



Terms of Reference
Production of animated videos on
“Improving Working Conditions of Women Rural Workers”

USDOL Funded ILO Project on Improving Workers Rights in Rural Sectors of the Indo-Pacific with a focus on Women

I. Background Information

The International Labour Organization (ILO) is implementing the project on Improving Workers Rights in Rural Sectors of the Indo – Pacific with a focus on Women, which aims to contribute to ensuring and sustaining improved working conditions, especially for women workers, through the improvement and promotion of labour laws compliance in the rural sectors in the Philippines and Indonesia.

The project seeks to improve the capacity of government, employers’ and workers’ organisations in the promotion of compliance with labour laws, occupational safety and health (OSH) and gender equality and works at various levels (at the national, sectoral/ industry, workplace, supply chain/ value chain and community levels), taking on approaches aimed at systematically addressing decent work deficits in target subsectors.

One of the key components of the project is to support project partners from the government, employers and workers in campaigns that will support promotion of compliance to labour standards, protecting women workers, including on OSH, within the supply and value chains of the agriculture, fishing and mining sectors. ensuring compliance to these standards. .

The Project wishes to commission the production of video animation on the “Improving Working Conditions of Women Rural Workers”, which will highlight working conditions faced by women workers across the supply chains of the target rural sectors, related labour standards that uphold and promote the protection of women workers (including women rural workers), and the importance and benefits of ensuring compliance to these labour standards.

The development of these video animation is envisaged to contribute to the achievement of the project’s **Short Term Outcome 2.1.1** on “*Improved capacity of employers’ and workers’ organizations to promote compliance to gender, labour laws, and OSH in the supply chain of target sectors*” through the development and roll out of gender -responsive information, education and communication (IEC) materials on labour standards and OSH in the target sectors.

The proposed animated videos shall be based on information and materials provided by the project and shall adhere to ILO and USDOL standards and guidelines. The video animation is meant to be used as advocacy material in time for the International Women’s Day celebration on 8 March 2022 and as advocacy material in large or small meetings addressing the issue of gender equality and women’s empowerment in the rural sectors of agriculture, fishing and mining. It should be made available for display online and offline, in a format readable and compatible to large screens, TV monitors, laptops and mobile devices (tablets and phones). The web hosting and dissemination would be ensured by the ILO through its websites/channels (ilo.org, YouTube, Facebook, Twitter, SharePoint, etc) once the final version of the said video animation has been submitted.



With this, the ILO invite qualified Service Providers (professionals, animators, and individual consultants, video production firms and multimedia production companies) having relevant experiences and qualifications in delivering similar product services as mentioned in this Terms of Reference (TOR) to bid. Only a single technically responsive and financially viable vendor/ service provider will be selected following ILO procurement rules/procedures and awarded with the contract for the expected deliverables and outputs as per the TOR.

II. Objectives of the Consultancy

This initiative to produce **3 video animation** on issues faced by women workers in the Project target sectors, with the focus based on priorities, themes and elements identified by the Project and its partners, will be undertaken to:

1. Raise visibility and awareness on the situation and issues being faced by women rural workers in terms of their working conditions
2. Promote the application of international and national labour standards to improve working conditions, as well as occupational safety and health of workers in the rural sectors, particularly women rural workers
3. Promote labour rights of women rural workers in line with the upcoming celebration of the International Women's Day/ Month in March 2022.

To meet these needs, the project shall commission a Service Provider with proven experience, equipment, production, editing and translation facilities, to film, to record appropriate footage, to edit and to produce into engaging videos.

III. Assignment

The Service Provider shall perform, conduct; if necessary, identify and assign professionals with the expertise needed to carry out the following production processes to produce the target outputs:

1. Development of the storyboard, in consultation and with approval by the ILO
2. Scene design: Development and approval of the slides to be used in the animation (following the storyboard provided in in annex 1)
3. Music selection
4. Animation of the approved scenes
5. Assembling, editing and mixing
6. Final script and video text layover (English and Filipino)
7. Voice over recording in English and Filipino(text provided by the ILO)
8. Revisions as required
9. The consultant is expected to interact with the Project Team and address feedback received after revisions.

IV. Duration of engagement and main outputs:

The ILO will engage the services of the Service Provider for a total of twenty (20) days and will commence from 14 February to 11 March 2022. The Service Provider agrees to supply the following outputs to the ILO:



1st set of outputs:

1. Provisional storyboard, script and screen design for 3 video animation of no more than 3 minutes each and will have two (2) versions each – narrated in Filipino and Bisaya, then provided with English subtitle/translations. The storyboard shall be based on discussions between the Service Provider and the Project Team.

