

Terms of Reference

PROSPECTS project: Promotion, inclusion, and protection of refugees and host communities in the gig economy

The ILO is seeking the support of a consultant/agency to conceptualize, script and produce a series of 10 short animation videos on how to navigate and work in the digital economy and in particular online platform work, to the intention of young adults and refugees and their peers in hosting communities.

Country: Remote.

Application: Interested candidates should submit their expression of interest to e-mail: zarifulin@iloguest.org and marsicano@iloguest.org quoting "**Promotion, inclusion, and protection of refugees and host communities in the gig economy.**" The application should include:

1. Technical and financial proposal outlining key considerations for scripting, conceptualizing, and producing the videos based on these TORs and providing the proposed lump sum fee.
2. CV/Portfolio
3. Financial proposal should contain: Expert's fees and other costs.

Deadline to submit applications: 05 July 2023.

1. Background

A global digital transformation is underway, but its impacts on jobs and skills vary across countries, economic sectors, and population segments. Investing in digital development strategies has become a key priority for many countries given the potential to expand online work opportunities and digitally enabled livelihoods. A web-based digital economy is also increasingly becoming a prominent solution for supporting forcibly displaced populations to access income opportunities. Online work, however, also brings associated risks such as fraud, identity theft, privacy violations, harassment, or the risk of being dependant on informal brokerage in digital transactions.

The [PROSPECTS Opportunity Fund project "Promotion, inclusion and protection of refugees and host communities in the gig economy"](#) is working at the crossroads of policy-oriented research, advocacy, and capacity building to address the

abovementioned challenges and promote an inclusive access to decent work pathways in the digital economy, in the context of forced displacement. The project has worked since January 2022 with eight priority countries that host large numbers of forcibly displaced people: Egypt, Ethiopia, Iraq, Jordan, Kenya, Lebanon, Sudan, and Uganda.

The PROSPECTS Opportunity Fund project is to produce 10 short informative videos that help young refugees and their peers in host communities understand what the digital economy is and how the online labour platform (gig economy) work fits in it. As target audience often face limited access to formal education or training, the videos can be an efficient way to visually communicate information about the opportunities and challenges of working in the gig economy mediate by online labour platforms, to understand the most common associated risks and to make informed decisions about their employment options.

The videos should address the unique challenges and opportunities that refugees face when working online. Practical examples showcasing the main characteristics connected jobs using real-life scenarios will empower refugees and improve their understanding of how online gig work operates and how they can pursue income-generating opportunities.

2. Objective of the assignment

To conceptualize, script and produce a series of ten (10) informative animation video (each one lasting up to 90 seconds) for people considering taking online platform work and for those who are already doing online gig work.

3. Scope of work

The videos will address target groups with basic information about what the digital economy is and how the online labour platform work fits in, the jobs and career opportunities available, the characteristics of online labour platform, what are the skills needed and the basic equipment, it should also discuss the implications of working on the platform economy, including the different types of contractual relationships. Emphasis should be made on the digital risks of working in online labour platforms and one will be dedicated to explaining the basic rights at work.

The videos should be produced considering the context of forced displacement in the eight countries where the PROSPECTS project operates and therefore explain technical concepts using plain English language and attractive visual elements to make communication even easier.

Target audience and dissemination

The target audience includes young people and adults considering undertaking online gig work, for example, first time jobseekers or students making career decisions and adults that need a career change or would like to supplement their income through taking work in online labour platforms or digital-enabled livelihoods, independently of their skills level. The assignment should consider that a significant part of the target audience is mainly made of refugees and their host communities' populations who not necessarily have a strong understanding of the digital economy ecosystem and its specialized jargon.

The videos should use language that is not discriminatory and actively reinforce concepts such as inclusiveness, diversity, equity of opportunity, and decent work.

The final videos will be disseminated through various channels including PROSPECTS Opportunity Fund website, ILO social media channels, including LinkedIn, Facebook, Twitter, and Instagram as well as by the project's partners and stakeholders. The videos will also be used as a resource in advocacy and educational activities promoting decent jobs in the digital economy online gig work, for forcibly displaced populations and the host communities.

Structure of the assignment

1. Pre-production Phase

1.1. Concept development

- 1.1.1. Collaborate with the International Labour Organization (ILO) to develop the concepts and themes for each video.
- 1.1.2. Identify key definitions and examples to be covered in each video.

2. Production Phase

2.1. Script development

- 2.1.1. The script is the backbone of any video production. It should be clear, concise, and engaging. The script is to be written in simple plain language that is easy to understand for the target audience.
- 2.1.2. Information on the topic and basic guidance for adapting the content information into the video scripts will be provided by ILO in advance.
- 2.1.3. Drafting the script for each of the videos, the external consultant should take into consideration the specific challenges facing refugees, women and people with disabilities and be mindful of the diversity of people and groups of refugees and host communities in the eight PROSPECTS countries.
- 2.1.4. The thematic areas include:
 - 2.1.4.1. What is the gig economy and how is it different from traditional jobs?
 - 2.1.4.2. Where are the job opportunities?

