**ANNEX I. The Plan for developing Public Awareness/communication campaign content in line with the ongoing policy and public debates about Social Insurance System current status and its reform**

**Timeframe: from February 2021 to May 2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Specific purpose** | **Key Messages** | **Deliverables** | **Cost estimate subject to change based on price quotation) USD** | **Target****Audience** | **Responsibility/co-partners** |
| 1 | Interview with the Minister of Labour and Social Protection | To introduce the Ministry's position on the reform of the Social Insurance and the draft Law on **Private Supplementary Pension** | interview styled article, 2 short videos of up to 2 minutes |   | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 2 | Social insurance pension reform | Challenges of Mongolia's old-age pension system, the need for **parametric changes** to the Pension Insurance Scheme) and other countries examples | interview styled article based on interviews with MLSP and SIGO’s expertsa short video of 2 minutes |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 3 | Social insurance pension reform | To introduce the **State Policy on Pension Reform** (2015–2030) (challenges and how reflected the main concept of policy reform into draft package law) | interview styled article based on an interview with MLSP and SIGO’s expertsposter (GIF)or infographics |   | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 4 | Inform the public about the reform of the social insurance law | Improve public understanding of social insurance reform and the **multi-tiered pension system**  | interview styled article, (prepare it can be divided into 2-3 interviews) a poster (GIF) or infographics2 short video of 2 minutes |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 5 | The Government policy on the draft law on private pensions | MLSP's position on the draft **Private Pension law**, relation with social insurance reform, and pension reform policy | interview styled article |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 6 | Inform the public about the reform of the social insurance allowance law | Improve public understanding **of social insurance allowance reform**  | interview styled article with MLSP and SIGO’s experts |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 7 | Interview with the Minister of Labour and Social Protection | To introduce the implementation of the goal of becoming **an e-ministry**  | interview styled article a short video of 2 minutes |   | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 8 | Support the **payment of social insurance contributions online** | Do you know that you can pay your social insurance contributions online?It is now possible to contract voluntary social insurance (Android phone is a play store, iPhone is an app store download) using the social insurance mobile application. | a poster or GIF  |  | EmployerEmployeeWorking-age people | MLSP, SIGO |
| 9 | Introduce the importance of **social insurance to young people** |  Types of short-term benefits provided by the social insurance fund (After many years of paying social insurance contributions, you will not only receive a pension, but you will also be able to receive short-term benefits for illness, pregnancy, childbirth, and unemployment.) | a short video of 2 minutes A poster (GIFs) |  | Young people EmployerEmployee | MLSP, SIGO |
| 10 | **SI services for business entities** (and include here all relevant subjects/topics)SI services for the **individual person**(in aimag district level) | Improve understanding for the public about social insurance services for business entities and individual person  | interview styled article,  |  | Community | MLSP, SIGO |
| 11 | Interview with the Director of the SIGO Digitized archive, examples of one-stop centers, ISO standard in SIS, customer satisfaction survey system in Uvurhangai of social insuranceadvantages, significance | Social insurance services implementation and digitalization provided by the SIGO Identification and references about payment of social insurance contributions are available online and examples of one-stop centers, ISO standard in SIS, customer satisfaction survey system in Uvurhangai of social insuranceadvantages, significance | interview styled article  |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 12 | How Mongolians living abroad will pay their social insurance сontribution | Introduce the importance of social insurance to people living and working abroad Introduce how to easily pay online using the Sendly applicationContact a citizen living or working abroad for an interview and clarification |  a poster (GIF)A short video of 2 minutes with animation |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| **Total** |  |  |  |

**ANNEX II. The Plan for developing Public Awareness/communication campaign content in line with the ongoing policy and public debates about Social Welfare System current status and its reform**

