

TC Document – CO-T1588

Improving Knowledge to Promote Integration of Regional Policies on International Migration

I. Basic Information for TC

▪ Country/Region:	COLOMBIA
▪ TC Name:	Improving Knowledge to Promote Integration of Regional Policies on International Migration
▪ TC Number:	CO-T1588
▪ Team Leader/Members:	Granada Garces, Isabel Cristina (SCL/MIG) Team Leader; Aldaz Guallart, Miguel (ORP/REM); Barbosa Taves De Gouvea, Heleno (ORP/REM); Centeno Lappas, Monica Clara Angelica (LEG/SGO); Cuesta Bernal, Ana Maria (SPD/SDV); Hincapie Ordonez, Diana Patricia (SCL/EDU); Maragall, Juan Ernesto (SCL/EDU); Mendoza Centellas, Mariana Beatriz (ORP/GCM); Mourino Aoun, Isabela Maria (ORP/REM); Rubio Codina, Marta (SCL/SPH); Sobral De Elia, Mariana (SCL/MIG) Garces, Isabel Cristina (SCL/MIG) Team Leader; Aldaz Guallart, Miguel (ORP/REM); Barbosa Taves De Gouvea, Heleno (ORP/REM); Centeno Lappas, Monica Clara Angelica (LEG/SGO); Cuesta Bernal, Ana Maria (SPD/SDV); Hincapie Ordonez, Diana Patricia (SCL/EDU); Maragall, Juan Ernesto (SCL/EDU); Mendoza Centellas, Mariana Beatriz (ORP/GCM); Mourino Aoun, Isabela Maria (ORP/REM); Rubio Codina, Marta (SCL/SPH); Sobral De Elia, Mariana (SCL/MIG)
▪ Taxonomy:	Research and Dissemination
▪ Operation Supported by the TC:	.N/A
▪ Date of TC Abstract authorization:	.N/A
▪ Beneficiary:	Colombia
▪ Executing Agency and contact name:	Inter-American Development Bank - Isabel Granada Garces
▪ Donors providing funding:	Cofinancing Special Grants(COF)
▪ IDB Funding Requested:	US\$238,000.00 Ministry of Foreign Affairs of Finland ¹
▪ Local counterpart funding, if any:	US\$0
▪ Disbursement period (which includes Execution period):	12 months [November 1, 2020 through November 1 , 2021]
▪ Required start date:	November 1st 2020
▪ Types of consultants:	Firms
▪ Prepared by Unit:	SCL/MIG-Migration Unit
▪ Unit of Disbursement Responsibility:	SCL-Social Sector
▪ TC included in Country Strategy (y/n):	N/A
▪ TC included in CPD (y/n):	N/A
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Social inclusion and equality; Gender equality

II. Background

¹ These funds will be administered by the IDB through a non-reimbursable project-specific grant (PSG). The Ministry of Foreign Affairs of Finland will contribute EUR 200.000, which is equivalent to US\$ 238.000 at the exchange rate of US\$1.19/EUR as of September 21st.

- 2.1 **Migration in Colombia:** By the end June 2020, Colombia hosted over 1.748.716 migrants from Venezuela, equivalent to almost 3.6% of Colombia's population. This represents a growth of over 4,400% since 2015, when there were just under 40,000, attesting to the staggering pace of the influx². Colombia now has the world's third largest immigrant population, and the largest population of migrants from Venezuela³. At a regional level, out of the 4.3 million Venezuelans displaced throughout Latin America and the Caribbean, 42% are in Colombia⁴. Around 26% of these migrants concentrate in border cities⁵ other metropolitan areas like Bogotá and Barranquilla host alone 25% of the migrant population in the country.
- 2.2 **The situation of migrant children:** According to "CONPES 3950 - 2018 CONPES 3950 - 2018", the public policy document that establishes a coordinated institutional approach to address migration challenges in the country, of all regularized migrants who have a Special Permit to Stay (known by Spanish acronym PEP), 44,617 (7.75%) have been granted to children between 0 and 7 years old, and 45,175 to children and adolescents between 8 and 17 years old (7.58%). In addition to that, 27.4% of irregular Venezuelan migrants are minors (120,473 children), of whom 51,075⁶ are under the age of 5 (equivalent to 42.4% of all migrant children from Venezuela). Besides these flows, and according to figures from the Colombian Border Management, to date nearly 400,000 Colombians holding a double nationality (Venezuelan and Colombian) have returned, of which 231,842 are children and adolescents. Country authorities and UN agencies report a continuous increase of children transiting through Colombia (150,920), and 183,033 students are estimated to be engaging in pendular movements to attend schools in border departments between Colombia and Venezuela⁷. For this population, CONPES 3950 and other studies⁸ stress the urgent need for protective initiatives that guarantee clear and well-planned care, social services, and pedagogical practices.
- 2.3 **Migration & COVID-19.** The pandemic has come to aggravate several of the existing development asymmetries faced by vulnerable migrants and their host communities. As the global pandemic continues to unfold, young children will be especially vulnerable. Social distancing and confinement, globally recognized as essential features of the public health response, required to stop the spread of the virus, will significantly impact the daily life of kids and their families given the disruption of their learning path and their inability to access quality education as well as tools and materials for early intellectual and emotional stimulation. Adding to the complexity of this situation, as parents and/or caregivers of migrant children might be in general

