

Terms of Reference

Recruitment of a Consultant to support the design and implementation of the ILO Accel Africa communication plans in countries covered by the project

1- Background:

72.1 million African children are still involved in child labour, including 31.5 million children engaged in hazardous work. According to the ILO's global estimates on child labour published in 2017, sub-Saharan Africa witnessed a rise in child labour from 2012 to 2016, in contrast to other regions where child labour continued to decline.

At the IV global conference on the sustained eradication of child labour in Buenos Aires in November 2017, the African Union (AU) pledged to “Develop and implement a continental plan of action (2019-2030) on eliminating all forms of child labour and exploitation. The organisation committed to embark on a continent-wide campaign to intensify efforts at eliminating all forms of child labour, exploitation and child trafficking; Enhance statistics and database on child labour and exploitation for evidence-based policy on the continent

The Ten Year Regional Action Plan, adopted successively by Africa heads of states during the African Union Summit in February 2020 and Ministers of Labour and Social Development in December 2019, is a comprehensive action plan for achieving SDG Target 8.7. Through the Action Plan, African leaders recognise the magnitude of the challenge they face and set the ground for positive policy experiences in a number of African countries that will help to guide efforts in the region moving forward.

In 2019, the United Nations General Assembly (UNGA) unanimously adopted a resolution declaring 2021 as the **International Year for the Elimination of Child Labour**. The UNGA, acknowledging the importance of the [ILO's Minimum Age Convention, 1973 \(No. 138\)](#) and [the Convention on the Worst Forms of Child Labour, 1999 \(No. 182\)](#) tasked the International Labour Organization to take the lead in the implementation of the above.

Member States have made serious efforts to tackle child labour in the course of the last fifteen years. Many have formulated and adopted national action plans (NAPs) with measures for strengthening relevant laws and their enforcement, awareness about the problem and its consequences, education for out-of-school

children, the availability of data on child labour, and mechanisms for coordinating the efforts of the different institutions involved in NAP implementation.

The efforts made by Member States, RECs and the AU provide a foundation for accelerating action towards the realization of the Agenda 2063 - SDG 8.7 target. However, much needs to be done in order to achieve the 2025 and 2030 objective. In general, national programmes have yet to make a significant impact on the prevalence of child labour, forced labour, human trafficking and modern slavery

The communications consultant will work on the project “Accelerating Action for the Elimination of Child Labour in Supply Chains in Africa”. ACCEL Africa project addresses child labour in selected supply chains in Côte d’Ivoire, Egypt, Malawi, Mali, Nigeria and Uganda with focus on some of the most widely traded agricultural and mineral commodities (cocoa, coffee, cotton, tea and gold).

The project aims to strengthen partnership and knowledge sharing among global supply chains actors working in Africa by engaging specific target groups to raise awareness of and spur action towards eradicating child labour. To achieve this goal, the project has identified four inter-related components (i.e. three outcomes and one cross-cutting knowledge component). The project work on a) public policy and good governance; b) empowerment and representation, and c) partnership and knowledge sharing among global supply chain actors working in Africa. In addition, the project is supported by continuous research and identification of good practices from the project implementation and from other sources. Gender is considered as cross-cutting theme; all outcomes addresses gender-strategic needs.

In order to reach the above, the Accel Africa project aims to strengthen communication and awareness on child labour in the African region. This includes the use of various media to communicate, including social networks, as modern tools to produce feature articles, blogs, data, computer graphics, visuals, animations, podcasts and multimedia productions from all the countries targeted by the regional action.

2- Objective of consultancy:

The ILO's Regional Office for Africa is seeking the services of an international consultant, as an individual person, in the field of strategic communication including the design and implementation of national and regional communication plans as well as campaigns. As part of its outcome on Strengthening partnership and knowledge sharing among global supply chain actors working in Africa, the project aims to implement, in close collaboration with the African Union,

communication interventions that will focus on raising the awareness on child labour and engaging specific target groups to spur action towards eradicating child labour. The interventions will support the project programmatic goals on communication by contributing to the global advocacy goals in 2021 as well as the implementation of the AU regional Action Plan on Child Labour. The consultant will work closely with the Accel Africa project teams as well as with the project's Communication Officer in Abidjan.

3- **Initial duration of contract:** starting from November 10 2020 to 31ST December 2020

4- **Key deliverables:**

This includes finalized national communication plans for six participating countries and a regional communication plan by reflecting reality of each country and inputs provided by the project team and stakeholders at national as well as regional level.

The plans should include 2 to 3 milestones which will be achievable in 2021 in relation to the advocacy efforts to be made for 2021 International Year of the Elimination of Child Labour.

It is also expected that, generic terms of reference of identified key activities will be prepared by the consultant as tools for facilitating the work of the project team.

List of potential partners and stakeholders in countries and at regional level in the field of child labour in supply chains in Africa will be also prepared by the consultant.

On the development of an awareness to Action strategy targeting consumers and in countries at final layers of supply chains from Africa, the consultant is expected to provide a:

- A detailed desk review of approaches related to social change in Africa and final layers consumers' countries (e.g. Belgium, Netherlands, Switzerland and UK).
- A market research tool with details on different proposed targets including the appropriate channels, platforms and expected actions. (*reference be made to the TORs on the awareness to action strategy in annex*)

5- **Required Profile:**

a- **Education**

A post-graduate degree (master or equivalent) in communication, journalism, international relations, public information, or a related field is required.

b- Experience:

A First level university degree combined with an additional two years of qualifying experience may be accepted in place of the postgraduate degree.

At least ten years of professional experience in a relevant field (communications) is required,

International experience in developing and implementing communication strategy including awareness raising and advocacy, media relations and, or awareness to action field of work is required,

Experience interacting with ILO constituents and programs staff is an advantage,

Working knowledge of English and French,

The use of computers and office software (MSWord, Excel, etc.) as well as knowledge of databases and experience in handling web-based management systems,

Experience in communications within the ILO and/or the United Nations system is desirable.

c- Languages:

Fluency (both oral and written) in French and English, and excellent drafting skills (both in French and English) are also required.

d- Payment schedule

The external collaborator will be paid after submission of his or her final report, approved by the ILO. The payment is launched once time, after invoice issuance by the consultant. On this point, excoll must specify the unit cost about honorarium per working day and will be subject to to the UN standard consultant fees.

6- How to Apply:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications.

- A personal CV outlining all experience on similar projects, as well as the candidate's contact information (email and phone number), and at least three (3) professional references;

The application deadline is October 29, 2020 at 00H00 AM GMT and should be sent to nsimire@ilo.org

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Annex: TORs-Desk Review and Mapping of existing strategies and Campaigns



TOR_DESK.PDF

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