2nd set of outputs:

2. A draft file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English)

3rd set of outputs:

3. Final storyboard, script (Filipino/Bisaya), translation/subtitle (English) and screen design as approved by the ILO
4. A master file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English) in MOV
5. A master file of the 3 (3-min or less) video animation with voiceover (Filipino, Bisaya) but no captions (in MOV)
6. A lighter version of the video file with voiceover (Filipino, Bisaya) but no captions in MP4 for YouTube and online dissemination
7. An International version file of the video animation + music with no close caption and no voice over (in MOV) for potential localization
8. Full version of the original music with proof or certification for the use of music obtained for the ILO stored in the external hard drive, along with items 1-4. If full copyright has been purchased, the multimedia team must submit the full music with a proof of purchase.
9. All raw, original and editable graphics and layers, video elements, working files and other related deliverables under the contract

Technical and graphic specifications

- Include ILO logo throughout the video (provided by the ILO)
- Frame size: 1920 x 1080 pixels and 1280 x 720
- Frame rate: 25 frames per second

Notes

Full copyright of the video and all designs submitted will rest with the ILO.

All graphical designs, elements and images become the property of the ILO and all rights shall be vested in the International Labour Organization including, without any limitation, the rights to use, publish (including the Web), or distribute graphical designs and images, privately or publicly as information product of the ILO.

USDOL funding must be acknowledged as follows “Funding is provided by the United States Department of Labor under cooperative agreement number IL-XXXXX. XX percentage of the total costs of the project or program is financed with federal funds, for a total of XX dollars. In addition, the ILO is required to include a disclaimer in publications and materials that have been directly funded by USDOL as follows:



“This material does not necessarily reflect the views or policies of the United States Department of Labor, nor does the mention of trade names, commercial products, or organizations imply endorsement by the United States Government.”

V. Timeline and Payment Plan

Deliverables	Indicative Days	Payment tranches
Output 1: 1. Provisional storyboard, script and screen design for <u>3 video animation of no more than 3 mins each</u>	5	30%
Output 2: 2. A draft file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English)	8	20%
Output 3: 3. Final storyboard, script (Filipino/Bisaya), translation/subtitle (English) and screen design as approved by the ILO 4. A master file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English) in.MOV 5. A master file of the 3 (3-min or less) video animation with voiceover (Filipino, Bisaya) but <u>no captions</u> (in.MOV) 6. A lighter version of the video file with voiceover (Filipino, Bisaya) but <u>no captions</u> in MP4 for YouTube and online dissemination 7. An International version file of the video animation + music with no close caption and no voice over (in MOV) for potential localization 8. Full version of the original music with proof or certification for the use of music obtained for the ILO stored in the external hard drive, along with items 1-4. If full copyright has been purchased, the multimedia team must submit the full music with a proof of purchase. 9. All raw, original and editable graphics and layers, video elements, working files and other related deliverables under the contract	7	50%
Total	20	100



The payment to the Service Provider shall be inclusive of professional fees of the consultant, voice-over talent, and other miscellaneous expenses that will be identified in the submission of proposal/quotation to the ILO.

VI. Management Arrangements

The Service Provider will establish all communications and work in close coordination with the Partnership Development Officer, with support from the Senior Communication and Information Management Assistant, Programme officials and ILO technical specialists backstopping the project, under the guidance of the Project Manager. All the tasks related to this assignment will be carried out in close coordination and consultation with the Project team and ILO CO – Manila.

The ILO, through the project, shall coordinate with other communication officials and specialists and Project partners to ensure that inputs on communication and visibility are gathered and integrated into the workshop designs and workshop materials.

VII. Requirements

The interested parties must submit their proposal with the following information:

1. Company/Organisation profile (for Service Providers, production firms/companies) or curriculum vitae (for External Collaborators/consultants), including links to sample works
2. At least 2 years of experience and expertise producing animated videos; proven track record of on-time delivery and high-quality animated videos produced
3. Experience working with the United Nations (UN) and the ILO is preferred
4. System for Award Management (SAM) registration under the United States Federal Contractor Registration (USFCR) is required for Service Providers/production firms.
5. A proposed production plan for the project introductory videos describing how the contractor will go about the commissioned work
6. A proposed budget, covering professional fees, daily rate of production team members, estimated additional expenses, etc. Proposed budget or overall cost should be VAT exempt. (see Annex I for reference)

The proposal must be submitted by 12:00nn (Manila time), 11 February 2022, through Ms Ana Liza Valencia, Partnership Development Officer, at valencia@ilo.org.



Annex I: Budget Proposal template

Output	Description	Tasks	Rate	Number of Days	Total
Output 1: • Provisional storyboard, script and screen design for 3 video animation of no more than 3 mins each	Describing the output, and the main activities involved in producing the output - consultations				
Output 2: • A draft file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English)					
Output 3: • Final storyboard, script (Filipino/Bisaya), translation/subtitle (English) and screen design as approved by the ILO • A master file of the 3 (3-min or less) video animation including voiceover (Filipino, Bisaya) + captions/subtitle (English) in.MOV • A master file of the 3 (3-min or less) video animation with voiceover (Filipino, Bisaya) but no captions (in.MOV) • A lighter version of the video file with voiceover (Filipino, Bisaya) but no captions in MP4 for YouTube and online dissemination • An International version file of the video animation + music with no close caption and no voice over (in MOV) for potential localization • Full version of the original music with proof or certification for the use of music obtained for the ILO stored in the external hard drive, along with items 1-4. If full copyright has been purchased, the multimedia team must submit the full music with a proof of purchase. • All raw, original and editable graphics and layers, video elements, working files and other related deliverables under the contract					

