



International Labour Organization (ILO)
Country Office for Indonesia and Timor-Leste
Youth4OSH Project [RAS/16/05/USC]

Request for Proposals (RFP)

Development, Design, and Customization of the “Youth4OSH” Communication Platform Logo / Graphic Identifier and User Interface Graphics for the Youth4OSH online Communication Platform

Overview of Situation and Need

Each year, an estimated 2.78 million women and men die from work-related causes. Young workers aged 15 – 24 suffer up to 40 per cent higher rates of non-fatal occupational injuries than older workers. Key factors responsible for high injury rates for young workers include a lack of awareness of workplace safety principles and rights at work, limited job skills and experience, poor training, assignment to inappropriate tasks, precarious terms of employment and long working hours in difficult conditions, amongst others.

In response to these challenges, the International Labour Organization (ILO) project “Youth4OSH: OSH for Young Workers and Young Employers in Global Supply Chains — Building a Culture of Prevention” [RAS/16/05/USC] is addressing one of the key factors contributing to high injury rates among young workers: **Lack of awareness about Occupational Safety and Health (OSH) among young workers and young employers.**

A key component of the Youth4OSH project is to design, pilot test, and disseminate **Communication Toolboxes** containing relevant, practical and user-friendly tools, materials, guidance, and strategies to support networks of intermediaries to raise awareness and spur action by employers and employers’ organizations, trade unions and workers’ organizations, youth organizations, individual ‘youth champions’, government authorities, policy-makers and other relevant stakeholders to address Occupational Safety and Health (OSH) issues facing youth in Indonesia, Myanmar, the Philippines, and Viet Nam, and to generate public demand for improvements in national OSH systems and services.

To this effect the ILO Youth4OSH project “OSH for Young Workers and Young Employers in Global Supply Chains — Building a Culture of Prevention” [RAS/16/05/USC] is soliciting a Service Provider to support the development and design of:

- 1. The “Youth4OSH” Communication Platform Logo or Graphic Identifier and**
- 2. User interface graphics for the Youth4OSH Communication Platform**

Detailed Description

Objective

The overall goal of the “Youth4OSH” Communication Platform Logo / Graphic Identifier is to represent the “Youth4OSH” Communication Platform’s external and online image and purpose. The logo will be part of the branding of the platform and be placed strategically throughout the online real-estate of the “Youth4OSH” Communication Platform.

Purpose

Develop, design, customize and present a logo / graphic identifier that helps the “Youth4OSH” Communication Platform brand its services and products to effectively raise awareness and knowledge about OSH issues among young workers and young employers in construction sector and manufacturing sector Global Supply Chains (GSCs) in Indonesia, Myanmar, the Philippines, and Viet Nam.

Required Services

(1) Youth4OSH Communication Platform logo / graphic identifier

The service provider is required to develop, design, customize and present an original logo for the Youth4OSH Communication Platform that:

- Embodies the concept of **Occupational Safety and Health (OSH)** awareness-raising and preventive action
- Is representative of **young workers** and **young employers** (female and male aged 15 – 24) in the construction sector in Indonesia, Myanmar, the Philippines, and Viet Nam.
- Is ready for use either in black and white or in color on letter heads, online banners and/or as icons.
- Generates a “wow” reaction among viewers and be:
 - Bold, simple and sleek
 - Clear and memorable
 - Timeless
 - Multi-purpose
 - Appropriate
 - Instantly recognizable

(2) User interface Graphics for the Youth4OSH online Communication Platform

The service provider is required to develop user interface graphics to be used as user interfaces for specific commands, facilities, tools and features and sections of the Youth4OSH online Communications Platform pages – the graphics for each user interface should:

1. Allow users to quickly understand the key purpose of the feature, function or facility and/or page.
2. Be part of a series of graphics that looks and feels uniform throughout the user experience of each platform command, feature, function, facility and/or page.

The bidder is welcome but not required to propose and explain the added value of additional features and functionalities of either of the above two services in their proposal.

Target audience

The immediate target audiences for the services are:

- National and local institutions, networks and organizations in Indonesia, Myanmar, the Philippines, and Viet Nam and the South-East Asia/ASEAN region that have immediate or potential capacity to effectively communicate on OSH issues with young workers and young employers in the target sectors and countries.
- Female and male workers and employers in the construction sector in Indonesia and Myanmar and the manufacturing sectors in Vietnam and the Philippines aged 15 – 24.
- Academia, media and policy and decision-makers that have immediate or potential capacity to effectively communicate on OSH issues with young workers and young employers in the target sectors and countries.

Key Dates

15 December 2017	Briefing by the Youth4OSH project to interested service providers followed by questions, answers and clarifications
10 January 2018	Induction meeting with selected Service Provider (TBC)

Supervision and Project Management

The Service Provider will work under the guidance of the ILO Youth4OSH Project Manager.

Mandatory Proposal Requirements

To be eligible for consideration, the Service Provider must include in their proposal:

1. Three design options for the Youth4OSH Communication Platform logo / graphic identifier
2. Two graphic design options each for five generic user interfaces e.g. “get”, “share”, “connect”, “comment” and “take” or “tell/report” commands to be featured in the Youth4OSH Communication Platform
3. A one (1)-page concept note, detailing overall work process and implementation methodology for the project
4. A one (1)-page workplan detailing key activities and stages of the development, design and customization of the i) Youth4OSH platform logo options and ii) the logo options for each Youth4OSH Communication Platform user interface
5. A one (1)-page fixed cost Budget Proposal for the project

6. A minimum of three (3) examples (including respective URLs) of similar logos and/or user interface graphics previously developed and designed including contact details for the client references
7. A one (1)-page staff list detailing staff competencies of the team that will be dedicated to work on the project

Further references:

1. **Youth4OSH project website**

http://www.ilo.org/safework/projects/WCMS_541264/lang--en/index.htm

2. **ILO OSH website**

<http://www.ilo.org/safework/lang--en/index.htm>

Submission and Deadline

To be eligible for consideration, proposals meeting the above Mandatory Proposal Requirements must be submitted via e-mail to Mr. Dylan Tromp, Project Manager, Youth4OSH, International Labour Organization at: vantromp@ilo.org by not later than **11:55pm Jakarta time (UTC+7) Sunday 7 January 2018.**