



Terms of Reference and Request for
Proposals

Communication Consultant



BACKGROUND

Better Work is a unique partnership programme between the International Labour Organization (ILO) and the International Finance Corporation (IFC). Launched in February 2007, it aims to improve labour standards and competitiveness in global supply chains. Better Work involves the development of both global tools and country level projects. The focus is on scalable and sustainable solutions which build cooperation between government, employer and worker organizations, and international buyers.

Improving labour standards in global supply chains is an important part of a pro-poor development strategy. Ensuring workers' rights and entitlements are protected helps to distribute the benefits of trade. Better Work supports enterprises in implementing the ILO core international labour standards and national labour law. This helps enterprises compete in global markets where many buyers demand compliance with labour standards from their suppliers. Improved labour standards also assist enterprises be more competitive through higher productivity and quality. These benefits help build the business case and supplier support for improved labour standards. For more information see www.betterwork.org

Better Work helps support respect for Freedom of Association at the enterprise level; improving social dialogue at the enterprise level including the establishment of union and management consultative



structures; and industry-level social dialogue. It is designed to support the development of mature industrial relations with employers' and workers' organisations taking their role as partners in social dialogue, collective bargaining and effective dispute resolution. Unions will need technical assistance to make sure that they can make full use of opportunities generated by their participation in Better Work.

Better Work currently operating in Bangladesh, Cambodia, Haiti, Indonesia, Jordan, Lesotho, Nicaragua, and Vietnam. In the second stage it is likely to extend its work to countries such as China, India, Myanmar and Pakistan, China, Initially all projects are in the apparel sector.

OBJECTIVE

Better Work Haiti is working to improve and increase its communications activities and visual presence to highlight the progress and achievements produce within the garment sector, the stakeholder's initiatives and efforts to improve working conditions and the changes that our work is bringing to the life of the beneficiaries.

This assignment will help to produce text content and visual (multimedia) tools on key topics relevant to the BWH programme objectives.

These tools will be share with Government authorities, development partners and the public. The communication



consultant will be responsible for producing material, which supports the activities of the Better Work Haiti programme

Management of implementation of communications/engagement strategy and production of outputs and activities

- ◆ Contribute to the development of Communication Strategy of BWH Program.
- ◆ Responsible for ensuring delivery of products and deliverables indicated in the BW communications and engagement strategy.
- ◆ Drafting and editing of targeted short written materials: briefings, stakeholder's stories, blogs, press releases, country news updates, newsletters,
- ◆ Working with BWH communication focal point to plan and develop products relevant to the BWH communications strategy.

SCOPE OF SERVICES, EXPECTED OUTPUTS AND TARGET COMPLETION

The objective of this assignment is to document and produce communication tools as listed below:

- 1- Three case studies on key topics to the program such as gender, OSH, social benefits, etc...



- 2- Ten workers/success stories: Do factory visit to meet/talk to workers to write positive stories on how decent job is improving their working experience and personal living.
- 3- Series of 10 quotes from stakeholders. Conduct interviews and collect key statement from stakeholders on different topics.
- 4- Write content (articles + Photos) for three newsletters that give relevant updates on BWH activities and partnerships, the garment sector development and workers stories.
- 5- One short video "A story of the Haitian Garment Sector" that presents a positive brief overview of the sector, highlights progress, potentials, improvement in working conditions, workers stories on the impact of the project in their lives and BWH constituents' quotes.
- 6- One short video "Importance of Compliance in Decent Work" that presents how applying the international labour standards and national labour laws is contributed to create sustainable decent work. It will also highlight the progress and achievements among the factories and at the sectorial level and the efforts for addressing non-compliance issues.

The overall objective of the assignment is to develop user-friendly visual communication tools to inform, educate and raise awareness about the garment industry. Among the key points are:

1. Share a positive story on the Haitian Garment sector



2. Raise awareness about its importance to the Haitian Economy and its impact in improving people lives
3. Highlight its potentials of development and expansion
4. Showcase efforts for addressing challenges, vulnerabilities and issues to protect the gains and investment and to support Decent Work through improvements;
5. Offer a voice channel to the beneficiaries and constituents to share their stories and expectations.
6. Explain and show the added value of BWH and the partnership with the Government of Haiti and other national stakeholders to support improvement and development of the sector to improve workers' lives;
7. Identify and give visibility to additional support needed from local partners in this area. In addition, the consultant must to extract a 2-3 minute clip from the main clip for specific use on BWH and Donors websites and social media.

The materials must be produced in French. Creole and English subtitles will be included in the video elements. The proposed video should be in a presentable format and one that can be uploaded on social media, Better Work websites, etc. as well as on other fora such as TV and the internet.

The key duties may include the following:



1. Preparatory works: research, storyboarding, shortlist, scheduling arrangements
2. For each video, filming high definition video and audio in BWH working areas including 2-3 interviews with key BWH and Government Staff, as well as 3-4 interviews with workers and factory managers in the garment industry (Port-au-Prince, Caracol and CODEVI).
3. Post-production, editing and finalization of video documentary. The key deliverables of this consultancy will be a final 4-6 minutes video telling the story of the garment sector and the role of compliance in decent job creation in the Haitian garment industry, covering the objectives indicated above.
4. The consultant will be also responsible for editing the scripts of the videos, whose final version must be approved and cleared by BWH.
5. The consultant must use telling infographics, including charts in accordance with the communication and visibility guidelines of Better Work.
6. Support in the dissemination of the video
7. 10 physical copies, including infographic covers printed and sent to project staff and BWH offices as directed;
8. Copies of all the high resolution footage (video, photo and audio resources) files made available to BWH;



9. Case studies and communications material developed and highlighted the implementation of Gender Equality and Inclusion Strategy

The list key duties above are subject to brainstorming and planning on timeline and activities on the field.