² UNHCR, Refugee and Migrant Response Plan 2020 for Venezuela – RMRP 2020 (November 2019).

³ *Migración Colombia*, Colombian Border Control, and United Nations High Commissioner for Refugees, 2019

⁴ R4V, Latin America and the Caribbean: Venezuelan Refugees & Migrants in the Region, April 2020

⁵ *Ministerio de Relaciones Exteriores de Colombia* (2020). Infographics "Venezolanos en Colombia".

⁶ Without considering unaccompanied minors

⁷ UNHCR, RMRP 2020 (November 2019)

⁸ *Análisis situacional de la niñez de primera infancia, sus familias y las comunidades de acogida afectadas por los flujos migratorios mixtos desde Venezuela en el territorio colombiano*. [Sesame Workshop 2020](#)

engaged in informal income generation activities, such as street vending, social distancing and confinement will severely affect their ability to guarantee a minimum means of subsistence, including food and housing, thus affecting the general welfare conditions of their family nucleus.

- 2.4 **Problem addressed:** Migrant children on the move or in temporary forms of housing and vulnerable children in hosting communities, lack access to educationally sound content that supports their learning during adverse experiences. Caregivers are overwhelmed with the urgency to provide for their livelihood and protect children from numerous risks to which they are exposed. Caregivers often lack the resources to support children's learning and wellbeing under unpredictable and rapidly changing circumstances. Moreover, when considering a context of large-scale, rapid migration, children are often disproportionately adversely affected due to their gender, age, ethnicity, and disability, among other factors⁹.
- 2.5 In the case of Colombia the humanitarian architecture that has been structured to facilitate a coordinated response to the immigration crisis, and now for the COVID-19 pandemic, is populated with international and local civil society organizations, that provide location-based services through shelters, protective spaces, and mobile units, among others. While these spaces are often designed with the intention of providing discrete services, these are also places where people in need of humanitarian assistance often converge and where children spend countless hours of idle time¹⁰. Providing a cost-effective solution to these needs and building on existing structures are likely to reach thousands of children and their families over a short period of time.
- 2.6 **Sesame Workshop:** On a mission to help children everywhere grow smarter, stronger, and kinder, Sesame Workshop has developed renowned strategies to respond to the needs of migrant children, caregivers, and communities and has adapted them to the current COVID-19 outbreak. With the goal to foster continued out-of-school learning, on and off-screen, Sesame's solutions aim to deliver a combination of engaging video content broadcasts, streaming, and location-based distribution and educational content delivered via WhatsApp messaging. Sesame Workshop's strategy relies on 5 types of interventions: i) Mass media campaigns to model and promote inclusion and socio-emotional wellbeing; ii) Play-based learning programs for children and caregivers (Play Every Day); iii) Center-based programming (Healthy Habits & WASH); iv) *Jardín Sésamo*, a learning-on-the-go system through free hyper-local WIFI and; v) Interactive parenting communities on WhatsApp.

