



## Terms of Reference

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### **International consultant – To create a series of comics and illustrations for the ILO Financial Education training materials for MSMEs and informal business owners in the Philippines**

<b>Project Title</b>	Bringing Back Jobs Safely under the COVID-19 Crisis in the Philippines: Rebooting Small and Informal Businesses Safely and Digitally
<b>Organization</b>	International Labour Organization (ILO)

#### 1. Background

The COVID-19 crisis has brought an unparalleled impact on the people of the Philippines, particularly those in micro, small and medium-sized enterprises (MSMEs) considering they are the backbone of the economy and employment. The pandemic not only reduced existing jobs and income for them, but also prompted many to resort to alternative livelihoods, often as informal activities, to survive the prolonged community quarantine measures with various restrictions imposed on businesses. The challenge for the MSMEs continues even after a year since the initial lockdown in March 2020. As of late March 2021, Metro Manila and its neighbouring provinces entered into the Enhanced Community Quarantine (ECQ) in the face of the second wave of the epidemic surpassing the peak of the first wave of mid-2020. The vaccine programme has started to be rolled out, but it is expected to take at least until the end of the year for the vaccinated population to reach the level of herd immunity. Besides that, the new strains of virus are spreading, which further complicates the containment scenario. All these contribute to the continuing uncertainty for businesses, particularly for small and informal ones with limited resources to cope with the external shock.

While tremendous efforts have been made to address the extreme vulnerability of MSMEs and informal businesses under the pandemic, there are two areas which would merit further support in the world of work at this stage – first, the occupational safety and health (OSH) including the prevention and mitigation of the COVID-19 risks (COVID OSH) and; second, the digitalization of business operations for those currently left behind the big wave of digitalization of the economy prompted by the pandemic. The COVID-19 risks for MSMEs and the capacity gaps among them are deemed larger outside of Metro Manila, and more prominent among the smaller and informal ones.



With this understanding, the International Labour Organization (ILO) with the support of the Government of Japan will start the project – “Bringing Back Jobs Safely under the COVID-19 Crisis in the Philippines: Rebooting Small and Informal Businesses Safely and Digitally”. The project aims to contribute to improve the safety and health of workers in MSMEs in the non-metropolitan regions of the Philippines and mitigating the negative socioeconomic impact of the COVID-19 crisis. To achieve its goals, the project will work with the national network of training service providers to deliver the training on i) COVID OSH and ii) digitalization of business operations (e.g., digital entrepreneurship, e-commerce strategies and digital financial literacy). The ILO’s training programmes in respective areas will be translated into the specific local and sectoral context, and transmitted through training-of-trainers (ToT) seminars, mostly online. To win the mind of the numerous MSMEs not directly benefiting from the training, the successful experiences will be compiled into case studies and disseminated in ways attractive to MSMEs, especially for those outside the National Capital Region.

To bridge the digital divide outside Metro Manila, the project will also support the pilot implementation of the three Innovation Hubs. Through these Hubs and the affiliated satellites such as the local internet cafes, the project will provide the internet connectivity, co-working spaces, back-office services and linkage to programmes supporting MSMEs.

Under the digitalization training, the project is envisaged to tap the two ILO training programmes – the online version of the Start and Improve Your Business programme (“e-SIYB”) and the ILO Financial Education programme.

The ILO Global Programme on Financial Education builds capabilities of low-income people, entrepreneurs, youth, workers and others to make informed financial decisions about setting financial goals, budgeting, spending, saving, borrowing and engaging with financial service providers. The training-of-trainers (5 days) is usually delivered face-to-face however it can also be delivered online (using digital platforms like Zoom and complemented with other digital tools like Padlet and Jamboard) if needed. The delivery of the course (about 25 hours) to end-beneficiaries can also be done online if the situation does not allow for face-to-face trainings. The ILO also has an e-learning course on financial education (4 hours) that is available without charges on the ITC ILO e-campus.

## 2. The Assignment

To facilitate the work on Financial Education, the ILO Social Finance Programme has developed a generic financial education training curriculum that will be used to adapt the generic training materials to the context of MSMEs and informal business owners. In the framework of the adaption of ILO Financial Education training materials to the context of



MSMEs and informal business owners, Part of the materials adaptation includes the creation of appropriate illustrations based on fictional characters that will be used in the ILO financial education trainings with the target groups.

