

TERMS OF REFERENCE SERVICE CONTRACTOR FOR PROMOTIONS AND COMMUNICATIONS

**for the Project: “Bringing Back Jobs Safely under the COVID-19 Crisis in the Philippines:
Rebooting Small and Informal Businesses Safely and Digitally”**

Background

Under the ILO’s Safety + Health for All flagship programme, the ILO Country Office for the Philippines is implementing the project “Bringing Back Jobs Safely Under the COVID 19 Crisis in the Philippines: Rebooting Small and Informal Businesses Safely and Digitally”, with the support of the Government of Japan. The project duration is from 15 June 2021 to 31 March 2023.

The overall objective of the project is to contribute to the improvement of safety and health of workers in micro, small and medium enterprises (MSMEs) and informal business, and at the same time mitigate negative socio-economic impact of the COVID 19 crisis. The project will provide trainings to promote occupational safety and health (OSH) and productivity measures to prevent and mitigate COVID-19 at and through workplaces. Two OSH-related trainings will be conducted: (1) Prevention and Mitigation of COVID 19 in the Workplace with the Work Improvements for Small Enterprises approach (WISE for COVID); and (2) Sustaining Competitive and Resilient Enterprises (SCORE). The project will also promote digital entrepreneurship, or the application of digital technologies in business management and operations to limit risks from exposure. Two digitalization-related trainings will be conducted: (1) Start and Improve Your Business (with Digitalize Your Business); and, (2) Global Programme on Financial Education.

Various communication materials will be developed to promote the trainings and other activities of the project, as well as share important lessons and success stories resulting from project interventions. The ILO will engage the services of a Service Contractor to work on communications, and to provide support in planning, developing and promoting knowledge products and communication materials. He/she will report to the project’s Chief Technical Adviser, while working closely with the National OSH Coordinator, the National MSME Digitalization Coordinator, and other ILO experts and staff. Particularly, the Service Contractor will obtain guidance from the Senior Communication and Information Management Assistant, and the Communication and Information Management Assistant of the ILO CO-Manila to ensure consistency of promotions and communication strategy, content, and design, with standards set by the ILO and the United Nations.

Objectives

Engagement of a Service Contractor on Promotions and Communications, specifically aims to:

1. Create interest, convey knowledge and increase awareness of MSMEs and informal businesses in the project's capacity-building activities through the production of online/video materials

and printed version of the COVID OSH and digital entrepreneurship trainings and promotional materials.

2. Develop recognition and raise visibility of the BBS project, ILO and the donor's advocacies in the Philippines.
3. Mobilize support and participation on promoting safety and productivity in workplaces of MSMEs and informal businesses, as well as in maximizing the use of digital applications in the production of goods and services.

Key Outputs

Design of Communications and Outreach Materials

1. Provide support to the project team in the strategy for promotions and communications.
 - a) Identify key messages for communications and increasing outreach to target beneficiaries.
 - b) Define target audiences and communication channels.
 - c) Identify success and evaluation metrics.
2. Organize the design, layout, and infographics of the brochure of 4 training courses provided by the ILO in the project. The brochure should be appropriate for printing, web posting and viewing, and could be divided into modules appropriate for social media posting (i.e. mainly Facebook, Twitter, LinkedIn).

Design of Case Study Compendium

3. Editing narratives that serve as case studies, human stories, impact stories, and photo stories that the project team prepares, to highlight the impact and good practices generated under the project initiatives. In particular, a minimum of 10 enterprises and their workers' journey towards improving safety and productivity, as well as in digitalizing operations, will be showcased in a compendium of case studies. This serves as messaging for non-beneficiary MSMEs. The edited narratives will be laid out into a publication material, following ILO standards and brand guidelines, including graphic design and photo documentation. Initial write-up and photos will be provided by the project team but the Contractor may also advise to take more photos or conduct further interviews as needed.

Production of Project Videos

4. Supervise the production of a 2-3 minute project promotional video, by creating the story line/script, supervising the photo/video shoots, providing technical inputs for editing, translation, sounds, and ensuring the overall quality of the video. (Note: This shorter video could be an edited version / sub-set of the longer project video).
5. Supervise the production of a 15-20 minute project video, by creating the story line/script, supervising the photo/video shoots, providing technical inputs for editing, translation, sounds, and ensuring the overall quality of the video.