III. Objectives and Justification of the TC

⁹ Sesame Workshop 2020

¹⁰ *Análisis situacional de la niñez de primera infancia, sus familias y las comunidades de acogida afectadas por los flujos migratorios mixtos desde Venezuela en el territorio colombiano.* Sesame Workshop 2020

- 3.1 **Project Objective.** The objective of this technical cooperation is to facilitate access to high quality and age appropriate¹¹ educational content including COVID-19 prevention materials to migrant young children and caregivers in host cities. The specific objectives are: a) to improve and facilitate access to quality educational content to young children already benefiting from humanitarian assistance and b) enhance the service offering by organizations working actively in the response to the immigration crisis and the pandemic through the *Jardín Sésamo* Intervention. Also, c) to increase caregivers' access to meaningful tools to support their children's development and foster positive behavior change on specific issues, including for example adequate hygiene and care practices through the WhatsApp interactive Parenting Community.
- 3.2 **Beneficiary cities.** A list of Colombian cities has been considered as eligible for the deployment of the two pilots: Maicao, Riohacha in the department of La Guajira, Cúcuta and Villa del Rosario in the department of Norte de Santander and Barranquilla, Soledad and Baranoa in the department of Atlántico. According to *Migración Colombia*, these departments account for 14% of the total amount of migrants residing in the country as of December 2019. The prioritization of these cities responds to an exercise carried out with Border Management, based on migration flows and the vulnerability profiles of the migrant population. Additionally, in these cities, the presence of humanitarian aid actors with the flexibility and capacity to integrate Sesame Workshop solutions has been identified.
- 3.3 **IDB Strategy Alignment.** The program is consistent with the Update to the Institutional Strategy (UIS) 2010-2020 (AB-3190-2) and is strategically aligned with the development challenge of social inclusion and equality through its focus on investing in solutions to improve the early childhood development in vulnerable families, such as migrants. The TC is aligned with the Early Childhood Sector Framework's [GN-2966] focus on ensuring that all children and particularly those in poor and vulnerable households, have the opportunity to develop their potential from the first years of life through significant experiences that are rich in quality interactions. Particularly, the activities under this TC will contribute to develop the cognitive, socioemotional and interpersonal skills of children in migrant-receiving communities, better preparing them for a post-pandemic context. The TC is also aligned with the Health and Nutrition Development Framework's [GN-2735-7] dimension of success 1: "all are informed and share responsibility for their own health care", as one of the activities will promote behavioral change that supports children's development and health care during and after the pandemic, thus reinforcing better practices among vulnerable populations to tackle the spread of infectious diseases. The TC is aligned with the IDB Group Country Strategy with Colombia (2019-2022, GN-2972-1) contributing to the actions outlined

¹¹ Content is developmentally appropriate for early childhood development years (target age group typically 3-5 years old, but content useful for early childhood development years 0-8). All Sesame content and programs are grounded in rigorous research and tailored to the needs and cultures of the communities we serve. There isn't different content for different age groups – but all content developmentally appropriate for this age group (see [overview](#) of how we develop content and its impact).

in cross-cutting issues related to migration, since this TC includes actions to improve the conditions of the migrant population (specifically children 0-7years old, caregivers) in their purpose of working in an integrated way on health and education issues (paragraph 3.37).

3.4 **IDB Migration Unit.** This technical cooperation meets the IDB Migration Unit objectives of (i) supporting countries that have received, in the last three years, large and sudden intraregional migration that represents over 0.5% of its total population; and (ii) targeting investments in migrant-receiving communities, in the social sector (education and health). [See Initiative Log Frame](#)¹²

3.5 **Alignment with Finland's bilateral cooperation framework.** The TC is aligned with the Finnish development policy strategy of providing access to quality primary education, especially for girls and for those in the most vulnerable situations. Proposed interventions are also aligned with cross-cutting principles, such as human rights, the 2030 SDG Agenda, gender equality and climate impact. Sesame's mission and practice of helping children everywhere grow stronger, smarter and kinder is fully aligned with the United Nations Convention on the Rights of the Child. This proposed program aims to support children's survival and development by contributing to fulfilling their rights to the preservation of their identity, participation, education, health, rest, and leisure.

IV. Description of activities/components and budget

4.1 The resources of this cooperation will allow the hiring of Sesame Workshop for the integral piloting of two digital solutions described under components 1 and 2.