Further dissemination support should include multiple social media networks, including Twitter, Facebook, and YouTube, coupled with numerous ILO, IFC and BW platforms (www.ilo.org, www.betterwork.org, www.ifc.org, etc.). The video may also be screened at meetings, conferences, and local events.

INSTITUTIONAL ARRANGEMENTS

- ◆ The consultant will be monitored, overseen and supervised by BWH Comms Focal Point and Technical Team. Progress and final reports submitted to BWH shall be in French or English.
- ◆ The consultant is required to have his/her own equipment.
- ◆ Regular updates on progress of the assignment should be submitted on a weekly basis.
- ◆ The consultant will report to the BWH technical team for initial briefing and discussions on the production. The filming of the documentary will be done in the target townships, as indicated above. A project staff may remotely coordinate or accompany the filming crew to the field and will assist in scheduling, organizing interviews and



meetings with local officials and communities, as appropriate.

- ◆ The Project will arrange for field travel and with the arrangements of meetings and interviews.
- ◆ After the completion of the fieldwork, the consultant will communicate with BWH (remotely or in person), provide a briefing to the project team, and discuss any issues that may have come up during the fieldwork.
- ◆ Post-filming tasks, such as editing and production will be home-based with regular updates provided to the project office.
- ◆ A first version of the video shall be submitted for BWH review before date to specify. The final version addressing comments received shall be submitted to BWH by date to specify.

DURATION OF WORK

The assignment will be for a duration of six (6) months. The assignment will commence from May 1 and end October 31, 2021.

LOCATION OF WORK

The assignment is expected to be home based with one travel to the North. The travel to North will involve 1 day of preparatory work at the project office in Caracol industrial park, field visits to specific factories, (1-



2 days) and 1 day of de-briefing at the project office in Caracol. The rest of the working days will be home-based.

QUALIFICATION REQUIREMENTS AND EXPERIENCES

- ◆ Master's or equivalent degree in media, communications and related fields.
- ◆ Must have a minimum work experience of 3-5 years in related field
- ◆ Demonstrated interest in the field of development with a minimum of 5-6 years relevant work experience in video production and editing
- ◆ Experience working with NGO or the UN Agencies
- ◆ Previous video production experience - especially in highlighting development in women rights or gender issues
- ◆ High sense of journalistic ethics and in-depth understanding of labour right issues;
- ◆ Knowledge of gender change issues, the Haitian garment industry and labor regulations is highly desirable
- ◆ Consultant should possess fluent written and spoken English; knowledge of other UN languages and asset
- ◆ Excellent editing skills and ability to integrate human interest with statistics and technical reports to present credible content;



- ◆ Ability to deliver products on time against tight deadlines;
- ◆ Ability to work with people of varying backgrounds and cultures
- ◆ Respect for the principles of the United Nations
- ◆ Work experience in an international organization is desirable;

SCOPE OF PROPOSAL PRICE AND SCHEDULE OF PAYMENT

The proposal for the assignment should contain:

- ◆ Letter of interest and availability
- ◆ Cover letter explaining why you are the most suitable candidate for the advertised position and a brief methodology on how you will approach and conduct the work.
- ◆ CV or filled P11 form including past experience in similar projects and contact details of referees.
- ◆ Examples of previous works - Portfolio, online links or sample videos showing the typology and quality of previous works done by the applicant. If other people/entities collaborated in those examples, please indicate the specific contribution of the applicant (direction, production, post-production...)
- ◆ Financial Proposal - specifying a total lump sum amount for the tasks specified in this announcement. The financial proposal shall include



a breakdown of this lump sum amount (number of anticipated working days - in home office and on mission, possible costs

CRITERIA FOR EVALUATION OF PROPOSALS

Candidates will be evaluated using the BWH cumulative analysis method - Combination of the weighted technical and financial score to obtain the total score.

A) Technical (60%)

- ◆ Demonstrated professional experience in producing similar short videos especially for development initiatives relating to labour standard, climate change issues, and environmental impacts related to human development and poverty reductions.
- ◆ Quality of previous similar works (links or materials to be included in the application) (30%)

B) Financial (40%)

Total (100%)

The award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- ◆ responsive/compliant/acceptable, and
- ◆ having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The



threshold for technical qualified proposal is 70% of the total technical scores. Only technically qualified proposals will be further considered for financial evaluation.

CONTACT FOR THE CONSULTANT

The day-to-day contact person will be the Better Work Haiti communication focal point supported by the program team leader occasionally the Better Work Global Communication officer. The consultant is expected to have a close working relationship with members of the Coordinating Group and seek their technical advice and input. The inception work plan, draft documents and final project document will be signed-off by the Project Coordinating Group.

CONFIDENTIALITY STATEMENT

All data and information received from ILO-BW and IFC or other collaborators for this assignment will be treated confidentially. According to the grant agreement, all intellectual property rights arising from the execution of these Terms of Reference are assigned to ILO-BW and IFC. 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 BW, ILO and IFC.



CALL FOR PROPOSALS

Interested individuals or agencies are asked to submit a proposal for conducting the work covered by these terms of reference. The contracting form is flexible and could include contracting as an external contractor, a contract to a supplier, secondment of a short-term staff contract. Selection will be made by the Project Coordinating

Proposals should be sent to haiti@betterwork.org by 9 April 2021.