Deliverables and Schedule

Deliverables	Expected Completion Time (in working days)
1. Inputs to communications strategy submitted with key messages identified, defined audience and channels, and evaluation metrics.	3
2. Training brochure including 4 trainings, with design and layout accepted by the ILO, and ready for printing	3
3. Case Study Compendium, with properly edited narratives of at least 10 cases of MSMEs, photo documentation, and laid out with graphic design according to ILO standards and guidelines on publications	10
4. Project video (2-3 minutes) accepted by the ILO (can be an abridged version of the longer video)	2
5. Project video (15-20 minutes) accepted by the ILO (writing script, shooting video clips of MSMEs and workers in their workplaces, shooting videos of interviews)	10
Total	28

Confidentiality Statement

All data and information received from ILO for this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference (TORs). All intellectual property rights arising from the execution of these TORs are assigned to the ILO. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the ILO.

Administration, Reporting and Coordination

The contract for this assignment will be issued by the ILO Country Office in the Philippines (CO-Manila). Workspace, equipment, and other logistics arrangements in the implementation of the activities, in particular including the internet connectivity and web meeting devices required under the present telework environment will be organized and born on the account of the Service Contractor. The Contractor will report to the Chief Technical Advisor (CTA) of the project and liaise closely with the project management team. The Contractor will also coordinate closely with ILO staff and experts of CO-Manila and the global backstopping teams, as appropriate. The final approval on reports and payment will be done for the ILO Country Director for the Philippines.

Duration of the Assignment

The work will be carried out between **15 July 2022 to 28 February 2023**.

Contract Value and Payment

The Contractor will be paid a total lumpsum fee, as a total of individual costs of all the outputs/deliverables upon completion of all the work to the satisfaction of the ILO.

Payment Schedule (Refer to sections on Key Tasks and Outputs, as well as on Deliverables, for details on required reports/documentation):

1. First payment (30%) - upon submission of invoice, and acceptance by the ILO of: all required inputs to communications strategy, 1 fully designed and laid-out project brochure, and script of 2 project videos.
2. Second payment (40%) – upon submission of invoice, and acceptance by the ILO of: 10 edited case-study narratives, fully laid-out and designed case study report, 1 (2-3 minute) project video (Note: Short project video must be completely finished and accepted by the ILO by 30 September 2022), and initial version of the 15-20 minute full project video.
3. Final payment (30%) – upon submission of invoice, and acceptance by the ILO of: 1 (15-20 minute) project video (Note: Full project video must be completely finished and accepted by the ILO by 30 November 2022).

Travel to project sites is envisaged for this assignment for the purpose of shooting photos and videos, as well as conducting further interviews of stakeholders and beneficiaries, as necessary. The cost of organizing online meetings will be borne by the Contractor unless there is a prior agreement for ILO to organize one. Any other associated costs such as communication and small expenditures are expected to be included in the contract.

Qualifications and Experience

The Service Contractor must have the following qualifications:

Education: First-level university degree in communications, journalism, marketing, graphic design, or other relevant disciplines.

Experience: At least 3 years of professional experience in the field of communications with proven experience in strategic communications, content writing and content editing. Excellent record of accomplishment in implementing strategic communication, including engaging with national and international media and designing and executing advocacy campaigns. Good knowledge of communication and/or information management principles and concepts. Knowledge of multimedia to develop a range of communication and information products. Knowledge of social media platforms. Demonstrated experience in graphic design and visual content development. Prior engagement and experience working with the United Nations (UN) and other international organizations in the field of communications, is desirable.

Languages: Fluency in English and Filipino languages is required.

Expression of Interest

The interested firms/bidders must submit the following: i) Letter of intent, ii) Proposal deck presentation based on the published TOR, iii) Corporate profile, and iv) Accomplished/signed Annex I and III section of the RFP/RFQ form.

The documents must be submitted to Ms Bea Parungo, *MSME Digitalization Coordinator*, for the project “*Bringing back jobs safely under the COVID-19 crisis in the Philippines: Rebooting small and informal businesses safely and digitally*” at parungo@ilo.org, with copy to Mr Jayson Umaguin at umaguin@ilo.org, *Programme and Administrative Assistant*, on or before **15 July 2022, 5:30 pm** (Manila time).

Only shortlisted firms/bidders will be contacted for the final selection.