Safe and Fair: Realizing women migrant workers’ rights and opportunities in the ASEAN Region

Terms of Reference
External consultant as a creative director to design, organize and direct the cultural show / performance during the Safe and Fair Philippines culminating and results-sharing activity

A. BACKGROUND

SAFE and FAIR: Realizing women migrant workers’ rights and opportunities in the ASEAN region (2018-2023) is part of the multi-year EU-UN Spotlight Initiative to Eliminate Violence Against Women and Girls. SAFE and FAIR is implemented by the ILO, UN Women, in collaboration UNODC, led by the ILO Regional Office for Asia and the Pacific. The programme delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region. It engages with ASEAN Member States’ government authorities; ASEAN institutions; workers’ organizations; employers and recruitment agencies; civil society organizations; community-based organizations; families and communities; research institutions and academia, media networks, youth, and the public and supports programming in ten countries (Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam).

Safe and Fair works in close cooperation with governments and civil society partners to achieve three inter-linking specific objectives:
1. Women migrant workers are better protected by gender-sensitive labour migration governance frameworks.
2. Women migrant workers are less vulnerable to violence and trafficking and benefit from coordinated responsive quality services.
3. Data, knowledge and attitudes on the rights and contributions of women migrant workers are improved.

The Safe and Fair Programme’s strategy mainstreams three cross-cutting topics: women’s voice and agency; rights-based approach; and broad engagement of stakeholders.

To realise the rights of women migrant workers in the region, Objective 3 stresses the importance awareness-raising around the issues of violence and negative attitudes towards women migrant workers, producing evidence on the experiences of women migrant workers, and campaigning to generate a better understanding of the contribution of women migrants.

Safe and Fair Philippines culminating & cultural solidarity show

Safe and Fair programme will conclude in December 2023. The project will be organizing a project culminating and results-sharing/showcasing event, which will be held throughout the day. The finale/closing activity will be a cultural show / performance in the evening of the same day to serve as a stakeholders’ solidarity, partnership-building, and thanksgiving activity.
Safe and Fair is seeking an external consultant as a creative director to design, organize and direct the cultural show / performance as the finale of the SAF culminating event, in close coordination with the SAF team.

**B. OBJECTIVES OF THE CULTURAL SHOW / PERFORMANCE**

1. To creatively showcase, celebrate and promote Safe and Fair project key messages, milestones, and achievements in the Philippines between 2018-2023, through artistic/cultural performances, storytelling and engaging artistic (audio/visual) materials.
2. To ensure the collaboration and meaningful involvement of advocates, beneficiaries, stakeholders, in the proposed performance(s).
3. To raise awareness and interest among publics and media on women migrant workers challenges, rights and contributions in the Philippines.

**C. PLANNED COMPONENTS OF THE CULTURAL SHOW / PERFORMANCE**

1. Basic elements
   - **Date:** 12 December 2023 *(same date as the SAF Philippines project culminating and results showcasing event; the actual date of the event may change depending on availability of venue, key participants, or other reasons)*
   - **Time:** 7:00 – 8:30 PM *(i.e. minimum of 1 hour, and maximum of 2 hours; actual start time and length may change and will be based on agreement between SAF, the cultural show director and SAF event management contractor)*
   - **Venue:** Hotel in NCR *(same venue as the SAF Philippines culminating/results showcasing event)*
   - **Show / Performance title:** The consultant shall recommend a more catchy title for the cultural show, which captures the show’s core message(s) or aims. The final title is subject to approval of SAF.
   - **Target participants:** 100 pax – representatives/invitees/guests from embassies, government agencies, partner LGUs, development partners, trade unions/workers’ groups, employers' groups, recruitment associations, CSOs, advocates, migrant/family groups in NCR.; SAF NPAC members.
     - These will be participants who attended the SAF Philippines project culminating/showcasing activities in the morning/afternoon of 12 December, plus additional pax, esp from migrant/family organizations, workers’ groups, domestic workers, etc. who only join the cultural show in the evening.
     - Participants from other countries who arrive on 12 Dec (to attend the Subregional Workshop on Digitalization on 13-14 Dec) will also be invited.

2. Key elements of the cultural show – should include at least, but not limited to, the following:
   - Introductory messages from SAF;
   - Acknowledgement/thank you messages of guests, donors, partners, etc. – interspersed during the programme;
   - Short video impact/change stories on SAF results/impacts (3-5 minutes each) – interspersed during the programme; and/or shown during the cocktails and waiting period before the start of the cultural show;
• Stage and backdrop visuals and decorations: can include video/photo images, collage on LCD wall/screen;
• Performances by artistes, cultural groups or popular performers / performance groups (self-composed music, poetry, dance, storytelling, other cultural forms); carrying SAF or social messages, especially on women/gender, EVAW, migrant empowerment; and
• Performances by SAF partners, e.g. cultural groups of migrants/youth/workers/communities, Babaeng BiyaHero champions.

3. Key messages/take aways from the cultural show / performance:
• Voice, choice, agency of women migrant workers
• Positive impacts, results, changes in the lives of OFWs/families/target groups / communities or society; good practices, strategies, interventions; support, partnership provided by SAF
• Changing public attitudes and perceptions about labour migration / women migrant workers, and their capacities and contributions
• Community/stakeholders solidarity, collaboration, support
• Celebration; thanking for support, partnerships

4. Branding, design, concept, and “feel” of the cultural activity
• Empowering, fun, celebratory
• Based on branding guidelines of SAF and ILO;
• Discussed with and approved by SAF and ILO.

