**ANNEX I**

**STRENGTHENING FISCAL AND FINANCIAL STABILITY PROJECT (P161048)**

**REQUEST FORM FOR BROADCASTING SERVICE**

1. Component/subcomponent/activity name & number:

|  |  |
| --- | --- |
| Component: D. Strengthening of the Social Protection System | Component name: D1.Strengthening social welfare design, implementation, operation, performance |

2. Purpose and content of the public awareness products (stork, news, interviews, and TV program, others):

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3.Scope of Work / What public awareness products were broadcasted on which TV channels and when? /

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|  |

4. How many tugrugs will allow to be transferred to the professional entity?

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*\*Should be attached the invoice and related documents.*

*Approved by*: *Revised by:*

State Secretary, MLSP  Director of the PPD, MLSP

Date: Date:

*Prepared by:*

Coordinating consultant, Com D

Date:

**ANNEX II**

**The Plan to broadcast on TV for Public Awareness/communication campaign Social Welfare Reform**

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

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|  | **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 | Promote the revised draft Social welfare laws to the public | Social welfare reform, the concept of the revised draft social welfare laws, the goal of social welfare and on needs and importance of developing a more effective social welfare framework while consolidating current social welfare, targeting social welfare services particularly to the poor and vulnerable groups, the experience of other countries; | Laws, Measures, and reform policies in the field of Social welfare | Prepare and broadcast:  A TV interview  20-30 min  (broadcast at least 2 times; the first broadcast at peak time) | Public and policy makers | Aug to Sep | MLSP, LWSGO |
| 2 | How to implement welfare-to-labor policy | A policy of gradually transfer of social welfare beneficiaries into employment services, and supporting policy on the process of gradually developing social welfare services and non-cash support to the poor and vulnerable that are to complement the existing cash benefits; | Laws, Measures, and reform policies in the field of Social welfare | Prepare and broadcast:  A TV interview  20-30 min  (broadcast at least 2 times; the first broadcast at peak time) | Public and policy makers | Oct | MLSP, LWSGO |
| 3 | Improving the current state of social welfare in Mongolia, the content and objectives of the reform, understanding of the public and decision-makers, providing accurate information, and increasing confidence in social welfare.  Regarding the revised Social Welfare Package law draft, to get support from the public and decision-makers | - The explanation about the expenditure of social welfare funds in the past, how many of them are spent on the target group, compared with other countries, benefits of covering social welfare targeting, ​impact on poverty  - Beneficiaries of social welfare positive cases, conversations  - social welfare reform, the concept of the revised draft social welfare package laws, the purpose of social welfare, the need, and importance of consolidating social welfare and creating more effective social welfare, and the experience of other countries, explanation of international and national experts and significance of reforms  - a policy of gradual transfer of social welfare beneficiary to employment services, a policy to support new social welfare services to compensate for existing cash benefits, and to implement non-cash social development services for the poor and vulnerable;  (infographics, documentary information, interviews of retirees contributors international and local experts, etc) | Laws, Measures, and reform policies in the field of Social welfare | Prepare and broadcast:  One 20-minute documentary TV video program  (broadcast at least 2 times; the first broadcast at peak time) | Public and policy makers | Nov to Dec | MLSP, LWSGO |
| 4 | The needs and requirement to consolidate some social welfare services and transfer them to professional organizations | Ideas for consolidation of current types of social welfare services, addressing duplication,  transfer some social welfare services into professional organizations such as health services | a short video of 2 minutes | Broadcast:  2 Short videos\*2 mins for TV were developed by MLSP  (broadcast at least 6 times each and at peak time) | Public  Policymakers | Oct | MLSP, LWSGO |
| 5 | Benefits of social welfare reform | A stork showing the benefits of social welfare reform | Laws, Measures, and reform policies in the field of Social welfare | Prepare and Broadcast:  2 Storks\*20 secs for TV  (broadcast at least 10 times eac  h and at peak time) | Public and policy makers | Aug to Nov | MLSP, LWSGO |
|  |  |  |  |  |  | **Total 5 months** |  |