

## TERMS OF REFERENCE

### **ILO ACCEL AFRICA -Accelerating Actions to Eliminate Child Labour in Global Supply Chains in Africa**

#### **Communication consultant**

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*The ILO is seeking the support of a consultant to provide advice and practical support to communication activities of the ACCEL Africa, Accelerating Actions to Eliminate Child Labour in Africa.*

**Working days:** 50 days

**Contract duration:** 9 May 2022 – 15 August 2022

#### **1. Background**

##### **Technical context:**

According to the [Child Labour: Global estimates 2020, trends and the road forward](#), a report released by the International Labour Organization (ILO) and UNICEF, 40 million girls and 52 million boys were involved in child labour in the African continent at the beginning of 2020, an increase of 20 million children in the last four years. This means there are now more children in child labour in Africa than in the rest of the world combined. One in five African children is engaged in child labour, with more than 80% involved in agriculture, for or alongside family members.

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.

United Nations member States have renewed their commitment with the adoption of UN Resolution 72/327 that declared 2021 as the International Year for the Elimination of Child Labour. In 2021, the global community fighting child labour and forced labour addressed the challenges posed by COVID-19 and accelerated progress towards the SDG targets in 2025 and 2030.

*Accelerating Action for the Elimination of Child Labour in Supply Chains in Africa* (ACCEL Africa) is a Dutch-funded regional project with particular focus on specific supply chains implemented by the ILO from 2019 to 2022. The Project aims to address the root causes of child labour and has the overarching goal to accelerate the elimination of child labour in Africa through targeted actions in selected supply chains in Côte d'Ivoire (cocoa and gold mining), Egypt (cotton), Malawi (coffee and tea), Mali (cotton and gold mining), Nigeria (cocoa and gold mining) and Uganda (coffee and tea), more information available [here](#)).

To achieve this goal, the Project has identified four inter-related components: three outcomes and one cross-cutting knowledge component. The proposed three Outcomes are the following:

- Outcome 1: Policy, legal and institutional frameworks are improved and enforced to address child labour in global supply chains
- Outcome 2: Innovative and evidence-based solutions that address the root causes of child labour in supply chains are institutionalized
- Outcome 3: Strengthening partnership and knowledge sharing among global supply chain actors working in Africa

In particular, under Outcome 3 the project seeks to strengthen its communication and awareness raising as well as engagement to action on child labour in the African region. This includes the implementation of campaigns and the use of various media to communicate, including digital platforms, as well as traditional and modern tools to produce feature articles, blogs, data, computer graphics, visuals, animations, podcasts and multimedia productions from all the countries targeted by the regional action.

The Accel Africa Programme's goals for 2022 are two-fold:

*Implementation of the Awareness to Action campaign:* implemented in close collaboration with the African Union (secretariat of the Economic and Social Commission of the AU) and other NGOs partners will focus on engaging a specific target group to raise awareness of and spur action towards eradicating child labour in Europe and in regional networks in Africa

*Increased communication and awareness raising on child labour:* These include the management of two social media platforms and a webpage of the Project with contributions and features stories from all target countries and regional action; and the development of a wide range of content to support global, regional and local campaigns and the handling of channels to disseminate: features, blogs, data, infographics, visuals, animation, podcasts, and multimedia productions.

## **2. Objective of the assignment**

The objective of the assignment is to provide advice and practical support to scale-up communication activities of the ILO/Accel Africa.

The deliverables of this assignment will enable ILO and its partners to not only inform key audiences about envisioned and realized results and impacts of the Accel Africa programme but to also support the generation of relevant actions to eliminate child labour. Communication products will embrace a human-centred and story-telling approach around communities, national, regional and regional stakeholders experience in implementing actions to eliminate child labour.

## **3. Scope of work**

The scope of the assignment comprises the following tasks listed below. Kindly note that unless explicitly indicated professional copy-editing and layout/graphic design services are not expected to be performed by the consultant who is expected to work with a larger team of ILO staff and ILO collaborators that will support the development of such communication products and materials. It is expected that all work can be undertaken remotely.

### **Support the implementation of the awareness to action campaigns in Europe and in Africa**

This task implies:

- Support the project team to closely follow up with both NGOs (Kailash Satyarthi Foundation US and Solidaridad) assigned to implement the campaign as well as the Wageningen University and Research for the monitoring aspects.

## **Support awareness raising activities of the project, the ILO and constituents at national, regional and global level**

This task implies:

- Manage regular content contribution by national and regional teams of the project for a daily feed of the two social media platforms of the project, Twitter and Facebook, and the project's webpage.
- Coordinate the production of communication content including videos, stories, and photos, lead its contributions to publications, project's newsletters, global and regional campaigns and important events including this year's 5<sup>th</sup> Global Conference on Child Labour, the World Day against Child Labour, and other commemoration days related to the project's mandate.
- Support the project team to review and follow up the work of the recruited project's writers (two consultants for the anglophone and francophone Accel Africa countries).

