

Terms of Reference

Consultancy to produce an animation video on the social protection of migrant workers in the GCC countries

► Project background

Migrant workers play a key role in the labour markets of GCC countries, where they make up the vast proportion of the private sector workforce. In 2019, the Arab States hosted 24.1 million migrant workers. Most migrant workers in the GCC countries are from Asia, with sizeable numbers from other Arab countries, and increasingly from East Africa.

Migrant workers in the Gulf countries face important gaps in relation to social protection access. Social protection provisions for migrant workers in the Gulf countries are characterized by important gaps, shaped by the legacy of the sponsorship system, the short-term migration paradigm, and the duality of provisions between national and migrant workers.

Against this backdrop and since 2021, the Swiss Agency for Cooperation for Development and the International Labour Organization cooperate in the implementation of the Project “Extending Social Protection to Migrant Workers: Exploratory Research and Policy Dialogue in the Gulf Cooperation Council Countries”. The overall objective of the project is to provide inputs that will contribute to extending social protection access to migrant workers in GCC, through increasing the state of knowledge of existing coverage and levels of accessibility, facilitating dialogue between stakeholders, and providing insights into potential policy reforms (see scope of work).

The outcomes of the project are:

1. A comprehensive regional mapping of the existing social protection mechanisms in the GCC countries provides insights on levels of accessibility and coverage, and a country in-depth analysis of social protection needs and gaps for migrant workers in selected GCC countries
2. Policy dialogue to identify the most relevant social protection coverage gaps, recommendations, opportunities for reform and potential entry points to expand coverage to migrant workers.
3. Identification of specific reform entry points for enhancement of social protection for migrant workers are identified in selected GCC countries and progressive improvement of the social protection policy environment, scheme design or administration is achieved to the benefit of migrant workers in selected areas as relevant.

► Assignment objectives

While the extension of social protection to migrant workers was already a rising issue on the agenda in the GCC region, the Covid-19 pandemic has highlighted its urgency. The limited effectiveness of social protection systems was acutely felt during the pandemic, leaving many migrant workers highly exposed. As countries in the region have once more realized the social and economic cost of uneven social protection systems, new avenues are emerging across the GCC region to extend social protection to migrant workers both in legislation and in practice.

In this context, the video aims to mainstream the outputs of the [Project](#) in order to accompany the reform momentum in the region with evidence based research, achieved outcomes of policy dialogues, and entry points for the enhancement of social protection for migrant workers and their families in the GCC countries. Outputs that could be tapped into include:

- **Flagship Report** - Social protection for migrant workers in the Gulf Cooperation Council countries: A regional mapping of provisions on paper and in practice
- **Legal Report** - [Review of National Social Protection Legislation and Legal Frameworks for Migrant Workers in the Gulf Countries](#)
- **Research Paper** - [Extending social protection to migrant workers in the MENA region](#)
- **Policy Paper** - [Reforming end-of-service indemnity for migrant workers in Member States of the Cooperation Council for the Arab States of the Gulf \(GCC\): An overview of policy options in light of international social security standards](#)
- **Academic article** - ‘What factors have enabled and hindered the extension of social protection to migrant workers in the region of the cooperation council for the Arab states of the gulf (GCC)?’, ISSR, Special Issue
- **Country brief** - Return migrant social protection survey in Nepal

Therefore, in efforts to bolster ILO’s visibility in supporting social protection for all and to maximize the reach of the outputs of the project “Extending Social Protection to Migrant Workers: Exploratory Research and Policy Dialogue in the Gulf Cooperation Council Countries”, the ILO seeks to engage a consultant to create an animation video. This video will be specifically designed to target state actors, policy makers, governmental and non-governmental organizations, and the public in the GCC region including workers, and employers.

► Scope of work

The consultant's scope of work includes, but not be limited to, the following tasks:

- ▶ Discuss assignment with the ILO to agree on the topic of the video.
- ▶ Agree on a timeframe for the production and delivery of the videos within the contract’s duration



- ▶ Based on ILO guidelines, develop a creative concept for the animation video, which is engaging for the abovementioned audience
- ▶ Using ILO resources, draft the scripts in English and Arabic (to include voice over)
- ▶ Provide ILO with the storyboard ahead of production.
- ▶ Produce the animation videos in English and Arabic - each to include:
 - Voice-over (voice-over artists to be selected by consultant and included in the quotation)
 - Background music (music should be provided by the consultant and included in the quotation with full permission to use)
- ▶ Video revisions up to 3 times.
- ▶ Ensure that the animation videos are high quality, in line with ILO branding guidelines.

▶ Deliverables

- ▶ To produce one animation video in both English and Arabic
- ▶ The video should be no longer than 5 minutes

▶ Qualifications and expertise

The consultant should possess the following qualifications and expertise:

- ▶ Proven experience in producing high quality animation videos.
- ▶ Experience in drafting scripts and producing animation videos in English and Arabic.
- ▶ Ability to deliver the animation videos to the ILO in a timely manner.
- ▶ Experience working with UN on similar projects is a plus.

▶ Selection criteria

The ILO will select the contractor based on the following criteria:

- ▶ Technical qualifications and experience, including samples of similar work and proposed creative concept (70%)
- ▶ Financial offer (30%)

▶ Supervision

The consultant will conduct the assignment under the overall supervision of the project manager with direct technical support from the ILO communication team.



▶ Time frame and estimated budget

The contract will be for a period of 2 months. The contractor is expected to deliver the animation video to the ILO within 2 months of the start of the contract.

▶ Proposal submission procedure

The consultant must submit a “Technical and Financial Proposal” by email to Khouloud Fawaz [fawaz@ilo.org] and Lea Bou Khater [boukhater@ilo.org]

Please refer in your email to the subject “Animation video - Social protection of migrant workers in the GCC countries”.

The deadline for submission of technical and financial proposals is 10 November at 15:00 Beirut time.