**ANNEX I. The Plan to broadcast on TV for Public Awareness/communication campaign Social Insurance Reform**

**Timeframe: from 20th August to 30th December**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Specific purpose** | **Key Messages** | **Content** | **Deliverables**  The content of the deliverables, when and on which channel to broadcast, should be discussed with MLSP | **Target**  **Audience** | **Timing** | **Responsibility/co-partners** |
| 1 | To raise public understanding and provide information about what contributions are spent on, about types of social insurance funds, and from which funds pensions and other kinds of benefits are received and to give knowledge about social insurance benefits, allowances, and pensions. | To improve understanding about social insurance funding, usage for each person, the goal of social insurance and significance for human life  To impress and promote the current Pension Insurance contributions condition to the public | Laws, Measures and policies implemented by the Government of Mongolia and MLSP in the field of Social insurance | Prepare and broadcast:  TV interview  20-30 min  (broadcast at least 2 times; the first broadcast at peak time) | 1. Employer 2. Employee 3. Labor age people | Aug to Sep | MLSP, SIGO |
| 2 | To raise public understanding and provide Social insurance fund expenditure | Social insurance funding, expenditure, consumption by each fund and challenges, the necessity of reform some explanation of the new policy about the guarantee of fund management to the future. | Laws, Measures and policies in the field of Social insurance | Prepare and broadcast:  2 types of TV content or program  2-5 minutes each,  (each to be broadcast at least 2 times and at peak time) | Public, social insurance contributors and non-contributors | Sep | MLSP, SIGO |
| 3 | Promote the revised draft Social Insurance laws to the public | Promote the law to the public  To explain or show Social Insurance reform advantages | The implementation of the social insurance package law amendments | Prepare and broadcast:  TV interview  20-30 min  (broadcast at least one time, at prime hour) | Public,  Herders  Mothers  Employee non-formal sectors | Oct | MLSP, SIGO |
| 4 | To provide the main information to the public about social insurance reform and multi-pillar pension system | Advertisement content featuring the multi-pillar pension system | Promotion | Prepare and broadcast:  2 types of TV content or program  2-5 minutes each,  (to each be broadcast at least 2 times and at peak time) | Public, social insurance contributors and non-contributors | Oct | MLSP, SIGO |
| 5 | Advantages of social insurance reform | A storks showing the advantages of social insurance reform | Storks | Broadcast:  2 Storks\*15-20 secs for TV  (broadcast at least 5 times each and at peak time) | Employee  Contributors  Public | Aug to Nov | MLSP, SIGO |
| 6 | Improving the current state of social insurance in Mongolia, the content and objectives of the reform, understanding of the public and decision-makers, providing accurate information, and increasing confidence in social insurance.  Regarding the revised Social Insurance Package law draft, to get support from the public and decision-makers | - Mongolia's social insurance system was relatively stable due to the old socialist system, it has good coverage, comparison with other countries  - Beneficiaries of insurance positive cases, conversations, and how the importance of social pension insurance for when being risks older ages  - The explanation or arguments about the expenditure of social insurance fund money in the past and future. This is because mistrust in the government system due to this kind of abuse of the fund money is one of the major reasons why people are fed up with the pension system and look for other ways. It is the politicians who used up our money in the past and add some explanation of the new policy about the guarantee that it will not happen again to the future  - Examples of other countries’ private insurance fund bankruptcy to stress that for Mongolian case the government fund is the safest one.  - New policy on the multi-pillar pension system, pension reform and parametric reforms based on actuar estimation of international and national experts and significance of reforms (infographics, documentary information, interviews of retirees contributors international and local experts, etc) | The content of the video will cover the following: (i) Mongolia has a well established social insurance system inherited from the old socialist time, with relatively good coverage in comparison with other countries (ii) Cases of Beneficiaries, conversations to highlight the importance of social pension insurance for the risks at old age, unemployment, sickness, disability, and occupational injury, etc. (iii) good and bad examples of other countries’ experience of introducing/moving into the funded insurance scheme, the main factors behind, risks to the government and the people and necessary re-conditions that must be in a place for a successful transition to a funded scheme; (iv) Easy-to-understand explanations on the social insurance expenditure, cost-increasing trend and projections, contributing factors ( demographic, economic and political); and policy measured required. (v) New policy on the multi-pillar pension system, pension reform, and parametric reforms based on actuarial projections by international and national experts and the significance of the reforms | Broadcast:  One 20-minute documentary TV video program and 3 pieces the promotion short video for TV broadcasting  (broadcast at least 4 times documentary and promotion short video each and at peak time) | 1. Public 2. Decision-makers 3. Employer 4. Employee | Nov to Dec | MLSP |
|  | **Grand Total** |  |  |  |  | **Total 5 months** |  |