**Support to the 5<sup>th</sup> Global Conference on Child Labour (Link [here](#)).** This task implies a direct support to the regional office communication on:

- Support the ILO Specialist on Fundamental Principles and Rights at Work for the collection of key impact stories, best practices and any existing multimedia content from all child labour focused projects in Africa. These will contribute to the production of key regional messaging lines and global communication products.
- Facilitate national media engagements on the conference on child labour before, during and after the event, identification of regional experts, etc.
- Support the project team to conduct all other campaign activities of the project's partners related to the global conference.

## **Support global, regional and national communication activities on the World Day against Child Labour (WDCAL).**

This task implies:

- Identify in advance all planned activities at national and regional level, timely reporting these to the global communication team in Fundamentals.
- Coordinate the production of communication content to be shared with the global team and promoted at regional and national level
- Support the project team to implement identified activities at national and regional level including activities to be implemented by the project's partners.

### **4. Assignment deliverables and timeframe**

| <b>Dates</b> | <b>Key Deliverables</b>  | <b>Days</b> |
|--------------|--|-------------|
| 30 May 2022  | <b>Deliverable 1:</b> At least 10 key messages and best practices, 5 stories, 5 short videos and 5 photos on child labour work in Africa, integrated to the global communication and 15 media practitioners from countries in Africa briefed on child labour and the global conference.  | 15          |
| 30 June 2022 | <b>Deliverable 2:</b> At least 12 stories, 12 short videos, 60 photos produced and published along with a minimum of 10 placements in media and 5 events on countries commemoration of the WDCAL integrated to the global calendar, 6 national and regional events supported integrated to the global Fundamental communication and promoted within the Africa region. | 15          |

|                |  |           |
|----------------|--|-----------|
| 15 August 2022 | <b>Deliverable 3:</b> Technical report detailing contents technically supported and published during the consultancy through social media platforms (with specific information including weekly themes, countries, content type, etc.) and a debriefing note on the progress of awareness action campaigns in Europe and Africa. | 20        |
| <b>TOTAL</b>   |  | <b>50</b> |

## 5. Payment Terms

Payments will be made in relation to this contract as follows:

- A first payment of **30 per cent of the total contract value** will be made upon submission of deliverables 1 to the satisfaction of the ILO the and presentation of the invoice
- A second payment of **30 per cent of the total contract value** will be made upon submission of deliverables 2 to the satisfaction of the ILO the and presentation of the invoice
- A third and final payment of **40 per cent of the total contract value** will be made upon submission of deliverables 3 to the satisfaction of the ILO the and presentation of the invoice

## 6. Roles, reporting and specific clauses.

The Consultant will report to Minoru Ogasawara, Chief Technical Advisor, Accel Africa, ILO Regional Office for Africa, Abidjan, Cote d'Ivoire

Throughout the course of this assignment, the Consultant will remain in regular exchange with the ILO Regional Communication Officer for coordination and follow-up. For this purpose a detailed workplan might be elaborated at the beginning of the assignment. If it appears necessary to modify the tasks of work, the Consultant must discuss the circumstances with the ILO and obtain prior written approval.

All data and information received from the ILO for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference

## 7. Required skills and experience

- Post-graduate qualification in a relevant field (communication, social science, social policy, economics, development studies, etc.).
- At least 5 years of progressive experience in programme management and communications of development interventions in the areas of child labour, child protection, education, social protection, or decent work
- Understanding of child labour trends in particular around recently published global estimates with key policy recommendations areas, or social protection and child labour would be considered an asset
- Exceptional organizational and communication skills, ability to work independently in order to meet deadlines.

- Experiences in website (especially the ILO website) and social media management would be also considered an asset.
- Excellent English and French communication and drafting skills. The knowledge and excellent drafting skills in one of both languages supported by a native level performance in the other language is accepted.

## **8. How to apply**

Applicants should send their **CV, cover letter, daily fees** and links to their published articles/ stories only by e-mail to: [info-accelafrica@ilo.org](mailto:info-accelafrica@ilo.org) with a copy to [ogasawara@ilo.org](mailto:ogasawara@ilo.org), and [nsimire@ilo.org](mailto:nsimire@ilo.org) with the subject line Application- ILO ACCEL AFRICA in Africa-Communication consultant. The deadline for applications is May 5, 2022. Only short-listed candidates will be contacted.

**Disclaimer:** ACCEL Africa reserves the right to independently verify submitted documents, listed clients and similar work. ACCEL Africa is not obligated to give reasons for non-selection of an individual or company. ACCEL Africa reserves the right to discontinue this process without notice or reference to any entity.