



Terms of Reference for Service Providers (firms)

Design of a series of communication materials and reports for publication

Background

In 2019, a large popular uprising led by Sudanese women and youth toppled the incumbent regime demanding freedom, peace and justice. The transitional government, which took office in September 2019, is committed to address the root causes of the protracted economic crisis and conflict to stabilize the economy and create fiscal space for sorely needed investments in infrastructure, education, health and economic development for all.

However, due to decades of economic sanctions and violent conflict, the humanitarian and economic situation is complex. Around 9 million Sudanese households receive assistance, 2.5 million people are internally displaced, and 1.1 million are refugees. All these people are in dire need for assistance.

In response to this, the ILO, UNHCR, UNICEF, the IFC and the WB, spearheaded by the Kingdom of the Netherlands, came together leveraging their respective expertise under the PROSPECTS partnership. The Partnership works towards delivering change within the refugee, internally displaced, returnees, and host community populations in East Darfur and West Kordofan across three pillars:



Pillar 1: Quality Education
and Training



Pillar 2: Employment and
Livelihoods



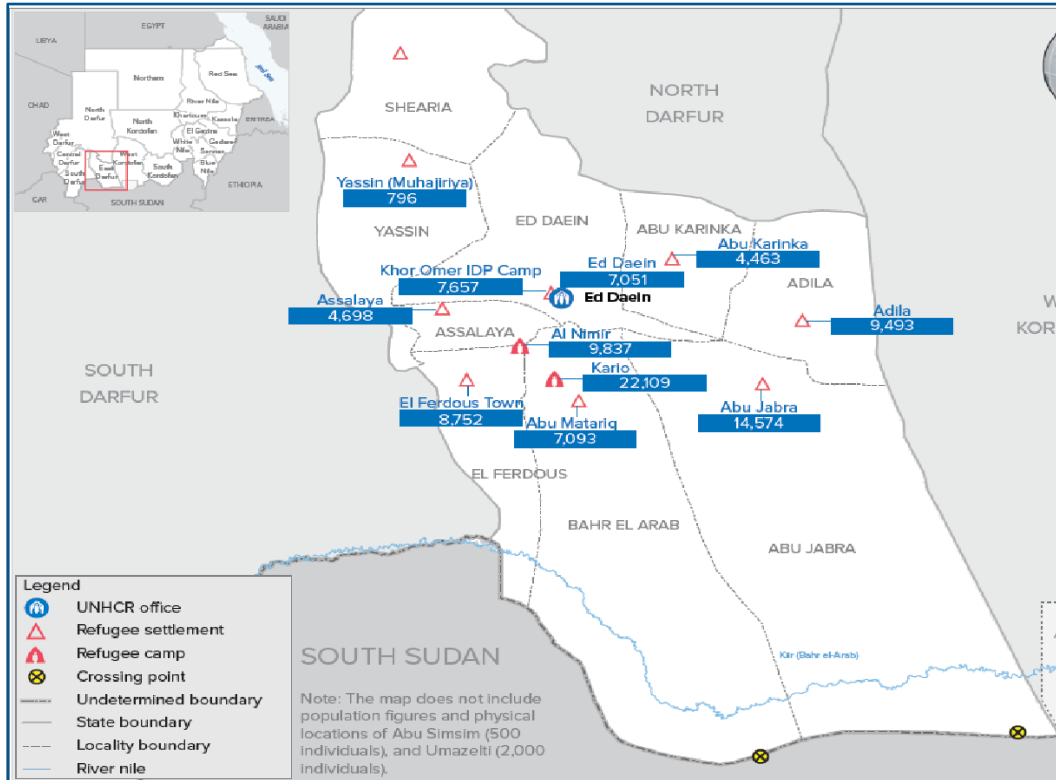
Pillar 3: Protection and
Inclusion

The Partnership is focusing its technical assistance on improving the quality of life for forcibly displaced and host communities from al Nimir camp and the nearby settlement of Assalaya in East Darfur, and El Meiram and Kharasana Settlements in West Kordofan. Together with our UN sister agencies, we are working to improve the quality and availability of locally relevant livelihoods skills training, strengthening the links between small plot farmers and agro-commodity buyer networks, restore access to critical water resources and grow markets.

