Country Office for Zimbabwe and Namibia

Request for Consultancy: ILO Centenary and Decent Work Country Programme for Zimbabwe
Deadline: 8 April 2019

The International Labour Organization, Harare Country Office, is seeking a short-term consultancy to provide content development, communication services and support to a promotional campaign ILO Centenary Celebrations and in support of the Decent Work Country Programme for Zimbabwe.

These Terms of Reference (1) provide background information on the ILO Centenary Initiatives and Decent Work Country Programme for Zimbabwe; (2) outline the framework for the assignment; and (3) describe the specific deliverables and outputs required from the Consultant/Service Provider in relation to specific activities, projects and programmes; and (4) list the terms and conditions of the assignment.

1. BACKGROUND

1.1. Introduction

The ILO Country Office for Zimbabwe and Namibia provides strategic oversight and guidance on world of work issues to the countries under its coverage. In Zimbabwe, in 2019, the Office’s communication and advocacy work relates to key issues and themes of the ILO turning 100 years (#ILO100), the Decent Work Country Programme (DWCP) and its promotion and implementation under the Zimbabwe Working theme and through on-going Development Cooperation Projects (Green enterPRIZE Innovation and Development and E4WAY) and specific thematic areas of intervention, such as Promotion of Employment and Decent Work and Transition to Formality.

More specifically:

#ILO100 - A landmark report by the ILO Global Commission on the Future of Work was launched in Geneva on 22 January and will later be submitted to the Centenary Session of the International Labour Conference (107th) in June 2019. The report titled Work for a Brighter Future examines how to achieve a better future of work for all at a time of unprecedented change and exceptional challenges in the world of work. Following the launch of the Future of Work report and as the ILO marks its 100 years of existence, a series of events to celebrate its achievements have been lined up in offices across the world: https://www.ilo.org/global/about-the-ilo/100/lang--en/index.htm
DWCP - The DWCP for Zimbabwe 2019-2022 serves as a framework to support the Government of Zimbabwe to achieve its national development plans, and in particular the Transitional Stabilization Programme (TSP), October 2018 – December 2020, which aims to ensure fiscal consolidation, economic stabilization, and stimulation of growth and creation of employment. The DWCP is jointly developed under the leadership of the Ministry of Public Service, Labour and Social Welfare (MPSLSW) representing the Government of Zimbabwe; Employers’ Confederation of Zimbabwe (EMCOZ) and Zimbabwe Congress of Trade Unions (ZCTU) leading the representation of business and workers respectively. Following a series of reviews and consultations, held through a DWCP Drafting Team with 19 members, including seven ministries, the Zimbabwe Federation of Trade Unions (ZFTU) and the National Social Security Authority (NSSA), the agreed priority areas for the DWCP are Employment Promotion and International Labour Standards (ILS). In addition to the two priorities; promotion of gender equality; just transition to environmental sustainability; tripartism, social dialogue and institutional capacity building are mainstreamed throughout the DWCP priorities. Participation of the tripartite constituents through social dialogue would also be encouraged at all stages of implementation of the programmes and projects embedded in the DWCP.

Green enterPRIZE - With support from the Government of Sweden, the International Labour Organization (ILO) is implementing the Green enterPRIZE Innovation & Development Programme in Zimbabwe in partnership with the Government of Zimbabwe, Employers Organizations (Employers’ Confederation of Zimbabwe), Workers Organizations (Zimbabwe Congress of Trade Unions), the Private Sector, other Business and Non-Governmental Organizations. The objective is to contribute to solving a series of inter-related development problems, such as high levels of youth unemployment, low levels of formal and growth oriented entrepreneurship and unsustainable production processes of SMEs in Zimbabwe. The intervention foreseen will foster a culture of green entrepreneurship and sustainable enterprise development by supporting:

- New markets for green products and services;
- Access to skills for green jobs;
- Green and growth-oriented SMEs owned by young women and men;
- Productivity and competitiveness enhancement.

E4WAY – A value chain and infrastructure development Project funded by the African Development Bank and implemented in partnership with the Ministry of Youth, Sport and Recreation and the Ministry of Women Affairs, Gender, Community and SME Development. The project uses market systems development approach to build stronger and more efficient value chains and market systems, whilst creation opportunities for employment creation and income streams for women and youth engaging in economic activities along targeted value chains. Through, Anchor Enterprise Models, the project will forge forward and backward business linkages within the value chains. The Project is supporting the construction of four Anchor Enterprises which acts as markets hubs that promote value addition of local resources in Mutoko, Beitbridge, Guruve and Lupane districts.

