. Files in Zip format will not be accepted as final reports due to the regulations of the File Management Section.

### **Acceptance Criteria**

*The acceptance of deliverables will be established by the Team Leader and MIG team on an individual basis according to each deliverable's requirements and specifications.*

### **Other Requirements**

**Minimum profile of the professional team requested:** The firm must demonstrate that it has the key and support personnel to fulfil the objectives. In addition, they must have experience in:

- Be familiar with IDB processes and working protocols
- Experience developing algorithms for social listening and speech classification
- Experience conducting advanced statistical analysis of data collected
- Experience in the construction of interactive dashboards and data visualization products

### **Supervision and Reporting**

Felipe Munoz, Migration Unit Chief SCL/MIG.

### **Schedule of Payments**

Payment terms will be based on project milestones or deliverables. The Bank does not expect to make advance

payments under consulting contracts unless a significant amount of travel is required. The Bank wishes to receive the most competitive cost proposal for the services described herein.

The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of local currency payments.

The payments will be processed as follows:

Payment Schedule	
<i>Deliverable</i>	%
Deliverable 1	10%
Deliverable 2	30%
Deliverable 3	30%
<i>Deliverable 4</i>	30%
<b>TOTAL</b>	100%

## **TERMS OF REFERENCE**

### *Social Listening Observatory Consultancy*

Regional

RG-T3875

Support for the development of analysis mechanisms

#### **Background and Justification**

Migration in Latin America and the Caribbean: Migration is not a new phenomenon for the region. By 2017, almost 37 million Latin Americans resided outside their countries of origin, a phenomenon that responded to the different migratory movements that have arisen over decades. However, between 2010 and 2019, trends in LAC have shown a dramatic increase in intraregional migratory flows due to the socioeconomic conditions, natural disasters, and political crises that several countries have faced. In this period of time, the number of immigrants in the region increased by 66%, while the number of emigrants by 26%, adding up to a total of 42.7 million people living outside their countries of birth.

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#### **Objectives**

The main objective of this consultancy is to develop and explore the combination of data analysis methods for the Social Observatory.

#### **Scope of Services**

The consulting firm will carry out the different activities needed to fulfil the objectives laid out by the IDB Migration Unit. For this purpose, the consulting firm will work closely with the Migration Unit to establish the strategy and mechanisms that will be used in the database exploration and analysis.

#### **Key Activities**

The consulting firm selected will be responsible for work on a technical proposal to describe the different mechanism and methodologies that will be used for the Social Observatory.

The main tasks will include:

- Collaborate and work with the project team, participating in the Social Observatory
- Review and evaluate the survey and administrative data that will be used in the project;



- Identify appropriate data collection mechanisms based on a methodology defined with the team.
- Provide technical guidance on the data analysis mechanism and methodologies.
- Organize internal workshop for the training and delivery of products.

### **Expected Outcome and Deliverables**

- Deliverable One – Work plan and revised timeline for the duration of the consultancy
- Deliverable Two – Document with the data analysis mechanisms identified
- Deliverable Three – Technical manual on the training modules
- Deliverable Four – Final report of the consultancy

### **Project Schedule and Milestones**

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2	Deliverable Two	60 days	30%
3	Deliverable Three	90 days	30%
4	Deliverable Four	120 days	30%

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### **Other Requirements**

**Minimum profile of the professional team requested:** The firm must demonstrate that it has the key and support personnel to fulfil the objectives. In addition, they must have experience in:

- Be familiar with IDB processes and working protocols
- Experience developing algorithms for social listening and speech classification
- Experience conducting advanced statistical analysis of data collected and data analysis
- Experience in the construction of interactive dashboards and data visualization products
- Experience in data science

### **Supervision and Reporting**

Felipe Munoz, Migration Unit Chief SCL/MIG.

### **Schedule of Payments**

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Payment Schedule	
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Deliverable 1	10%
Deliverable 2	30%
Deliverable 3	30%
<i>Deliverable 4</i>	30%
<b>TOTAL</b>	100%

## **TERMS OF REFERENCE**

### *Social Listening Observatory Consultancy*

Regional

RG-T3875

Support for the development of analysis mechanisms

**Background of this search:** Migration in Latin America and the Caribbean: Migration is not a new phenomenon for the region. By 2017, almost 37 million Latin Americans resided outside their countries of origin, a phenomenon that responded to the different migratory movements that have arisen over decades. However, between 2010 and 2019, trends in LAC have shown a dramatic increase in intraregional migratory flows due to the socioeconomic conditions, natural disasters, and political crises that several countries have faced. In this period of time, the number of immigrants in the region increased by 66%, while the number of emigrants by 26%, adding up to a total of 42.7 million people living outside their countries of birth.

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Likewise, other surveys have identified contradictory opinions regarding migration. A study conducted by Oxfam in Colombia, Ecuador and Peru revealed that more than 80% of those surveyed said they understood the circumstances that lead millions to migrate, but close to 70% said that stricter border policies are expected to be applied to limit migratory flows.