4.2 **Component 1. *Jardín Sésamo* (US\$113,050 -€95,000):** *Jardín Sésamo* is a state-of-the-art Sesame intervention built around a small plug-in device that broadcasts through an exclusive Wi-Fi access, engaging, age-appropriate and education-driven content over free local WIFI access in selected spaces. A simple set of instructions explains how individual users can connect over WIFI on a personal smartphone, tablet, laptop, etc. at no data cost and how to connect the device to a television set or video projector for collective use. Since the box is not connected to the internet, the only recurring cost is electricity. As such, *Jardín Sésamo* is an opportunity to provide affordable access to a rich collection of interactive and video content to hard-to-reach communities that face access barriers. Beneficiary families will be able to access the content when they are within the range of a *Jardín Sésamo* device¹³ and download it for future use, if desired. *Jardín Sésamo* will be deployed to enhance existing service-delivery structures —such as the Migrant Affairs Center (known by Spanish acronym

¹² Aligned with GN-2947-1 "Proposal for Expanding the Scope of the IDB Grant Facility to Support Countries with Large and Sudden Intraregional Migration Inflows and Operational Guidelines".

• ¹³ Each device has the capacity to reach about 50 children per week. Specifications are Intel NUC NUC8i3BEK Mini PC NUC Kit that can use battery operated raspberry pi devices in very low resource contexts that wouldn't have plug-in access. <https://magpi.raspberrypi.org/articles/raspberry-pi-4-specs-benchmarks>

CAI) in Maicao, La Guajira, the network of child development centers managed by the Colombian Family Welfare Institute, or the child-friendly/child-protective spaces operated by various organizations like UNICEF, the Norwegian Refugee Council, Plan International, Save the Children or SOS Children's Villages. To support this strategy, IDB and Sesame will engage local partners in the curation of content to align with their service offerings, curriculum, and will provide various touchpoints of facilitator training overall project stages. This will ensure that the strategy detects and builds upon best practices and that it is both contextually relevant and replicable to diverse environments. To guarantee access to children and families that do not have mobile devices, centers will also offer the possibility to broadcast content for groups using only a TV.

- 4.3 **Component 2. Relationship with caregivers- WhatsApp Interactive Chatbot (US\$113,050 -€95,000):** This intervention aims to establish a long-term relationship with caregivers by delivering messages¹⁴, trusted entertainment and educational content through WhatsApp, all of which are adapted to the children's age. This includes at-home activities distributed via web, social media and WhatsApp (learning-through-play activities, newsletter and tips for caregivers), storybooks on health habit topics and infographics about COVID-19 and correct handwashing. The WhatsApp service provides a menu of topics to receive information and support for the user. By connecting with key community stakeholders such educators and service providers, Sesame Workshop can distribute evidence-based resources to thousands of parents, caregivers and educators around parenting, child development, and learning through play. This same platform can also provide Sesame's education and research team with a feedback loop that can be cycled into new content to suit the needs of audiences. Caregivers will be able to enroll in the WhatsApp service through a simple message and opt-into the types of content offerings that interest them the most. Word of mouth and promotion through on-the ground partners will support broad enrollment. The WhatsApp interactive ChatBot will aim to increase caregivers' access to meaningful tools to support their children's development and foster positive behavior change on specific issues.
- 4.4 **Expected results**¹⁵. This TC is expected to produce the following results: (i) improved access to age-appropriate educational content for 25,000 migrant children across the participating migrant shelter sites (core ages under component 1 are 3-5 years old. WhatsApp tips will cover ages 0-7 years old); (ii) 30 centers operated by development and humanitarian aid partners equipped with *Jardín Sésamo* devices using educational content at least 3 days per week; (iii). increased awareness of practices

¹⁴ The Instituto Colombiano de Bienestar Familiar (Spanish acronym ICBF) has expressed additional interest to developing more materials to support caregivers.