Transition to Formality - In view of the novelty of Recommendation No. 204, concerning the transition from the informal to the formal economy (Transition from the Informal to the Formal Economy Recommendation, 2015 (No. 204), its comprehensive approach and broad scope of application, the International Labour Organization (ILO) places utmost importance to development systematic awareness-raising and advocacy campaigns in order to promote a common understanding of how the guidance contained in Recommendation No. 204 can be used and acted on in different contexts. The objective of this campaign is to change the mindset of policy makers on the role of the informal economy in national development. The target is to reach the entire tripartite constituency of the ILO (workers, employers and government) and, beyond that, the considerable community of interest in the informal economy and the public at large.
Promote inclusive and sustainable economic growth, employment and decent work for all (SDG8): It is estimated that over 600 million new jobs need to be created by 2030, just to keep pace with the growth of the global working age population. That’s around 40 million per year. We also need to improve conditions for the some 780 million women and men, who are working but not earning enough to lift themselves and their families out of USD 2 a-day poverty. Roughly half the world’s population still lives on the equivalent of about US$2 a day. And in too many places, having a job doesn’t guarantee the ability to escape from poverty. A continued lack of decent work opportunities, insufficient investments and under-consumption lead to an erosion of the basic social contract underlying democratic societies: that all must share in progress. Putting job creation at the heart of economic policy-making and development plans, will not only generate decent work opportunities but also more robust, inclusive and poverty-reducing growth. It is a virtuous circle that is as good for the economy as it is for people and one that drives sustainable development.

The importance of decent work in achieving sustainable development is highlighted by Goal 8, which aims to “promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”.

Promoting Social Dialogue: ILO’s governance paradigm is based on social dialogue and tripartism – to promote social justice, fair workplace relations, and decent work – so that social partners are involved in shaping the decisions that affect their operations, as well as socio-economic policies generally. Sustaining constructive bipartite and tripartite dialogue is particularly important in an era when many labour market institutions are facing challenges from the changes in technology, demography and the emergence of non-standard forms of work. This requires building the capacity of workers’ and employers’ organizations to represent and service their members, enhance their legitimacy, contribute to stable industrial relations, and engage effectively in policy development at all levels – regional, sub-regional, national, industry and enterprise. In countries in socio-political transitions, social dialogue can also help build stability and national reconciliation. Social dialogue mechanisms at these various levels can and should be used to address the entire range of issues pertaining to the world of work such as: fundamental principles and rights at work; gender and non-discrimination; OSH; social protection systems; labour laws; employment and industrial policies; outsourcing and subcontracting; vocational training and skills; and HIV/AIDS, among many others.

2. FRAMEWORK OF THE ASSIGNMENT

2.1. Objectives

The services of a Consultant/Service Provider are required to support advocacy, visibility and communication activities related to the following initiatives and projects:

1. Zimbabwe Working and the ILO Decent Work Country Programme
2. ILO CO-Harare Centenary Initiative Celebrations
3. Creating More and Better Jobs through Empowerment for Women and Youth
4. Creating More and Better Jobs through Transition to Formality
5. Promoting Social Dialogue and application of ILS

The scope and objectives of this assignment under each area of work are detailed below:

1. Zimbabwe Working and the ILO Decent Work Country Programme (DWCP)

   The ILO is looking to engage the services of a branding or communication firm to assist it to further develop a campaign of a bigger country programme for Zimbabwe – the Decent Work Country Programme 2019-2022 which will run under the theme of Zimbabwe Working. Zimbabwe Working is a non-partisan national initiative bringing together government, workers, business and development players. Its objective is to align efforts to work together to create jobs, improve Zimbabwe’s business environment and competitiveness.
Objective: to provide advisory services for the design, planning, promotion of the DWCP and Zimbabwe Working national initiative campaign strategy and its delivery.

Timeframe: The design and implementation of the strategy is envisaged to take place between April and September 2019

2. ILO CO-Harare Centenary Initiative Celebrations: As the ILO celebrates its 100 years of existence, a series of events to celebrate its achievements have been lined up in offices across the world. The CO-Harare, proposes two events, one is labelled under the theme “The Future of Work in a Green Economy”:

A. COMPETITION FOR THE ARTS - Framed as a sectoral focus of the Green enterPRIZE Innovation Challenge under the Green enterPRIZE Innovation and Development in Zimbabwe project, the competition for the arts has the objective of generating awareness raising through innovation. Artists from all over Zimbabwe will be invited to create artworks that express the changing world of work in a green economy. Different categories of arts and themes will be announced, with a particular emphasis on opportunities for the youth, new emerging businesses, new skills required, more gender equality and inclusion.

