



Ministry of Foreign Affairs of the  
Netherlands

# ACCEL Africa Project

*Accelerating Action to Eliminate Child Labour in Supply Chains in Africa*

## Terms of Reference

**Recruitment of an organization to implement a campaign strategy to mobilize actions to eliminate child labour targeting audiences in Europe.**

**Publication date: 20 September 2021**

**Application Deadline: 8 October 2021**



## 1. Context and justification

Child labour is an issue of concern throughout the world. Africa is greatly affected. In 2020, a fifth of African children (92 million) were in child labour. Nearly half of them were in hazardous work. The continent had both the largest number of child labourers and the highest proportion of children in child labour among the major world regions

At the IV Global Conference on the Sustainable Eradication of Child Labour, held in Buenos Aires in November 2017, the African Union committed to "develop and implement a continental plan of action (2019-2030) on the elimination of all forms of child labour and exploitation.

The organization committed to launching a continent-wide campaign to intensify efforts to eliminate all forms of child labour, exploitation and trafficking; improve statistics and database on child labour and exploitation for evidence-based policy on the continent".

In February 2020, African Heads of States adopted the Ten Year Action Plan to Eradicate Child Labour, Forced Labour, Human Trafficking and Modern Slavery (2020-2030). This Action Plan provides an immediate framework for mobilizing African Union institutions, Member States, Regional economic Commissions (RECs) and other partners on the continent to scale up efforts and accelerate progress towards the achievement of the AU Agenda 2063 and target 8.7 of the Sustainable development goals.

This involves ending child labour by 2025 and forced labour, human trafficking and modern slavery by 2030. The Action Plan focuses on a critical set of interventions that can bring rapid results. It also specifies primary implementation responsibilities between country, regional and continental levels.

The plan includes the design of an awareness-raising campaign on issues related to child labour, forced labour, human trafficking and modern slavery, using traditional and modern social media and leveraging popular sporting and cultural events in Africa to reach a wider audience at national, regional and continental levels.

In addition, the AU plans to support and facilitate the development of a partnership with media organisations and advocacy groups to inform and educate the public on child labour, forced labour, human trafficking, modern slavery and related issues, including the development and implementation of the awareness campaigns described above.

Within the framework of the International Labour Organization's (ILO) fundamental principles and rights at work, the elimination of child labour is essential for economic growth to lead to greater equity, social justice and poverty reduction.

The ILO ACCEL Africa (Accelerating Action for the Elimination of Child Labour in African Supply Chains) project addresses child labour in selected supply chains in Côte d'Ivoire, Egypt, Malawi, Mali, Nigeria and Uganda, focusing on some of the most traded agricultural products, including cocoa, coffee, cotton, tea and gold.

The project aims to strengthen partnerships and knowledge sharing among global supply chain actors working in Africa by engaging specific target groups to raise awareness and inspire actions to eradicate child labour.



Based on the principle that a relatively small number of people can have a large effect on a system, the aim of this aspect of the intervention is to target a set of actions, individuals and/or institutions, and channels that would lead to specific behavioural and social change in the area of child labour in supply chains.

This approach, unlike a generalized awareness-raising campaign, will use very specific tools and methods, tailored to particular target groups. By focusing only on narrowly defined audiences and developing a strategy to change their behaviour, these efforts are expected to bring about real change. Although the target audience needs to be confirmed, it is envisaged to include consumers at the last stage of a given supply chain and regional networks in Africa.

## 2. Objectives

The ILO Regional Office for Africa wishes to engage the services of an organization working in the field of campaigns, social communication and behaviour change communication, with considerable experience in implementing regional social campaigns in Europe.

The organization will also support the development of communication channels and platforms to create a dialogue and generate actions. These could include social media accounts, partnerships with media companies, shows (as a way to engage with users), radio, blogs, etc. The type of channels used will depend on the target audience selected.

These efforts will incorporate regular monitoring of progress through interviews, survey and analytics that will help to refine the strategy. To ensure effective learning from the implementation-to-action strategy, the Project will develop a report including assessment and recommendations.

**The contract deliverables must include the following:**

- An implemented campaign strategy and plan with a set of evidences
- A set of active channels and platforms evidenced by measured/quantified traffic/visits, interactions, feedbacks/opinions expressed.
- A set of relevant actions to eliminate child labour taken by targeted audiences and, or, other individuals exposed to the campaign
- An implementation report along with campaigns performance

This consultancy will be conducted in **accordance with existing** COVID 19 regulations and restrictions status in place in targeted countries and regions.

