



TERMS OF REFERENCE

Production of Communications Materials

I. Background

The International Labor Organization (ILO) is implementing a project on Improving Workers Rights in the Rural Sector of the Indo-Pacific, with a Focus on Women. The project focuses in three sectors – agriculture, fishing, and mining, and aims to contribute to sustained improved working conditions, especially for women workers, through the improvement and promotion of labor laws compliance in the rural sectors in the Philippines and Indonesia. The Project has two main components – the first one on Governance focuses on strengthening social dialogue in sectoral Industry Tripartite Councils (ITCs) on the promotion of labour standards compliance, ensuring alignment of the Philippines' law and practice with the ILO's Promotional Framework on OSH Convention (No.187), and strengthening of labour standards enforcement and remediation mechanisms. The second component of the Project is on Industry Engagement, focusing on building the capacity of its partner employer and workers' organizations to promote labour standards compliance within supply chains, at the enterprise levels and communities where they source from.

As the project progresses, there is a need for visually compelling materials to effectively communicate its objectives, initiatives, and results. This TOR outlines the requirements to produce communications materials under the Rural Sectors Project.

II. Services Required and Expected Outputs (Scope of Work)

The Contractor is expected to produce the following deliverables in both **English and Filipino, for printing and dissemination in social media:**

Expected Outputs:

- **Executive Brief (Magazine-like format):** A magazine-style brief, not longer than 6 pages, that delves into the project's initiatives and positive results, highlighting good practices and partners' contribution;
- **Baseline Executive Summary and Sectoral Summary:** A brief overall executive summary (4 pages) and three sector-specific summaries (2 pages each) based on the Project's Baseline Study and Sectoral Assessments;
- **Work Improvement in the Fishing Industry (WIFI) Guide:** A 40-page guide for micro and small enterprises for assessing hazards and risks in the workplace and community levels, and developing plans for sustained action on immediate, practical improvements;
- **Editable Over-all Project Presentation Template:** A presentation template, with design based on inputs and purpose/s determined by the Project Team;
- **OSH Flyers:** At least 3 OSH back-to-back flyers focusing on chemical, physical, and electrical hazards in the Project's target sectors (Banana, Fishing, and Mining) and how to address these; and,
- **OSH Roll-up Banners:** Produce roll-up designs that follow the ILO format and branding.

The ILO must have all rights to all versions of the materials developed. All images and designs become the property of the ILO and all rights shall be vested in the International Labour Organization including, without any limitation, the rights to use, publish (including the Web), or distribute the materials, privately or publicly.



Indicative Tasks of the Contractor:

In matters of design:

- Follow the ILO Branding Guidelines in all designs, which can be accessed via [Brand Hub - Guidelines \(ilo.org\)](https://www.ilo.org/brandhub/guidelines);
- Develop design concepts for the Executive Brief, the Executive Summary and Sectoral Summaries of the Baseline Study, Work Improvement in the Fishing Industry Guide, Presentation Template, OSH flyers and roll ups, that align with the project's objectives and target audience;
- Source relevant images or graphics for the deliverables, if needed based on a review of photos which the Project has previously gathered. Edit and retouch previously gathered images to fit the design requirements;
- Keep abreast of the latest design trends and tools, ensuring the project's materials are modern and engaging; and,
- Ensure consistency and high visual appeal of produced materials.

In matters of formatting:

- Prepare final design files for printing, ensuring they meet the required specifications. Coordinate with printers or vendors for production.
- Adapt the designs for digital platforms, such as social media, email newsletters, and the project website; and,
- Produce materials in English and Filipino.

In matters of work relation and feedbacking:

- Work closely with the Project team to ensure that the design complements the content and effectively communicates the intended message;
- Present design concepts and final designs to the project team, explaining design choices and gathering feedback; and,
- Incorporate feedback from the project team and stakeholders, making necessary revisions to the designs.

The contractor shall organize and archive design files in a hard drive, ensuring they are editable by Project staff, and are easily accessible for future reference or modifications.

Role of the ILO/ Project Team

- Provide the contractor with English and Filipino versions of the Executive Summary and Sectoral Summaries of the Baseline Study, Work Improvement in the Fishing Industry Guide, content for OSH flyers and roll-ups;
- Provide the contractor with relevant ILO materials and guidelines which can be useful for the development of content for the Project Executive Brief; and,
- Support the contractor in gathering input/feedback from the ILO and Project stakeholders.

