

EU-ILO Project
Towards safe, healthy and declared work in Ukraine
Call for proposals
for development of the strategy and implementation plan of the State Labour Service institutional communication campaign

1. JUSTIFICATION AND BACKGROUND

The [State Labour Service of Ukraine](#) (SLS) has been set up in 2015 through the merge of 3 former government institutions. It is given several functions, main of which are labour inspection and market surveillance. As this authority is relatively young, it has not yet managed to develop and implement an institutional communication strategy to properly position itself among the other existing public authorities. The situation is also complicated by the lack of financial and experienced human resources. According to the statements of the SLS top management, the visibility and recognizability of this authority, comparing with several others, is one of the weakest.

The EU-ILO Project "[Towards safe, healthy and declared work in Ukraine](#)" has received an official request from SLS to assist in the development and implementation of such institutional communication campaign, which presupposes the formulation of its strategy and development of its implementation plan, as well as the training of SLS staff on institutional communication, to ensure its proper and sustainable implementation.

As the first step (phase I), the EU-ILO Project supported the **situation analysis** of SLS communications, including the analysis of the image and of the level of awareness about the SLS as a State authority (based on the analysis of the media field and experts' interviews).

The situation analysis has shown the following:

1. There was no systematic institutional communication of SLS to the wide audience, and this creates certain barriers for the successful performance of its functions.
2. The audience is rarely interested in the SLS, because it does not understand the importance of its activities for themselves.
3. The information field is not formed and is not controlled by the SLS.
4. Top management is little involved in promoting the SLS as a public authority.
5. There is high demand of the audience for the content in Russian language.
6. The lack of regular monitoring of the information field does not provide an understanding of the effectiveness of communication efforts.

Therefore, SLS needs to develop an institutional communication strategy and an implementation plan for its institutional communication campaign, in order to increase the awareness of the key target audiences (worker, employers, decision markers) about the tasks and functions of SLS, and its activities. This should help to promote the image of SLS as a state public authority that

contributes to the improvement of working conditions in Ukraine, by promoting and securing the compliance with the legislation and informing and supporting workers and employers on the exercise of their rights and obligations.

The report of the situation analysis is annexed to this call for proposals.

In parallel with the situation analysis, the assessment of the SLS staff (top management and the national and regional levels, press service personnel and labour inspectors) needs regarding training on institutional communication was also carried out. Based on the results of the training needs assessment, it is recommended to design the training courses on communication in a manner tailored to the specific needs of 3 target audience (top management, press service specialists and labour inspectors). It should be supported by the relevant training materials and training plans.

The report of the training needs assessment is also annexed to this call for proposals.

Such trainings should help to equip the SLS staff with the knowledge and skills needed to develop communication strategies and implement institutional communication campaigns autonomously.

Based on the data available, and in order to support SLS in the implementation of the institutional campaign in 2022, the EU-ILO Project needs to contract an external service provider, within its **Activity 2.3.4: Support the development and implementation of a State Labour Service institutional communication campaign.**

2. OBJECTIVE

The overall objective is to support the implementation of the phase II of this initiative, namely the following:

- 1) Development of the SLS institutional communication strategy, plan for its implementation and key contents for the implementation plan;
- 2) Development of the programmes for the trainings on communication for 3 groups of SLS staff (top management, press service specialists and labour inspectors), including training tools and materials, and respective training plans.
- 3) To conduct part of the trainings. In 2021 only part of the trainings will be conducted:
 - a. The institutional communication strategy development and crisis communication trainings, for press service specialists and a limited no. of labour inspectors, accompanying the development of the institutional communication strategy, plan and key content for the implementation plan. Maximum number of people is 50;
 - b. One training session on institutional communication strategy development for top management, including the presentation of the developed institutional communication strategy and implementation plan.