¹⁵ The intervention will not evaluate learning as a project direct outcome or impact. Exposure to educational content will be monitored. Enrollments /downloads and digital interactions will provide a proxy on the level of care-givers engagement/ awareness.

to support responsible and nurturing interactions with their children to 5,000 caregivers from both migrant and host communities. (See Project Results Matrix and [Theory of Change in the Monitoring and Evaluation Plan as requested by Donor](#))

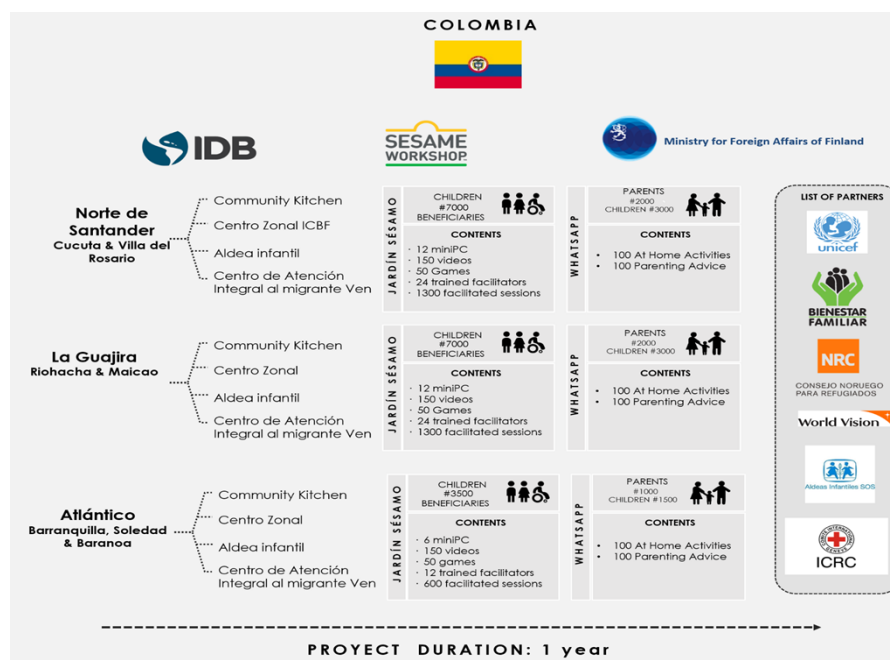


Figure 1 Detailed Project Structure

4.5 Table1 shows the indicative budget, estimated at US\$238.000 (€200,000 equivalent).

Table 1: Indicative Budget¹⁶

Activity/Component	Description	Total Funding US\$
Component 1: Jardín Sésamo	<ul style="list-style-type: none"> - Video distribution via <i>Jardín Sésamo</i> platform - Interactive digital games available in <i>Jardín Sésamo</i> platform. - Facilitated sessions enriched with <i>Jardín Sésamo</i> materials. - Implementation of <i>Jardín Sésamo</i> platform at migrant sites. 	113,050
Component 2: Relationship with caregivers- WhatsApp Interactive Chatbot.	<ul style="list-style-type: none"> - Production and distribution of at home activities for child-caregiver engagement. - Production and distribution of parenting tips supporting nurturing care 	113,050
Fee 5% ¹⁷		11,900
Total		238.000

¹⁶ See [Detailed Budget](#)

¹⁷ See Paragraph IV.7

- 4.5 The Ministry of Foreign Affairs of Finland expects to commit EUR 200,000 to this project, which is equivalent to US\$ 238,000, based on the exchange rate US\$1.19/EUR as of September 21st 2020. Final resources in US dollars will be dependent on the exchange rate of the date when the resources are received by the Bank from the Ministry of Foreign Affairs of Finland in Euros and converted into US Dollars. If a significant adverse movement in the exchange rate reduces the amount of US dollars contemplated in this budget from the Ministry of Foreign Affairs of Finland and such amount cannot be covered by the contingency line, the activities contemplated in the project will be decreased appropriately and the budget will be adjusted accordingly by the project team.
- 4.6 Resources of this project to be received from The Ministry of Foreign Affairs of Finland will be provided to the Bank through a Project Specific Grant (PSG). A PSG is administered by the Bank according to the “Report on COFABS, Ad-Hocs and CLFGS and a Proposal to Unify Them as Project Specific Grants (PSGs)” (Document SC-114). As contemplated in these procedures, the commitment by The Ministry of Foreign Affairs of Finland will be established through a separate administrative agreement. Under such agreement, the resources for this project will be administered by the Bank and the Bank will charge an administration fee of 5% of the contribution, which is duly identified in the budget of this project. The 5% administrative fee will be charged after the contribution had been received and converted into US dollars.