**Timeframe: from February 2021 to May 2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Specific purpose** | **Key Messages** | **Deliverables** | **Cost estimate for content development subject to change based on market price study) USD** | **Target****Audience** | **Responsibility/co-partners** |
| 1 | Social Welfare Law, its reform | Social welfare **reform, experience, challenges, reform needs, reform goals and issues** | interview styled article2 short videos of 2 minutes |  | Public Policymakers | MLSP, LSWSO |
| 2 | The need to develop social welfare services | **the cash-oriented SW** advantages and disadvantages, the situation in Mongolia in this area, reform needs, advantages and disadvantages service-oriented, the types, and importance of citizen support services, the importance of supporting NGOs, examples from other countries | interview styled articleGIF poster |  | Public Policymakers | MLSP, LSWSO |
| 3 | Social welfare fund and social welfare reform | **Social welfare reform**, its main objective is protecting the poor and the vulnerableDemonstrate welfare expenditures in Mongolia Total costs, how many of them are spending on the target group, the comparison with other countries, the needs to reach the target groupThe coherence of social welfare and employment policy |  interview styled article,two GIF postersa short video of 2 minutes |  | Public -Policymakers | MLSP, LSWSO |
| 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  | , interview styled article,two GIF postersa short video of 2 minutes |  | Public Policymakers | MLSP, LSWSO |
| 5 | **Interview with the Minister** of Labour and Social Protection | To introduce the Ministry's position on the **reform of the Social Welfare** | interview styled article, a short video of 2 minutes |   | EmployerEmployeeLabor age peopleCommunity | MLSP, SIGO |
| 6 | Does the **food stamp program** reach the target group? | To improve understanding that among other social welfare programs, it is one of the most important benefits for poor households.Prepare interview from beneficiary households. | interview,styled article, two GIF posters |  | Public Policymakers | MLSP, LSWSO |
| 7 | **Interview with the Director of the LSWSO** | Labor and Social welfare services implementation and d**igitalization** provided by the LSWSOWorks on **improving core functions and services**introduce the implementation of the goal of becoming an e- halamjto inform citizens about its advantages, importance, and instructions(Previously, it took an average of 15 days to receive welfare services, but now it takes 2-5 days, depending on the type of service.) | interview styled article |  | Public Policymakers | MLSP, LSWSO |
| 8 | Social welfare services forClients (in sum khoroo level) | Improve understanding **for the public on social welfare service and roles of social workers and roles of livelihood support counsel** | interview,styled article,  |  | Public  | MLSP, LSWSO |
| 9 | Caregiver's benefits | the legal environment on caregiver's benefits, and the decision-making on determining the beneficiaries' necessity for permanent care, challenges, further policy | interview styledarticleGIF posters |  |  |  |
| **Total** |  |  |  |

**ANNEX III. The Plan for developing Public Awareness/communication campaign content in line with the ongoing policy and public debates about Social Insurance System and Social Welfare System current status and its reform**

