



INTERNATIONAL LABOUR ORGANIZATION (ILO)

Women Economic empowerment in CARE Economy

COMMUNICATION PRODUCTS

Focus: Campaign - Raising awareness on care responsibilities and supporting women workers in the care sector

TERM OF REFERENCE (TOR)

February, 2025

I. GENERAL BACKGROUND

The ILO is implementing the We CARE project which aims to address the growing need for care in Lebanon and the increasing vulnerabilities faced by care workers in healthcare, education, and domestic work sectors. Since 2019, Lebanon has experienced significant socio-economic changes that have adversely affected working conditions of care workers who are often women, limiting progress towards Sustainable Development Goals (SDGs) 5, 8, and 10.

The current phase of the project is focused on enhancing the capacity of care workers to protect their rights as workers and the project is working closely with workers' organizations. Improving the working conditions and promoting decent work for care workers requires improving the understanding of workers' rights among the care workers themselves, as provided in relevant international labour standards, international guidelines, national laws and policies, and considering the local contexts as a first step. This will be the basis for the workers to identify priority areas of concerns and develop a strategy to work to protect their rights. At the same time, it is important to raise awareness among the general public on the need to ensure decent work for all care workers and the trade unions plan to carry out a public awareness campaign on decent work for care workers in Lebanon.

The WE CARE RBSA project is seeking for a communication agency to support the development, production and promotion of communication products as part of a campaign which is planned to be launched on Labour day over 10 days.

II. Objectives of the campaign

The company will support trade unions (CGTL and FENASOL) in creating awareness among general public and advocating for decent work for care workers in Lebanon.

The aim will be to encourage employers, trade unions and syndicates to protect, respect and encourage care workers and acknowledge the importance of the role they play in the society and family and in advancing care workers rights including domestic workers.

III- The key deliverables include:

- A video clip for social media of 60 seconds about care workers at the workplace, mothers/fathers in households, which will be disseminated by trade unions as part of their campaign, and also through social media channels of the ILO. The video will also be made available to national broadcasters and news sites for their use in the week of may first to may 15 to provide information and to raise awareness on gender equality in the workplace and the importance of the role of care workers.
- A short documentary of 3 minutes about women and men care workers (education, health, domestic workers), including showcasing the stories and experience of women working in the care economy (health, education, domestic work) which will be used on various platforms, including the trade unions websites and ILO platforms.
- A social media campaign for 10 days between 30 April and May 10 to raise awareness about decent work for care workers as well as gender equality in the workplace; this includes the responsibility of managing the social media platforms of the ILO for the sake of that campaign

IV- Target audience:

- General public
- Program and policy makers, recruiters/employers and stakeholders relating to Labor rights, gender equality and women rights.

V- THE ASSIGNMENT

Scope of work

The contractor will work and coordinate closely with CGTL, FENASOL and the ILO to produce mentioned above communication. The contracted media agency will perform the following tasks:

- Work with CGTL and FENASOL and the ILO to develop concept, write the script and develop storyboards for 45- clip, and 5 minutes short documentary film.
- Collect feedback and consult with ILO and the unions to finalize scripts for media products.
- Production – pre- and post-production – and any further treatments and costs that may be required for development including obtaining music copyright licence if any
- Work with the trade unions and the ILO to finalize the products.
- Secure interviews with beneficiaries, required permissions and clearances, as needed
- Promote the use of the communication products on social media including ILO, FENASOL and CGTL platforms
- Provide original copies and final version in readable formats of all products : 60 second video clip and 3 minutes documentary.
- Provide final report on the coverage (GRP, Reach including number of estimated audience reached, number of spots, key performance indicators for the clip) at the end of the 10 days campaign.
- Manage the campaign on ILO, CGTL and FENASOL platforms (linkedin, X, facebook and Instagram)

Note: All draft materials and products must be developed in Arabic with English subtitles and translation for review. Final product will be produced in Arabic with Arabic and English subtitles/ scripts/ translation as required.