- 2.1.4.3. What skills are needed (including soft skills)?
- 2.1.4.4. What are the minimum entry requirements?
- 2.1.4.5. For whom are gig economy jobs?
- 2.1.4.6. How much can I earn? Can I make a career?
- 2.1.4.7. Digital risks: private data protection, mental health and payment methods, common frauds, and scams (these could be divided in three short videos)
- 2.1.4.8. Rights at work
- 2.1.5. The target audience includes young people considering undertaking online jobs, for example, first time jobseekers or students making career decisions and young adults that need a career change or would like to supplement their income through taking work in online labour platforms or digital-enabled livelihoods, independently of their skills level. Active online and digital platform workers should also be considered.
- 2.1.6. We encourage the incorporation of data and statistics from reputable sources such as the International Labour Organization (ILO), United Nations agencies, and other relevant organizations to add credibility to the video scripts if advantageous.

2.2. Storyboarding

- 2.2.1. Create visual storyboards for each video, outlining the sequence of scenes, shots, and animations to be included.
- 2.2.2. Determine the visual style, transitions, and any additional graphic elements needed to enhance the videos' visual appeal.

2.3. Graphics and Animations

- 2.3.1. Create engaging visuals, graphics, and animations using a mix of character and infographic type of illustrations to support the explanations and examples provided in the videos.
- 2.3.2. Incorporate relevant visual elements, charts, or diagrams to enhance understanding and engagement. Follow ILO Branding guidelines in usage of color and graphics style in the development of the video.

2.4. Revisions

- 2.4.1. All ideas and content are discussed and agreed upon by the ILO prior to production.
- 2.4.2. Each video will be approved separately, and revisions will be made following ILO's guidance. Despite videos being revised individually, the completion of the task depends on the approval of all 10 videos.

3. **Post-production Phase**

3.1. Video Editing

- 3.1.1. Compile and arrange the animation film footage, graphics, and animations according to the scripts and storyboards.
- 3.1.2. Edit the videos, ensuring smooth transitions, clear audio, and visual coherence.

3.2. Audio Mixing and Sound Design

- 3.2.1. Suggest options for voiceover. Based on the ILO's preference, record voiceover for all videos and integrate them with the video.
- 3.2.2. Enhance the audio quality by balancing levels, adding background music, and implementing sound effects if necessary.

3.3. Colour Grading and Visual Enhancement

- 3.3.1. Apply colour grading techniques to achieve a consistent and visually appealing look throughout the videos.
- 3.3.2. Enhance the visuals by adjusting brightness, contrast, and other parameters as needed.

4. **Final delivery**

- 4.1. Prepare the final versions of the videos, ensuring they meet the required technical specifications and formats.
- 4.2. Deliver the completed videos to ILO within the agreed-upon timeline and file-sharing method suitable for web and offline use.

5. **Project Management and Communication**

- 5.1. Maintain regular communication with ILO throughout the production process, providing updates on progress, addressing any concerns or questions, and seeking clarification on requirements.
- 5.2. Collaborate closely with the ILO team to ensure alignment with their vision and objectives for the video content.
- 5.3. File naming conventions, file size requirements, and any other technical details are followed according to ILO's instructions.
- 5.4. All material/content produced will be the property of the ILO.

6. **Deliverables**

10 videos observing ILO's technical specifications.

7. Timeframe

Deliverable	Proposed Date
1. Workplan, timetable and annotated outline indicating key elements to be incorporated in each of the videos	24.07.2023
2. Script for the first video	07.08.2023
3. Storyboard, visual references for the first video and the final version of first video has been delivered	18.08.2023
4. Finalized first video with all revisions incorporated	25.08.2023
5. Finalized five first videos with all revisions incorporated	29.09.2023
6. Finalized 10 videos with all revisions duly incorporated	31.10.2023

7. Payment terms

Payments will be made in relation to this contract as follows:

- A first payment of 20% will be made upon the completion of the first video to the satisfaction of the ILO and presentation of the invoice.
- A second payment of 40% will be made upon the completion of the five first videos to the satisfaction of the ILO and presentation of the invoice.
- A third and final payment of 40% will be made upon the completion of all 10 videos to the satisfaction of the ILO and presentation of the invoice.

8. Roles, reporting, and specific clauses

The consultant will report to Zulum Avila (avila@ilo.org), Employment Service Officer, ILO, HQ Geneva and receive support from Nilesh Nikade (nikade@ilo.org), PROSPECTS Communication Officer.

Throughout the course of this assignment, the service provider will remain in regular exchange with the ILO for coordination and follow-up.

All data and information received from the ILO 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. The copyright for all the produced materials produced through this agreement will remain with the ILO.

9. Required skills and experience

- Post-graduate qualification in a relevant field (communication, marketing, video production etc.).
- At least 5 years of progressive experience in script writing, video production, and video editing.
- Experience with Adobe Creative Suite and other video editing software.
- Ability to assimilate and communicate complex messages in an engaging and youth-friendly manner. The external collaborator should understand the internet and platform economy as well as the context where young people affected by forced displacement and their peers in host community live and work.
- Ability to produce requested material in accordance with ILO drafting style manual and brand guidelines.
- Prior experience in making similar videos with the UN system would be considered an advantage.
- Creativity, originality, punctuality, high level of organization and efficiency; ability to respond quickly and efficiently to ILO requests.