Objective: to provide advisory services for the design, planning, promotion (including a specific focus on stakeholders’ engagement) and delivery of the Competition for the Arts.

Timeframe: Call for entries foreseen in April 2019, awareness raising event on the first week of June 2019, in Harare.

B. YOUTH IN DIALOGUE WITH WORKERS AND EMPLOYERS - CO-Harare has the opportunity to team up with ILO offices in Thailand and Mexico to hold simultaneous tri-nation, trans-regional dialogue on the future of work led by the young people. The youth dialogue is expected to provide a platform for the young people in the different continents to discuss and share their aspirations about jobs for the future, in low-carbon and more inclusive economies. They will also share what it means for their situations and the possible solutions they have for the anticipated challenges. At the end of the discussions, the results will be collated, and a comparative analysis of the responses will be made to get an overview of the regional positions.

Timeframe: the event will take place the first week of June (same venue / date of the Competition for the Arts).

Objective: to provide advisory services for the design, planning, preparation (including a briefing to social partners and students) and delivery of the Dialogue.

3. Creating More and Better Jobs through Empowerment for Women and Youth

Within the context of the Centenary Celebrations, the E4WAY Project will be launching the operations of two Anchor Enterprises in Beitbridge and Mutoko Districts. The launch events provides a rich contribution to the Centenary story telling. To that effect, the project will be publishing some of the manuals it has developed in the course of project implementation to be unveiled during the launch event and related publicity materials.

Objective: To develop a story line in form of two short videos and supported by publicity documentation for the launch events and assist the Project to document lessons learnt from project implementation.

Timeframe: The launch events are envisaged to take place between April and May 2019
4. Creating More and Better Jobs through Transition to Formality

The proposed campaign will ideally include media outreach and public awareness activities (for example media trips, event coverage, press conferences, TV and radio campaigns, social media campaigns, working with well-known public figures, billboards and other advertisements, etc.) This will be supported by the development of communication products that showcase the results of the Zimbabwe Decent Work Country programme and allow for the visibility and voice of informal economy actors targeted by the programme in the advocacy efforts (story gathering, video, print materials, online communications, publication of best practices/case studies, policy briefs etc.).

- **Objective**: to be conducted by a professional marketing/PR agency and is expected to involve collaboration with media, private sector and civil society. The campaign is aimed to deliver the key messages to the general public and decision makers nationwide through a well-structured, well integrated approach and will be delivered through several media (TV, press, radio, a celebrity, advertising, etc.).

5. Social Dialogue

A media(social/print/electronic) campaign across various platforms on the history and status of social dialogue in Zimbabwe; and the role social dialogue can play in economic stabilization, growth and development using ILO principles and knowledge(best and good practices) targeting the tripartite plus partners

- **Objective**: to provide advisory services for the design and content development for the media campaign

- **Timeframe**: May-September 2019.

### 2.2. Deliverables

The **expected deliverables under each area of work** are detailed below:

1. **Zimbabwe Working and the ILO Decent Work Country Programme**
   - Share a strategy, concepts and messaging for generic materials and tools, including business cards, flyers & posters, t-shirts, PPT slides & templates
   - Share a strategy for Social Media protocol

2. **ILO CO-Harare Centenary Initiative Celebrations**
   - Design, conceptualization, planning and messaging for the two centenary promotional campaigns (youth dialogue and arts);
   - Promotional material design and production, with a focus on video-making, storytelling, radio and social media channels;
   - Stakeholders’ engagement strategy and actions:
     - Art Competition: Screening and shortlisting of the artists, briefing interested donors and engaging with a range of national and international stakeholders for the arts
     - Youth Dialogue: Supporting the ILO Office in the identification and briefing of corporate, workers and youth representatives to take part in the dialogue
   - Events organization and management: support to the delivery of the events in June 2019 (youth dialogue and launch of the art competition) and art exhibition event with awards ceremony in September 2019 (events management including: logistics, installations, venue, etc.);
   - Communication coaching for the shortlisted artists to enhance their capacities and understanding of the topics.
3. Creating More and Better Jobs through Empowerment for Women and Youth
   - Develop a strategy that includes concepts and an approach
   - Develop concepts, design, print-ready and online PDF versions of two manuals on Tomato Processing and Mopani Worm Processing.
   - Develop concepts and a design for a print-ready and online PDF versions of a public story that captures and tells the story of the process and intermediate results of the project
   - Develop concepts and a design for a print-ready and online PDF versions of a document on lessons learned from implementation of the project