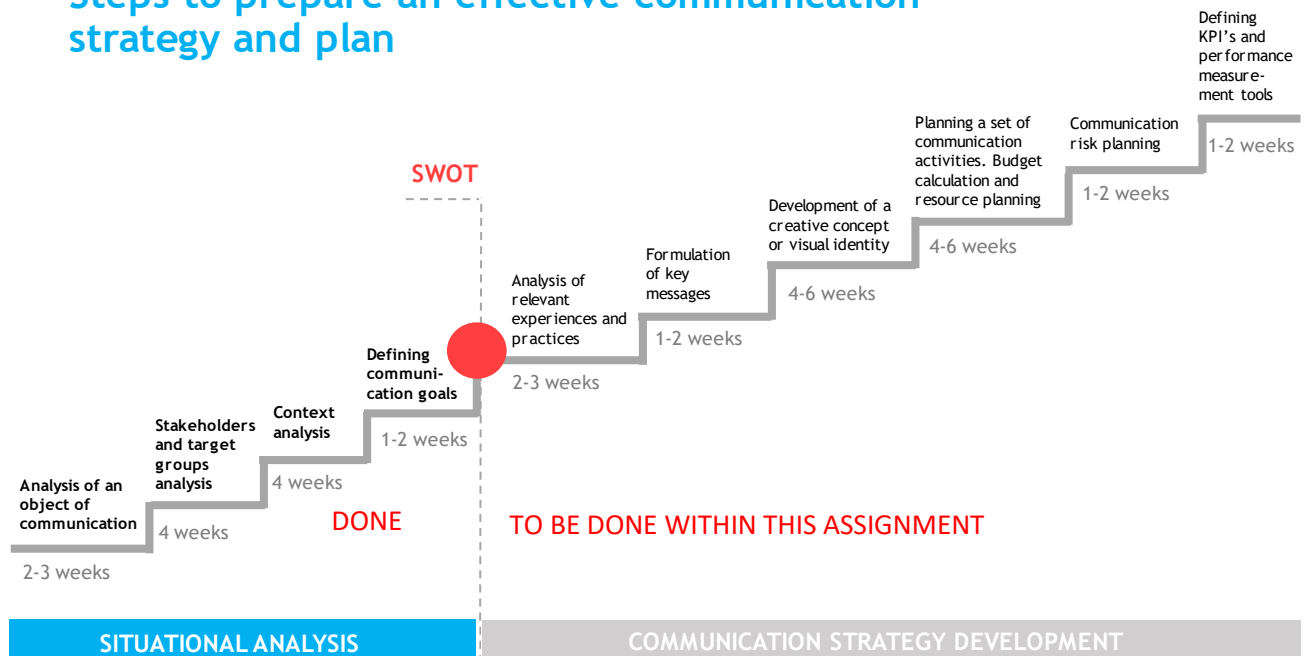
The other trainings for press service specialists, top management and labour inspectors should be planned for 2022 and will be part of an additional call for proposals.

3. MAIN TASKS/ACTIVITIES TO BE PERFORMED

This call for proposals is aimed at collecting offers from the potential service providers to accomplish the following tasks:

- I. Development of SLS institutional communication strategy, implementation plan and the key content for the implementation plan

Steps to prepare an effective communication strategy and plan



- Research and analysis (desk review) of the relevant experiences and practices of the labour inspection institutional communication campaigns in EU countries;
- Development of the institutional communication strategy and a plan for its implementation, taking into account the best practices of EU countries, including defining the communication objectives, target audiences, channels of communication, and formulation of key messages;
- Development of creative concept and/or visual identity and its testing on the focus groups;
- Planning of communication activities for 3 years;
- Budget and other resources planning;
- Defining communication risks and potential response;
- Communication materials development. To conceptualize, design and develop communication materials with appropriate and relevant messages, tailored to the key stakeholders, using various formats, as appropriate, such as text, graphics, imageries, infographics, video, printed materials, etc.
- Other relevant and important activities that might be suggested by the applicants.

The communication strategy and implementation plan developed should be closely coordinated with the SLS press service specialists and limited number of labour inspectors, and be supported by the training sessions to the selected SLS staff. Therefore, this part of the assignment shall be closely linked to the parts II and III of this assignment.

II. Development of the training programmes on communication, tailored to the needs of 3 categories of SLS staff, training plans and training materials.

Development of the training programmes and tools on communication, in particular on how to develop and implement the communication strategy and implementation plan.

III. Conducting the trainings on development of the communication strategy, implementation plan and key content for the implementation plan.