III. Timeframe and Duration

The engagement under this TOR is for a period of five (5) months (preferably from 30 October 2023 to 30 March 2024). Modifications on the timeframe shall be determined based on the project's timeline and the complexity of the deliverables. Specific start and end dates, as well as any interim milestones, will be discussed upon contract finalization. Proposed dates for the delivery of outputs under this engagement are as follows:



- **By 3 November 2023:** Submission of design studies (following the Branding Guidelines of the ILO)
- **By 7 November 2023:** In-person presentation to explain design choices and gather feedback
- **By 14 November 2023:** Submission of 1st draft of designs of the OSH Roll-up Banners and Presentation Template
- **By 24 November 2023:** Submission of final designs of the OSH Roll-up Banners and Presentation Template
- **By 1 December 2023:** Submission of final design of the Project Presentation Template
- **By 11 December 2023:** Submission of the 1st draft of designs of the Executive Summary of the Baseline Study, Sectoral Summary of the Baseline Study (Banana, Fishing, and Mining), Work Improvement in the Fishing Industry (WIFI) Guide, OSH Flyers on Chemical, Mechanical, and Electrical Safety (for Banana, Fishing, and Mining)
- **By 12 January 2024:** Submission of final designs of the Executive Summary of the Baseline Study, Sectoral Summary of the Baseline Study (Banana, Fishing, and Mining), Work Improvement in the Fishing Industry (WIFI) Guide, OSH Flyers on Chemical, Mechanical, and Electrical Safety (for Banana, Fishing, and Mining)
- **By 29 January 2024:** Submission of the 1st draft of design of the Executive Brief
- **By 29 February 2024:** Submission of the final design of the Executive Brief

IV. Contract Value and Payment Schedule

The contractor shall propose his or her professional rate. S/he shall be paid in five (5) tranches:

- **First Tranche (10%)** – After the in-person presentation and upon clearance of submitted design studies for each of the material to be developed;
- **Second Tranche (30%)** – Upon clearance of submitted:
 - 1st draft of designs of the OSH Roll-up Banners and Presentation Template
 - Final designs of the OSH Roll-up Banners and Presentation Template
- **Third Tranche (20%)** – Upon clearance of submitted 1st draft of designs of the Executive Summary of the Baseline Study, Sectoral Summary of the Baseline Study (Banana, Fishing, and Mining), Work Improvement in the Fishing Industry (WIFI) Guide, OSH Flyers on Chemical, Mechanical, and Electrical Safety (for Banana, Fishing, and Mining)
- **Fourth Tranche (30%)** – Upon clearance of submitted:
 - Final designs of the Executive Summary of the Baseline Study, Sectoral Summary of the Baseline Study (Banana, Fishing, and Mining), Work Improvement in the Fishing Industry (WIFI) Guide, OSH Flyers on Chemical, Mechanical, and Electrical Safety (for Banana, Fishing, and Mining)
 - 1st draft of design of the Executive Brief



- **Fifth Tranche (10%)** – Submission of final design of the Executive Brief

All payments will be made upon receipt, acceptance, and clearance of outputs and is subject to ILO's satisfaction.

V. 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.

VI. Copyright

Full copyright of all materials and the final design rests with the ILO.

VII. 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, including the internet connectivity and web meeting devices required under the present telework environment will be organized and borne on the account of the Contractor, unless for days he or she is required to report for in-person coordination activities. The contractor is required to present his or her final designs to the ILO CO-Manila through an in-person discussion.

The Contractor will report to the Programme Management of the Project and liaise closely with the Team. The Contractor shall closely coordinate his or her work with the Project's Partnership Development Officer, who shall be responsible for all the communications products of the Project. The Partnership Development Officer shall lead liaison and coordination with members of the ILO CO-Manila, ILO Headquarters, and Project partners for any issues which the Contractor may be experiencing and cannot be resolved within the level of the Project Team. Endorsement for the Director's final approval on reports, outputs, and payment will be done by the Project Manager.

VIII. Qualifications

The Contractor must have the following qualifications:

Education:

A degree in Graphic Design, Visual Arts, or a related field.

Experience:

Proven experience in graphic design, layout design, and visual storytelling. Familiarity with design software and tools. Prior experience working with international organizations is a plus. Knowledge of multimedia tools and platforms to develop a range of presentation, communication, and information products. Knowledge and skill on the use of Microsoft software/tools (e.g., Word, Excel, Power Point, PowerBI). Prior engagement and experience



working with the United Nations (UN) and other international organizations in similar capacity, is desirable.

Languages:

Fluency in English and Filipino languages is required.

Expression of Interest:

Interested candidates must submit a Letter of Intent expressing willingness and availability to take on the assignment, with enclosed Curriculum Vitae (showing how the qualification requirements in this ToR are met) and design portfolio (on similar work stated in this TOR). Proposed contract value should be included in the letter of intent, indicated through a filled-out table with template annexed to this TOR (see page 6).

Requirements must be submitted to Ms Cerilyn Pastolero, *Project Manager, Improving Workers' Rights in the Rural Sectors of the Indo Pacific with a Focus on Women*, through pastolero@ilo.org, with copy to Ms Ray Alyannah Lagasca at lagasca@ilo.org. Use the subject line: **APPLICATION: Production of Communications Materials**. Deadline of application is on **Wednesday, 25 October 2023, 5:30 pm (Manila time)**. Only shortlisted candidates will be contacted for the final selection.



ANNEX

Output	Number of Pages	Number of Days	Rate <i>(indicate unit)</i>	Sub-total
TOTAL				