4. Creating More and Better Jobs through Transition to Formality
   - Identify and map appropriate communication channels for enhancing public awareness at the national and local levels. This includes research on general and trade-specific publications, TV and radio stations/programmes and recommendations regarding, target audience, circulation, cost per unit, etc
   - Advise on the design of appropriate communication and advocacy tools to be used in the national and public awareness campaign.
   - Prepare proposal of a plan, timeline and budget for the development and the delivering of campaign, ensuring that all planned activities stay within a predefined budget.

5. Social Dialogue
   - Develop a strategy
   - Develop a communication strategy that will provide the ILO with an identity and messaging on concepts and the effectiveness of social dialogue in the context of the challenges facing the economy at large and the labour market in particular
   - Produce a video of the project that draws on synergies with on-going Office initiatives and uses interviews already captured to highlight the importance of dialogue
   - Design Social Dialogue materials and tools including business cards, flyers & posters, t-shirts, PPT slides & templates using ILO principles and knowledge(best/good practices) on social dialogue

2.3. Profile of the Consultant/Service Provider

The Consultant/Service Provider should have at least the following qualifications:
   - A degree in the field of communication, public relations, journalism or marketing
   - A minimum of ten years of professional experience in communication, branding, public relations, journalism, marketing or a related fields
   - Capability and proven experience in developing and executing branding and marketing services, social media strategies and campaigns ideally in a non-profit context
   - Proven evidence of having undertaken similar assessments, in the last 3 years, in Zimbabwe and/or another country preferably in Sub-Sahara Africa.
   - Familiarity with public relations and branding compliance
   - Familiarity with the arts and art-related associations and institutions in Zimbabwe
   - Excellent written, oral and interpersonal skills
   - Native level English

2.4. Timeframe

The selected Consultant/Service Provider shall be contracted from 15 April to 30 September 2019. A detailed work plan for the consultancy period will be agreed upon delivery of the inception report foreseen in the first week of contract.
2.5. Technical and Financial Proposal

A budget is allocated for this assignment and is under the full control of ILO Harare Country Office for the engagement of the Consultant/Service Provider.

In response to this call, interested consultancy candidates (individuals or firms) are expected to provide the following:

- Technical proposal not exceeding 10 pages in length with the proposed approach and activities to be taken for the implementation and management of the consultancy, including a work plan with timelines.
- Detailed breakdown of costs with work/days.

2.6. Evaluation Criteria

The Consultant/Service Provider will be evaluated technically and points are attributed based on how well the proposal meets the requirements of the summary Terms of Reference iterated above. The proposals will then be evaluated using the cumulative analysis method of technical and financial scoring. The proposal with the highest cumulative scoring will be awarded the contract based on the following scoring criteria:

Technical Criteria

- Adequacy of the proposed work plan and methodology in responding to the Terms of Reference
- Creativity in proposing innovative solutions in the above
- Qualifications and competence of the consultants for the assignment
- Specific experience of the consultants related to the assignment and evidence of previous similar work undertaken

Financial Criteria

- Cost realism and value for money
- Cost completeness

2.7. Proposal submission

Interested candidates are requested to submit a technical proposal of how they intend to undertake the assignment. The submission should include a separate financial proposal with a detailed breakdown of service provision fees and related expenses. The technical and financial proposal submissions should reach the ILO no later than 8 April 2019 and should be sent to the emails below as follows:

Technical Proposal: harare@ilo.org
Financial Proposal: hunidzarira@ilo.org

2.8. Special Terms and Conditions

Confidentiality Statement and Intellectual Property of Data

All data and information received from the ILO and the stakeholders 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. All intellectual property rights arising from the execution of these Terms of Reference are assigned to ILO according to the grant agreement. The contents of written materials obtained and used in this contract may not be disclosed to any third parties without the express advance written authorization of the ILO.
Unsatisfactory or Incomplete Work
For the assignment, the ILO’s Standard Rules and Procedure for Ex-Co/ Service Contracts shall be applicable. In event that the service delivered is unsatisfactory or fails to conform to the conditions set out above, the ILO reserves the right, as appropriate to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.