As such, In the framework of the Bringing Back Jobs Safely project, an illustrator is needed to produce these cartoon drawings in line with the four fictional characters information provided by the ILO and its international consultant, Mr. Gustavo Prepelitchi.

### 3. Scope of the Assignment, Activities, Level of Effort and timeline

#### 3.1. Scope of the assignment

Under the technical supervision of the Chief Technical Adviser of the project based in CO-Manila, and in coordination with a technical officer of the ILO Social Finance Programme based in Geneva and the Enterprise specialist based in CO-Manila, the consultant will create a series of 4 comic strips and illustrations for the ILO Financial Education training materials for MSMEs and informal business owners.

#### 3.2. Activities

The consultant will undertake the following tasks with technical support and review from a technical officer of the ILO Social Finance Programme:

1. Based on the scripts, and ideas for generic illustrations provided by ILO, design and integrate comments for 4 Comics of 6 boards (pages) each intended to complete the illustration of ILO financial education materials for MSMEs and informal business owners in the Philippines.
2. Design and colorize 10 extra illustrations based on ILO's request, including an illustration for the cover page of the trainee booklet and a visual profile of trainers for the Trainer's manual.
3. Make, colorize and monitor the integration of (6\*4=24) comic strips, intended for the illustration of financial education material for MSMEs and informal business owners of the Philippines.

The illustrations will all be unpublished and specifically designed for this project.

The designs will be based on 4 identity cards of the characters and 4 scripts.

The comic strips will be delivered in a pdf print version (high resolution), web version (lower resolution), and comic creator version.

The ILO will provide the scripts of the 4 stories to be translated into comic strips.



## 5. Deliverables, budget and payment schedule

### 5.1. Deliverables

This assignment is expected to start on November 22<sup>nd</sup> 2021 and should be finalised at the latest by January 14<sup>th</sup> 2022.

During the course of this assignment, the consultant will be required to submit the following deliverables :

- **Output 1.** December 3<sup>rd</sup> 2021. The consultant should deliver the final draft version of the “crayonné” of the 4 fictional characters developed for the ILO Financial Education training materials for MSMEs and informal business owners.
- **Output 2.** December 22<sup>nd</sup> 2021. The consultant should deliver the final version of the 4 cartoons as well as the additional drawings, all in “crayonné”, integrating ILO comments.
- **Output 3.** January 14<sup>th</sup> 2022. The consultant should deliver the final versions of the cartoons and drawings to ILO’s satisfaction.

### 5.2. Payment schedule

In the letter signifying willingness and availability to take on the assignment, the consultant will also indicate the number of working days to be devoted to this work and the daily fee rate, which will be the basis of payment. The total payment will be made by electronic bank transfer upon presentation of invoice and according to the following schedule:

- 1<sup>st</sup> payment upon satisfactorily delivery of outputs 1 and 2;
- 2<sup>nd</sup> payment upon satisfactorily delivery of output 3.

## 6. Qualification and experiences

The consultant must have the following experience and skills to be able to perform the tasks of the TOR:

- Demonstrated experience and expertise in producing high quality comic strips
- Knowledge of the ILO Financial Education training materials
- Capacity to use information on the local context to create fictional characters resembling the target group.



## 7. Management arrangements

The consultant will work under the overall authority and technical supervision of the Chief Technical Adviser of the project based in CO-Manila, and in coordination with a technical officer of the ILO Social Finance Programme based in Geneva and the Enterprise specialist based in CO-Manila.

## 8. Expression of Interest

The interested candidates must submit: i) letter of intent and ii) qualifications and relevant experience of the consultant/s (include detailed CV/s as annex).

The documents must be submitted to Ms Bea Arnela Parungo, *MSME Digitalization Coordinator* for the project "*Bringing back jobs safely under the COVID-19 crisis in the Philippines: Rebooting small and informal businesses safely and digitally*" at [parungo@ilo.org](mailto:parungo@ilo.org), with copy to Mr Jayson Umaguing at [umaguing@ilo.org](mailto:umaguing@ilo.org), *Programme and Administrative Assistant* on or before **24 November 2021**, 5:30 pm (Manila Time).

Only shortlisted candidates will be contacted for interviews for the final selection.