

**Call for Expression of Interest  
Communications and Visibility Specialist  
(External Collaborator)**

**Terms of Reference**

Design of the communication strategy for 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](http://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 design and develop the communication and visibility strategy of the project RSCA and to assist the project in communication related products.

### **Outputs/deliverables**

The consultant would be required to:

1) Design and develop the communication and visibility strategy of the project (including a detailed action plan).

In parallel, the consultant will work to deliver, on request, multiple types of communications materials, both for print and digital (website) use, as needed, including:

2) Elaboration of the basic text/content for 7 project ILO web-pages (one for the overall project and one for each country). The portals will have a design and content similar to the following:

[https://www.ilo.org/islamabad/whatwedo/projects/WCMS\\_584266/lang--en/index.htm](https://www.ilo.org/islamabad/whatwedo/projects/WCMS_584266/lang--en/index.htm)

3) Revision and edition of 14 fact sheets (7 following ILO format, and 7 with the EU/ILO/OECD format)

4) Assist in designing and/or updating a range of communication products, templates and tools for disseminating information on the project's activities with stakeholders, including but not limited to:

- a. Project Brochure
- b. Brochure on policy alignment

5) Develop systems to promote more effective information sharing internally, such as editing text and messages of dissemination material produced by the NPCs.

### **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.

## Terms of Payment

Total number of days and period of time: 26 working days, to be worked from January 28 to May 24.

Total agreed fee and payment US\$ 10,400 based on the daily fee of \$400/day for 26 days working days.

The Payment schedule is as follows:

After submitting Output 1 and 2: 50% (US\$ 5,200) no before March 15

After submitting Output 3, 4 and 5: 50% (US\$ 5,200) at

After submitting Output 3, 4 and 5: 50% (US\$ 5,200) at the end of the contract after satisfactory submission of all outputs.

## Qualifications

- 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.

## Reporting

The service provider will report to Fredy Guayacan, 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: [sodsangchan@ilo.org](mailto:sodsangchan@ilo.org), by Sunday, January 27, 2019.