

Terms of Reference

Support on communications and advocacy to the project Responsible Supply Chain in Asia.

Background

The "Responsible Supply Chains in Asia" (RSCA) project (RAS/16/13/EUR) is a three years project conducted by the ILO and the OECD and funded by the EU. The project aims at contributing to an enhanced respect for human rights, labour and environmental standards by businesses engaged in supply chains in Asia including Japan, in line with international instruments on CSR, RBC and Business and HR. This initiative is one of the expressions of the EU's long-standing commitment to promote human rights, decent work and sustainable development, a pledge underpinned by the EU Treaties and reinforced in the European Commission's trade policy strategy of 2015 "*Trade for All*". It falls in particular under the Commission's commitment to *identify opportunities for responsible supply chain partnerships* and the *EU's strategic approach to responsible business conduct*, which is based on internationally agreed principles and guidelines.

The overarching objective of the project is to promote smart, sustainable and inclusive growth by ensuring that investors and businesses have a better understanding and practical examples of responsible behaviour. Specifically, the project aims at creating policy environments conducive to promoting responsible conduct and increasing opportunities for policy dialogue in this topic. To achieve these objectives, the proposed activities will raise awareness and build capacity on international standards and approaches in relation to CSR/RBC. It will conduct research and disseminate best practices among public authorities, European and Asian business, trade unions and other relevant stakeholders, including NGOs. The project will also foster multi-stakeholder partnerships and ensure coordination with existing policy initiatives and activities in the countries and the region for maximum effectiveness.

The project is being implemented in six Asian countries, namely China, Japan, Myanmar, the Philippines, Thailand and Vietnam. These countries are key trading partners of the EU. Many imported goods and services in the EU originate from these countries and businesses in the EU and Asia have increasing strong linkages.

The RSCA project is an ILO decentralised project managed from the ILO ROAP with National Project Coordinators (NPCs) in each of the countries. In order to communicate the results and progress of the project in the respective countries and at the regional level the project will commission the design of 7 portals (one regional/general and 6 for each country where the project is present). The general portal will be placed in the regional website for Asia-Pacific www.ilo.org/asia while the portals at the national level will be placed in the respective pages of ILO country offices.

Purpose of the assignment

In this context, the management of the project wishes to contract an external collaborator to implement the communication and visibility strategy of the RSCA programme and to assist the programme meet its communication needs.

Outputs/deliverables

The consultant will be required to:

- I. **Research, write and disseminate feature articles on RSCA training and impact**

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- a. Output: The RSCA Programme will document its impact with a series of feature articles. A minimum of 6 are required during the length of the contract. Articles not to less than 450 words and not more than 900 words, as required.
- b. Build a data base of development journalists as partners for the programme. Liaise with said partners where appropriate with the aim of having a minimum of two impact or event stories covered in national or international media.
- c. Edit or (ghost) write blog posts from various actors, including NPCs and beneficiaries, on a personal experience with implementing or training responsible practices. Minimum 4 during period of contract.

II. Web pages.

- a. Output: The consultant will be responsible for the maintenance and updating the regional and national websites where appropriate. Materials to publish include feature stories, press releases and other relevant information as required.

III. Provide communications support for National Programme Coordinators

- a. The consultant will advise national level project coordinators on media liaison and communications products such as press releases, event information, articles and other materials, including the writing and editing of same, as required.

IV. Communications support materials.

- a. In consultation with stakeholders, including the OECD and EU, the consultant will oversee the finalization and making print ready templates for the 6 country programmes
- b. The consultant will develop and write a bank of talking points so support NPC's in dialogue with constituents, media and other members of the public.
- c. The consultant will finalise templates for publicity materials including backdrops, standees, flyers and merchandise to help publicise the programme and its operations.

V. Animated videos.

- a. The consultant will write and oversee the creation of a three minute animation to introduce the concepts underlying the programme, as well as its strategic goals and activities.
- b. Shorter versions will be produced for use on social media.

VI. Manage Social Media.

- a. The consultant will be responsible for ensuring that the programme's Twitter account is updated regularly with a stream of engaging content demonstrating all that the Responsible Supply Chains in Asia project is doing. Number subject to need, but a minimum of 30 individual tweets is expected.
- b. Develop a LinkedIn account and populate it with relevant content with updates fortnightly.

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VII. Team communications support

National Project Coordinators and other representatives of the programme will receive communications support to assist in presentations. This content and advice will allow them to consistently and persuasively convey the RSCA's ambitions and strategy.

- a. Support in writing and editing event specific materials, such as speeches, media advisories and press releases.
- b. A repository of templates, previously prepared materials used in other events and other resources will be made available to NPC and other RSCA representatives to help with the preparation of documents for events, seminars and conferences.
- c. Produce materials such as flyers, poster and content for print media using relevant design software.

VIII. Regional events

- a. Support regional events in person as required.

IX. Internal Communications

- a. Implement internal communications strategy, including developing and maintaining shared content for the RSCA google drive and ensuring that the joint calendar is fully populated with relevant and up to date content.

Terms of Contract for Consultant

An agreement will be made between the ILO and the service provider who will be responsible for all activities in the terms of reference.

Period of assignment: 27 August 2019 to 28 July 2020

Total agreed fee and payment US\$ 36,000.00, based on the daily fee of US\$400/day for 90 days.

The Payment schedule is as follows:

After submitting Output V and VI and satisfactory partial delivery of the other relevant outputs

50 percent (US\$ 18,000) before December 31, 2019

50 percent (US\$ 18,000) at the end of the contract after satisfactory submission of all outputs.

Qualifications required

- The consultant is expected to have experience on communications and social media management, as well as on ILO work, mandate and language.
- Proven professional experience working on the communication strategy of other similar projects in the region.
- Fluency in English
- University degree in communications, law, development studies, sociology, international relations or any other related field.
- Experience in Graphic design and layout
- Experience in content management systems

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- Experience in having developed a communication strategy for a similar programme/project.

Reporting

The service provider will report to the programme manager of the project RSCA.

*If you are interested, please send your CV together with samples of similar work you have developed in the past to the following email: rsca@ilo.org, by Thursday, August 22, 2019, with the subject/title: **Consultancy communications and advocacy __ RSCA programme.***