V. Executing agency and execution structure

- 5.1 The execution will be carried out by the Bank through the Migration Unit (SCL/MIG). This TC will be supervised by a Technical Committee¹⁸ with the purpose of providing strategic direction during execution, and guiding program goals with the beneficiary agencies.
- 5.2 Single Source Selection Justification: Following the document GN-2765-1 (Section IV paragraph A.4.1.3) the procurement process selected for resources under this technical cooperation corresponds to a single source selection. Justification is based on the following considerations: i) Sesame workshop has an exceptional experience working on early childhood development and in the past it has worked in contexts of large migration inflows, addressing education gaps base by minors and promoting sustainable solutions for their caregivers; ii) Both solutions Jardin Sesamo and Whatsapp ChatBots rely on digital solutions exclusively developed by Sesame Workshop supported by robust backend technologies like intel. Previous works of Sesame Workshop guarantees that they can provide a strategic sector analysis and a comprehensive strategic solution. The firm counts also with relevant experience in the country as part of the recently commissioned study on migrant children. Through this detailed analysis, Sesame Workshop has had opportunity to gather data and meet

¹⁸ To be comprised of at least one member of the Finish delegation in Colombia, at least one delegate from IDB, and a representative of the Presidency of the Republic of Colombia – Border Management.

with relevant stakeholders particularly involved in the humanitarian side and currently operating protective spaces.

- 5.3 **Monitoring and evaluation reports.** The project team will be responsible for the preparation and submission to the donor of the project reporting, in compliance with the stipulations of the Administration Agreement. Conducting surveys of beneficiaries¹⁹ of Jardín Sésamo and the WhatsApp caregivers' network interventions will be key to evaluate project scalability, derive policy lessons and to successfully replicate the project in other countries. (See [Monitoring and Evaluation Plan](#)).
- 5.4 **Procurement.** All activities to be executed under this TC have been included in the Procurement Plan (see Annex IV) and will be contracted in accordance with Bank policies as follows when applicable: (a) GN-2765-4 and Guidelines OP-1155-4 for Consulting Firms for services of an intellectual nature and; (b) GN-2303-28 for logistics and other related services

VI. Major issues

- 6.1 The main risks are: (i) pandemic response measures affect the ability to implement project activities that require face-to-face interactions; (ii) as a result of the COVID-19 pandemic, the geopolitical context, Colombia may shift the current response plans and affect the project's ability to reach its intended beneficiaries; (iii) access to target communities becomes compromised and impacts Sesame's ability to deliver services; (iv) the limitations of local partners in capacity and relevance might affect the project's reach and effectiveness and affect the reputation of Sesame Workshop, IDB, and other supporters of this initiative; (v) beneficiaries have inconsistent access to personal digital devices which limits their ability to access the project's tools and the content is not appealing due to wide range of needs and living conditions, thus compromising the project's effectiveness and reach; and (vi) ability to fundraise from complementary sources to meet demand is limited by the unavailability of resources and competing needs, thus affecting the project's expected growth and sustainability.
- 6.2 To mitigate these risks, the team will: (i) design program activities with input from on-the-ground implementation partners to ensure alignment with current capacities and beneficiary needs; (ii) maximize use of digital distribution strategies; (iii) secure shipment vendors that can comply with government mandates during the pandemic; (iv) develop pre-planned courses of action based on most likely and worst-case scenarios informed by ongoing analysis of Colombian policies; (v) develop clear criteria for selecting implementation partners and jointly establish a process to ensure early identification of issues that could affect project implementation; (vi) implement devices and use mechanisms that allow for group-usage of content assets; and (v)

¹⁹ IDB expects to commit US\$ 50.000 for evaluation purposes.

outline a comprehensive fundraising strategy to facilitate pooling smaller grants to support the project's growth and sustainability strategies.

VII. Exceptions to Bank policy

- 7.1 No exceptions to Bank policy are envisioned.

VIII. Environmental and Social Strategy

- 8.1 Following ESG's project classification process requirements, it has been determined that this TC operation falls under Category C. This TC does not have environmental issues.

[Request from the Client - CO-T1588](#)

[Results Matrix - CO-T1588](#)

[Terms of Reference - CO-T1588](#)

[Procurement Plan - CO-T1588](#)