D. SCOPE OF WORK

In close collaboration with the Safe and Fair Philippines, the external consultant will have responsibility for the following:

1. Planning and preparation of the show / performance, including:
   • Propose creative concept and script of the cultural show/activity including the integration of messages, performance by artistes/popular performers, and Babaeng BiyaHERO champions (women MWs), and migrant/youth/ stakeholders’ performances. The performances should:
     o aim to raise awareness and interest among publics and media on women migrant workers challenges, rights and contributions in the Philippines;
     o carry Safe and Fair programme key messages;
     o be for a total duration of 1 hour minimum and 2 hours maximum;
     o include at least five (5) performers;
     o ensure the collaboration and meaningful involvement of advocates, beneficiaries, stakeholders, in the proposed performance(s) showcase cultural performances;
     o include plans for stage design, music, and backdrop visuals.
   • Propose a catchy title for the cultural show, in line with SAF and ILO messaging; final title will be subject to approval of SAF;
   • Discuss and have these plans/design reviewed, revised/improved, approved by SAF.
   • Identify and secure the performers, emcees(hosts needed for a 1 to 2 hour cultural show; orient the performers about the cultural show and necessary messaging as part of their performance.
• Regular calls, coordination with SAF project team to discuss preparations and updates, as needed.

2. Creative production and directing of the cultural show / performance
   • Produce and direct the entire cultural show based on the show design/concept, flow and script agreed with SAF.
   • Provide visual or promotional materials to the event management company for use in the social media and media promotion of the SAF culminating activities, including the cultural show / performance.
   • Collaborate and coordinate with the SAF event management company on the show / performance logistics to ensure that these are available and operated properly during the cultural show; orient and direct the logistics staff/operators on logistical support during the cultural show.
     o Ensure that the prepared videos, photos, audio-visual materials are displayed on the backdrop/video wall during the waiting period (6:00-7:00 PM) and during the cultural show (7:00-8:30 PM).
     o Coordinate with SAF service contractor on stage design, backdrop, technical specifications (sounds, lights, music) needed for the cultural show.

3. Design and production of stage visuals and content: make 10 short video impact stories (3-5 minutes each) or photos/visual materials for display on the LCD/video wall/screen (based on available and/or additional SAF video, photo and other materials); ensure these are reflected in the proposed script / flow of the show and line-up of activities.
   • Ensure proper permission, consent and licensing for use of music, font, any creative content and art work featured in the final deliverable.
   • Final design should be in line with the Spotlight Initiative brand guidelines. The ILO will provide the Spotlight Initiative brand guidelines.
   • ILO will be permitted to make four rounds of changes to the design/flow of the cultural show.
   • All designs will require approval from ILO prior to the production.

4. Reporting of the cultural show - Submission of post-event summary report and artistic/creative materials used/made as part of the cultural show:
   • Description of performers and their performances, and the key messages delivered during the performance.
   • Key quotes collected during the event.
   • Script of the cultural show;
   • Video stories, audio/visual materials made and/or used for the cultural show
   • Reports are made available in English.

5. Submission of all outputs shall be to the satisfaction of Safe and Fair colleagues and relevant ILO staff.

The ILO will provide the Spotlight Initiative brand guidelines, project documents, reports, case studies, migrants or partners for interviews, and human-interest stories for the consultant to produce visibility outputs.
E. TIMEFRAME

The work will be carried out during the period of **24 November to 20 December 2023**.

F. DELIVERABLES

The ILO will be permitted to make four rounds of changes to each output between the first draft and final version.

The outputs should be delivered by the timeline below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Outputs:</th>
<th>Due date</th>
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<tbody>
<tr>
<td>1</td>
<td>Work plan and proposal submission, including:</td>
<td></td>
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<td></td>
<td>- Presentation to the Safe and Fair team to agree on the proposed concept, design, performers, show/performance flow, and visuals.</td>
<td>27 November</td>
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<td></td>
<td>- Presentation of 10 storyboards or scripts for the short video stories for the cultural show/activity.</td>
<td>29 November</td>
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<tr>
<td>2</td>
<td>Progress report including:</td>
<td>6 December</td>
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<td></td>
<td>- Status of preparations; confirmation by performers; status of video stories.</td>
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<tr>
<td>3</td>
<td>Final report and creative materials made/used for the cultural show</td>
<td>20 December</td>
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G. COPYRIGHT

ILO will own all copyright to the script and creative materials, video stories, visual materials and artwork(s) resulting from this contract, except the copyright of the performers/artistes to their original composition, music and/or artistic works performed during the cultural show.

H. ETHICAL STANDARD

The service provider should adhere to international best practices for producing the videos on women, on migrant populations, public and duty bearers and with relation to harassment and violence.

I. TERMS OF PAYMENT

- **First payment (50% of contract amount)** will be paid upon submission of Deliverable 1 to the satisfaction of the ILO;
- **Final payment (50% of contract amount)** will be paid upon submission of Deliverables 2 and 3 to the satisfaction of the ILO.

**Note:** In accordance with accounting policies and procedures of the ILO, all payments processed and approved after 4 December 2023 will be released in January 2024.
J. KEY QUALIFICATIONS AND EXPERIENCE

The external contractor is expected to possess the following qualifications:

- Be able to demonstrate pertinent experience in creative designing, producing and directing a cultural show;
- Be able to demonstrate pertinent experience in making short video stories and visual materials for use in cultural shows/performances;
- Able to meet and discuss with the Safe and Fair Project team upon request.
- Ability to work independently and meet tight deadlines.
- Prior experience in working on topics related to migration, women, ending-violence, gender is an advantage;
- Prior experience in working with ILO or UN agencies on cultural events/activities, is an advantage.

To apply, submit CV, budget proposal and at least one sample output via e-mail to Mr Rex Varona, National Project Coordinator of the Safe and Fair Programme at varona@ilo.org with copy to Ms Karla Sanchez, Programme and Administrative Assistant at sanchezk@ilo.org on or before 17 November 2023.