**Timeframe: from February 2021 to May 2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Specific purpose** | **Key Messages** | **Deliverables** | **Cost estimate subject to change based on price quotation) USD** | **Target****Audience** | **Responsibility/co-partners** |
| 1 | **SI services for business entities** (and include here all relevant subjects/topics)SI services for **individual person**(in aimag district level) | Improve understanding for the public about social insurance services for business entities and individual person  | interview styled article,  |  | Community | MLSP, SIGO |
| 2 | Social welfare services for Clients(in sum khoroo level) | Improve understanding **for the public on social welfare service and roles of social workers and roles of livelihood support counsel** | interview,styled article, |  | Public | MLSP, LSWSO |
| 3 | Interview with the Minister of Labour and Social Protection | To introduce the implementation of the goal of becoming an e-ministry  | interview styled article a short video of 2 minutes |  | EmployerEmployeeWorking-age peopleCommunity | MLSP, SIGO |
| 4 | How Mongolians living abroad will pay their social insurance contribution | Introduce the importance of social insurance to people living and working abroad Introduce how to easily pay online using the Sendly applicationContact a citizen living or working abroad for an interview and clarification |  a poster (GIF)A short video of 2 minutes with animation |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 5 | **Interview with the Director of the LSWSO** | Labor and Social welfare services implementation and d**igitalization** provided by the LSWSOWorks on **improving core functions and services**introduce the implementation of the goal of becoming an e- halamjto inform citizens about its advantages, importance, and instructions(Previously, it took an average of 15 days to receive welfare services, but now it takes 2-5 days, depending on the type of service.) | interview styled article, |  | Public Policymakers | MLSP, LSWSO |
| 6 | Interview with the Minister of Labour and Social Protection | To introduce the Ministry's position on the reform of the Social Insurance and the draft Law on **Private Supplementary Pension** | interview styled article, 2 short videos of up to 2 minutes |   | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 7 | Support the **payment of social insurance contributions online** | Do you know that you can pay your social insurance contributions online?It is now possible to contract voluntary social insurance (Android phone is a play store, iPhone is an app store download) using the social insurance mobile application. | a poster or GIF  |  | EmployerEmployeeWorking age people | MLSP, SIGO |
| 8 | Interview with the Director of the SIGO Digitized archive, examples of one stop centres, ISO standard in SIS, customer satisfaction survey system in Uvurhangai of social insuranceadvantages, significance | Social insurance services implementation and digitalization provided by the SIGO Identification and references about payment of social insurance contributions are available online and examples of one stop centres, ISO standard in SIS, customer satisfaction survey system in Uvurhangai of social insuranceadvantages, significance | interview styled article  |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 9 | Social Welfare Law, its reform | Social welfare **reform, past experience, challenges, reform needs, reform goals and issues** | interview styled article2 short videos of 2 minutes |  | Public Policymakers | MLSP, LSWSO |
| 10 | Social insurance pension reform | Challenges of Mongolia's old-age pension system, the need for **parametric changes** to the Pension Insurance Scheme) and other countries examples | interview styled article based on interviews with MLSP and SIGO’s expertsshort video of 2 minutes |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 11 | Introduce the importance of **social insurance to young people** |  Types of short-term benefits provided by the social insurance fund (After many years of paying social insurance contributions, you will not only receive a pension, but you will also be able to receive short-term benefits for illness, pregnancy, childbirth, and unemployment.) | a short video of 2 minutes A poster (GIFs) |  | Young people EmployerEmployee | MLSP, SIGO |
| 12 | The Government policy on the draft law on private pensions | MLSP's position on the draft **Private Pension law**, relation with social insurance reform, and pension reform policy | interview styled article |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 13 | **Interview with the Minister** of Labour and Social Protection | To introduce the Ministry's position on the **reform of the Social Welfare** | interview styled article, a short video of 2 minutes |   | EmployerEmployeeLabor age peopleCommunity | MLSP, SIGO |
| 14 | The need to develop social welfare services | **the cash-oriented SW** advantages and disadvantages, the situation in Mongolia in this area, reform needs, advantages and disadvantages service-oriented, the types, and importance of citizen support services, the importance of supporting NGOs, examples from other countries | interview styled articleGIF poster |  | Public Policymakers | MLSP, LSWSO |
| 15 | Social insurance pension reform | To introduce the **State Policy on Pension Reform** (2015–2030) (challenges and how reflected the main concept of policy reform into draft package law) | interview styled article based on interview with MLSP and SIGO’s expertsposter (GIF)or infographics |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 16 | Social welfare fund and social welfare reform | **Social welfare reform**, its the main objective is protecting the poor and the vulnerableDemonstrate welfare expenditures in Mongolia Total costs, how many of them are spending on the target group, the comparison with other countries, the needs to reach the target groupThe coherence of social welfare and employment policy |  interview styled article,two GIF postersshort video of 2 minutes |  | Public -Policymakers | MLSP, LSWSO |
| 17 | Inform the public about the reform of the social insurance law | Improve public understanding of social insurance reform and the **multi-tiered pension system**  | interview styled article, (prepare it can be divided into 2-3 interviews) a poster (GIF) or infographics2 short video of 2 minutes |   | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 18 | Inform the public about the reform of the social insurance allowance law | Improve public understanding **of social insurance allowance reform**  | interview styled article with MLSP and SIGO’s experts |  | EmployerEmployeeWorking age peopleCommunity | MLSP, SIGO |
| 19 | 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  | , interview styled article,two GIF postersshort video of 2 minutes |  | Public Policymakers | MLSP, LSWSO |
| 20 | Does the **food stamp program** reach the target group? | To improve understanding that among other social welfare programs, it is one of the most important benefits for poor households.Prepare interview from beneficiary households. | interview,styled article, two GIF posters |  | Public Policymakers | MLSP, LSWSO |
| 21 | Caregiver's benefits | the legal environment on caregiver's benefits, and the decision-making on determining the beneficiaries' necessity for permanent care, challenges, further policy | interview styledarticle, GIF posters |  |  |  |
| **Total** |  |  |  |