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**The team’s mission:** The Social Sector (SCL) is a multidisciplinary team convinced that investing in people is the way to improve lives and overcome the development challenges in Latin America and the Caribbean. Jointly with the countries in the region, the Social Sector formulates public policy solutions to reduce poverty and improve the delivery of education, work, social protection, and health services. The objective is to advance a more productive region, with equal opportunities for men and women, and greater inclusion of the most vulnerable groups. The Migration Unit team supports migration receiving countries, countries of destination and migration in transit and the host communities through lending operations; regional, sub-regional and national dialogues; regional cooperation to generate public goods; capacity building and training; and applied research.

**What you’ll do:** The objective of this consultancy is to develop and explore the combination of data analysis methods for the Social Observatory, including:

- Collaborate and work with the project team, participating in the Social Observatory
- Support the review of surveys and administrative data that will be used in the project;
- Validate appropriate data collection mechanisms based on a methodology defined with the team.
- Provide technical guidance on the data analysis mechanism and methodologies.
- Support on the organization of training workshops.

- Perform other related tasks as needed

**Deliverables and Payments timeline:** The following deliverables are expected as part of the consultancy:

Reports	Payment timeline
Work plan and revised timeline for the duration of the consultancy	30% of the total amount of the contract, after the approval of the first deliverable.
Report with the data analysis mechanisms identified	30% of the total amount of the contract, after the approval of the first deliverable.
Final report of the consultancy including a detailed description of the performed activities	40% of the total amount of the contract, after the approval of the final deliverable.

The schedule for the delivery of each report could be readjusted at the request of the IDB according to the project implementation schedule.

**What you'll need:**

**Citizenship:** You are a citizen of one of our 48-member countries.

**Consanguinity:** You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

**Education:** Master's degree in areas related to public policy, international affairs, migration, knowledge management or related areas.

**Experience:** Extensive experience (5 years) in (i) management of knowledge content; and (ii) analysis on migration issues.

**Languages:** Advanced, writing and speaking, command of English and Spanish is a plus.

**Opportunity Summary:**

- **Type of contract and modality:** Product and external services (PEC)
- **Length of contract:** 6 months
- **Starting date:** October, 2021.
- **Location:** Place of residence of the consultant.
- **Responsible person:** Specialist of the Migration Unit.
- **Requirements:** You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

**Our culture:** Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality. As an employee you can be part of internal resource groups that connect our diverse community around common interests.

Because we are committed to providing equal opportunities in employment, we embrace all diversity and encourage women, LGBTQ+, persons with disabilities, afro-descendants, and indigenous people to apply.

**About us:** At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

**Our team in Human Resources carefully reviews all applications.**

## **TERMS OF REFERENCE**

### *Social Listening Observatory Consultancy*

Regional  
RG-T3875  
Support for database production

**Background of this search:** Migration in Latin America and the Caribbean: Migration is not a new phenomenon for the region. By 2017, almost 37 million Latin Americans resided outside their countries of origin, a phenomenon that responded to the different migratory movements that have arisen over decades. However, between 2010 and 2019, trends in LAC have shown a dramatic increase in intraregional migratory flows due to the socioeconomic conditions, natural disasters, and political crises that several countries have faced. In this period of time, the number of immigrants in the region increased by 66%, while the number of emigrants by 26%, adding up to a total of 42.7 million people living outside their countries of birth.

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**What you’ll do:** The objective of this consultancy is to produce a Data Base for the Social Observatory, including:

- Perform a detailed review of existing documentation on system assessment, amongst others.
- Familiarise with existing databases and systems.
- Develop a written plan for development of a database system which is specific to the needs of the Social Observatory, as well as uploading and cleaning procedures.

- Develop the necessary expertise to use the software and hardware for the developed database system.  
Issues to determine include:
  - a) What database platform will be used?
  - b) What functional and non-functional requirements are necessary?
  - c) What information will be used for the Management Dashboard?
- Develop a Standard Operating Procedures Manual.

**Deliverables and Payments timeline:** The following deliverables are expected as part of the consultancy:

Reports	Payment timeline
Work plan and revised timeline for the duration of the consultancy	30% of the total amount of the contract, after the approval of the first deliverable.
Report of the database systems	30% of the total amount of the contract, after the approval of the first deliverable.
Standard Operating Procedures Manual	40% of the total amount of the contract, after the approval of the final deliverable.

The schedule for the delivery of each report could be readjusted at the request of the IDB according to the project implementation schedule.

**What you'll need:**

**Citizenship:** You are a citizen of one of our 48-member countries.

**Consanguinity:** You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

**Education:** Master's degree in areas related to public policy, international affairs, migration, knowledge management or related areas.

**Experience:** Extensive experience (5 years) in (i) management of knowledge content; and (ii) analysis on migration issues.

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**Our team in Human Resources carefully reviews all applications.**