## 3. Activities

Main activities should include:

- Review and appropriation of the finalized campaign strategy and plan to be provided by the WUR
- Implement the campaign's plan; develop campaigns' tools based on selected audiences in Europe
- Conduct activities including dialogues, meetings, digital media interactions as well as mass media messaging.
- Capture the campaign performance through analytics, metrics, etc.
- Issue a report on the campaign implementation and performance evidenced by the number of engagements and actions taken to eliminate child labour in global supply chains.

The implementation of the campaign and related activities will cover the Netherlands in Europe area.

## 4. The Organization



The implementation of the campaign will be conducted by a reputable organization with the expertise necessary to carry out the campaign. The organization will submit the composition of its team and appoint a team leader. The team will be composed of three persons, taking into account the gender component in the constitution of the team. The team leader will have the following qualifications, individually and/or as a team:

- A post-graduate degree in communication, social campaigning and/or behavioural change,
- Expertise and capacity in planning and implementing global social campaigns in Europe and/or behavioural change strategies and campaigns;
- Experience in implementing social media campaigns ;
- Proven skills in coordinating a multidisciplinary team (for the team leader);
- 7 years’ experience in the campaign field and analysis of campaign performance through the use of analytics, metrics, etc.,
- Good knowledge of the private sector and, in particular, of the field of child labour in global supply chains in Africa;
- Fluency in English language (written and spoken)
- Working knowledge of French is desirable
- Prior working experience with a UN agency is an asset.

A Certificate of registration or proof of non-profit entity will be needed.

### 5. Timeline

The implementation agreement will take place from 1 October 2021 to June 2022, The estimated schedule is presented as follows:

Activities	Lead	Timeline	Duration
Review and appropriation of the finalized campaign strategy and plan to be provided by the WUR	Organization		
Develop campaigns’ tools based on the selected audiences and proposed actions in Europe	ILO		
Conduct activities including dialogues, meetings, digital media interactions as well as mass media messaging.	Organization		
Measure the campaign performance through analytics, metrics, etc.	ILO		
Issue a report on the campaign implementation and performance evidenced by the number of engagements and actions taken to eliminate child labour in global supply chains.	Organization		



## 6. Presentation of the initial proposal

The technical offer must include, but not necessarily be limited to, the following:

- A note of understanding of these terms of reference;
- A detailed documentation of the organization capacity and experience in implementing similar campaigns
- A letter of commitment from the organization;
- A presentation of the organization highlighting its qualifications and professional experience.

### Evaluation criteria for the technical offer

Criteria for the evaluation of the technical offer	Maximum points
Specific experience and capacity of the organization in relation to the engagement	100
<b>Total</b>	<b>100</b>

As part of the first step in this recruitment process, only organizations' capacity and specific experience in the related field will be assessed. In the following stage shortlisted organizations will be invited to an online workshop to be held in early October 2021 aiming to finalize the campaign strategy along with relevant experts from within the ILO and outside the ILO.

Once the strategy is finalized and made available (around mid-October 2021), shortlisted organization will be requested to provide a realistic methodological approach as well as the implementation plan and budget, based on the strategy's priority interventions within 2 weeks.

Criteria for the evaluation of the technical offer	Maximum points
Technical and methodological approach and understanding of the terms of reference	90
Financial proposal	30
Relevance of the proposed campaign implementation and management plan	90
<b>Total</b>	<b>210</b>

### Methods of payment

Payments will be made in USD with the following payment method, based on invoice received from the consulting organization and different deliveries:

- (i) First instalment: thirty percent (30%) will be transferred to the organization's bank account on the signature date, after validation of implementation plan including the evaluation tools;



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- (ii) Second instalment: Thirty percent (60%) will be transferred to the organization bank account based on the progress made in the implementation of the planned priority interventions: once collaterals and channels are developed.
- (iii) Third tranche: Thirty percent (10%) will be transferred to the organization's bank account after submission of the final report to the satisfaction of the ILO.

## 2. Instructions for applicants

Mentioned initial proposals should be sent by email only to: [info-accelafrika@ilo.org](mailto:info-accelafrika@ilo.org) with a copy to [nsimire@ilo.org](mailto:nsimire@ilo.org) no later than 08 October 2021 at 18:00 (GMT). Offers sent after the date and time indicated will not be considered. Please put in the subject line of the email: "Initial proposal to implement a campaign strategy to mobilize actions to eliminate child labour targeting audiences in Europe"