Arranging and conducting the trainings supporting development of the communication strategy, implementation plan and communication tools, for the SLS press service specialists and for a limited number of labour inspectors.

IV. Submission of all documents developed to the EU-ILO project for approval and further validation by SLS at a dedicated event(s).

V. Submission of the report on the trainings conducted, including results of evaluation of the trainings by the trainees and the results of the trainees' tests after each session and of the concluding test after the training course is complete. The results of the testing will be the ground for issuing certificates for the trainees who successfully passed the tests.

VI. Submission of the training plans, tools developed and video records of the trainings which were done whenever it was relevant and possible.

VII. All documentation and reports shall be provided in electronic format and hard copies and PC compatible electronic format in both Ukrainian and English, except for the video records, that should be provided in electronic format only.

4. EXPECTED DELIVARABLES:

1. The SLS institutional communication strategy, implementation plan and the key content for the implementation plan are developed and submitted to the EU-ILO Project.
2. Training programmes on communication, tailored to the needs of 3 categories of SLS staff, training plans and training materials are developed and submitted to the EU-ILO Project.
3. Trainings on development of the communication strategy, implementation plan and key content for the implementation plan for the SLS press service specialists and a training session for top management are conducted.
4. The training plan, materials and tools are handed over to the EU-ILO Project and SLS.
5. The report on the training conducted, evaluation and testing results are handed over to the EU-ILO Project and SLS.

5. TIMEFRAME

The activities should start **early August 2021** and be accomplished by the end of **March 2022**.

6. REMUNERATION

The remuneration will be paid in at least 2 instalments:

- 30% up-front, as an advancement payment, upon signature of the contract; and
- 70% upon ILO assessment of the satisfactory provision of services and submission of the foreseen reports.

The number of installments might be increased based on the justified suggestions of an applicant, but each of them (except the first one) will be processed upon the delivery of predefined outputs and approval of the quality of outputs by the EU-ILO Project.

7. REQUIREMENTS TO THE APPLICANTS

The applicant(s) shall:

1. Be a communication agency specialized in communication;
2. Have at least 5 years of experience in developing and implementing social and /or institutional communication campaigns;
3. Have experience in developing and providing trainings on communication;
4. The staff of an applicant(s) shall have strong English language skills (both oral and written).
5. Previous work experience with the following entities would be an asset:
 - State authorities;
 - European Union institutions;
 - UN agencies (in particular with the ILO).

8. DOCUMENTS TO BE SUBMITTED AND DEADLINE FOR SUBMITTING THE PROPOSAL

1. Description of the strategy how the assignment will be fulfilled and workplan by months.
2. The Budget in USD with the clearly indicated activities, unit cost and total cost for each activity, subtotals for each set of interrelated activities, staff costs including no. of workday and rate per 1 workday. In case of VAT its value should be indicated in the separate line. The budget shall be submitted on the agency's letterhead with the stamp and signature of the responsible.
3. Brief description of the applicant's relevant experience and brief description of the capacities of the applicant to develop and implement social and/or institutional communication campaigns, develop and provide trainings on communication (staff available – analytic, social research personnel, creative personnel, designers, copywriters, video, audio materials producers or list of partner institutions, trainers etc.),
4. List of the social/institutional communication projects implemented (with links to the relevant resources) and of the trainings provided, including the names of the clients (unless such information cannot be disclosed).
5. The CV of the coordinator of the project on behalf of the applicant.

9. PROPOSAL LANGUAGE: English.

10. DEADLINE FOR PROPOSALS: 15 July 2021.

11. JOINT PROPOSALS

1. *More than one agency can submit one proposal (joint proposal). In this case, the distribution of the tasks between the agencies and responsibilities shall be clearly described.*
2. *In case of a joint proposal, the overall budget should clearly indicate the distribution of budgeted funds between the agencies. Therefore, the budget should contain the information which agency will be the recipient of funds for each activity or set of interrelated activities.*
3. *In case of joint proposal, the collaborating agencies shall ensure regular information exchanges between themselves and the EU-ILO Project, as well as close and efficient coordination of activities.*

12. ADDITIONAL INFORMATION

For additional information, please contact: Sofia Lytvyn, EU-ILO National Project Coordinator: +38050 334 98 87; lytvyn@ilo.org.