3.1. Expected outputs and timeframe

The following outputs are expected to be produced by the contracted media agency:

	Deliverables	Suggested due date
1.	Presentation of products concepts: 60 second video clip for social media, documentary of 5 minutes	15 March 2025
2.	Draft scripts for the products and campaign strategy	15 March 2025
3.	Final scripts and storyboards, and final campaign strategy	25 March 2025
4.	Final media products	25 April 2025
5.	Launching and completion of the 10 days campaign	1 May 2025
6.	Final campaign report	30 June 2025

3.2. Confidentiality and Reproduction

This document has been prepared by ILO in connection to the bidding process for the development and implementation of the campaign. This document and the proposed video may be not used for any other purposes, reproduced (in whole or in part), quoted, nor passed on to any other agency or individual without specific written permission of ILO.

VI- BUDGET AND PAYMENT SCHEDULE

The payments will be made in USD currency with the mode of payment as follows:

(i) First payment: Forty percent (40 %) will be transferred to the bank account of the contracted media agency upon completion of preparatory activities, including submission of the deliverables 1 and 2 at the satisfaction of the ILO.

(ii) Second payment: Thirty percent (30 %) will be transferred to the bank account of the contracted agency upon submission of the deliverables 3, 4, and 5 at the satisfaction of the ILO.

(iii) Final payment: Thirty percent (30 %) will be transferred to the bank account of the contracted agency after submission of the deliverable 6 at the satisfaction of the ILO.

VII- SUBMISSION OF PROPOSAL

Agency Experience and Capabilities

- a. Provide your agency's legal documents i.e. copied business license.
- b. Describe your agency and why it is qualified to produce this animation video clip. Include prior experience, list of significant products accomplished in the past two years, including products names, a brief description, names, addresses, email and telephone numbers of clients.

Staff qualification and Management Approach

- c. Provide resumes describing the backgrounds and work experiences for each of the key staff who will work on this project.

Proposed concepts and Media promotion plan

- d. Describe the proposed overall concept (including creative approach, draft messaging, key visual) will be used in order to achieve the communication objectives as outlined in the agency brief section. It is, however not necessary to include the detail creative concepts or story boards in this proposal, but may be in the later process.
- e. Describe promotion of the communication products on social media and how it would best meet the communication objectives.

Cost proposal

- f. Agencies are expected to submit realistic and competitive costs.
- g. Cost must include the fees for the social media campaign (Instagram, twitter(X), facebook, linkedin)

Qualification requirement: Interested agencies must have

- h. Function to produce and promote media products.
- i. At least 5 years experience of producing PSA clip on social media and documentary film.
- j. Knowledge of gender equality as well as experiences on developing and promoting mass mediaproducts on women’s rights.
- k. Experiences in working with other UN agencies on similar campaigns in the Arab world

NOTE: All costs directly or indirectly related to preparation of a response to this request of proposal, or in any written/ oral presentation required to supplement and/or clarify the RFP, or during the negotiations between the selected agencies and ILO for the development of the contract, shall be the sole responsibility of, and shall be borne by, responding agencies.

All proposals must be submitted to baderm@ilo.org by **February 18, 2025 by 3 p.m. Beirut time**. Proposals submitted after the deadline will not be accepted. Only short-listed candidates will be contacted.

Any questions or requests for clarification need to be submitted in writing to baderm@ilo.org by **11 February 3 p.m. beirut time**; answers will be shared with all agencies. No telephone inquiries will be accepted.

VIII- PROPOSAL EVALUATION

The proposals will be evaluated in accordance with ILO regulations and criteria. The proposals will be scored against the below criteria. The scoring will be tabulated and the proposals will be ranked based on the numerical scores received. Detailed screening results will not be released. Only shortlisted ones will be invited for written response or/and interviews/ presentation of their proposal for final selection.

Criteria	Value of Criteria
1. Technical Proposal	
• Agency’s Experience and Capabilities	20
• Proposed Staff Qualifications and Management Approach	15
• Proposed concept	20
• Campaign strategy/ plan	15
2. Cost Proposal	30
Total	100

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