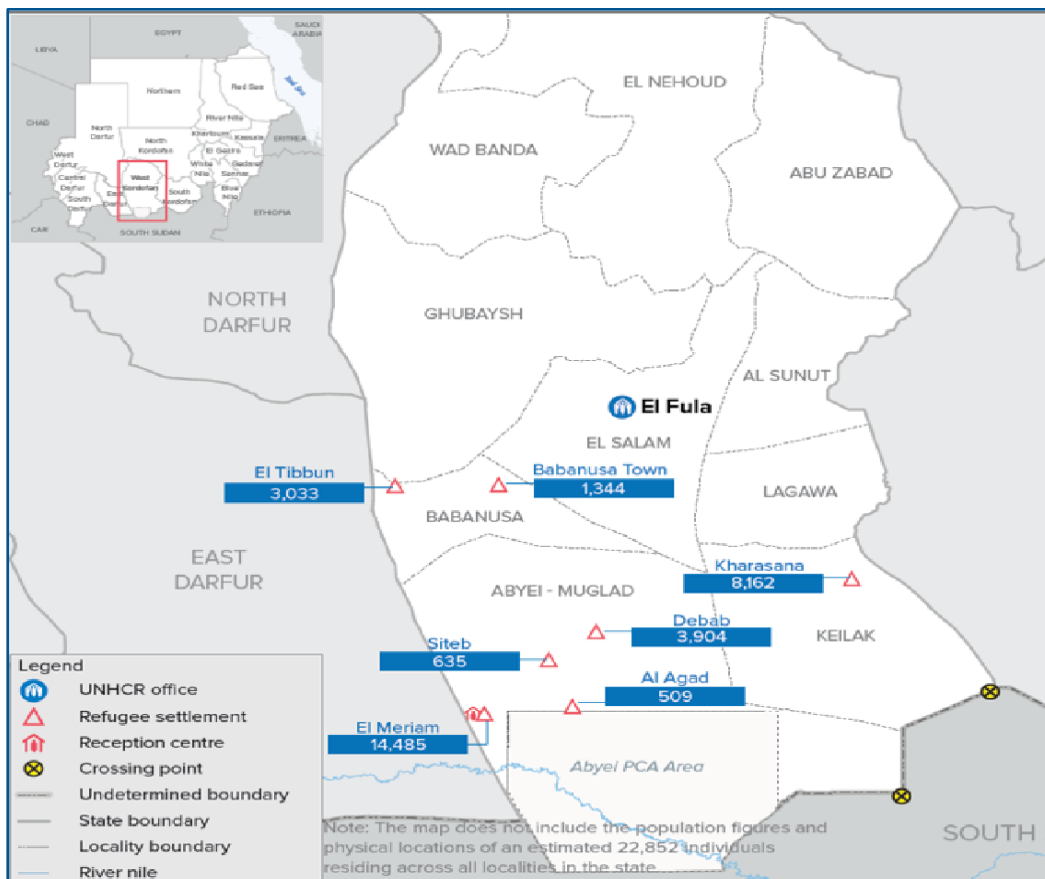
The Situation in Target States



As of January 2020, more than 76,000 South Sudanese refugees and more than 60,000 IDPs reside in East Darfur. Most of them live in settlements in close proximity to the host community or in one of the UNHCR's camps. In East Darfur, the PROSPECTS partnership is focusing its work on the target localities Assalayaa settlement and El Nimir camp.

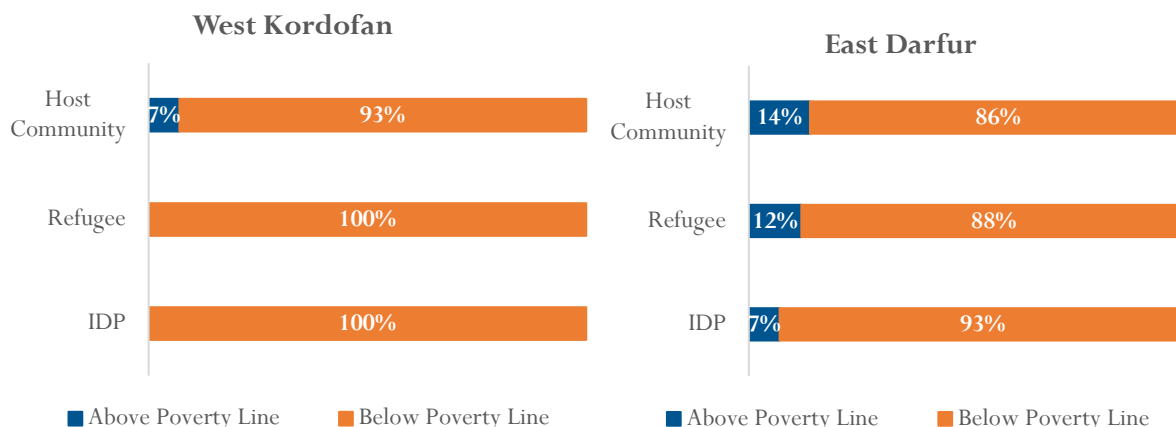


West Kordofan hosts around 60,000 South Sudanese refugees and more than 86,000 IDPs almost all of which live in self-settlements across the state. Under the PROSPECTS programme, the Partners have committed to developing interventions to support improvements in access to education, livelihoods, and protection systems along the Keilak/Kharasana corridor as well as in the deep field location of Al Meiram.



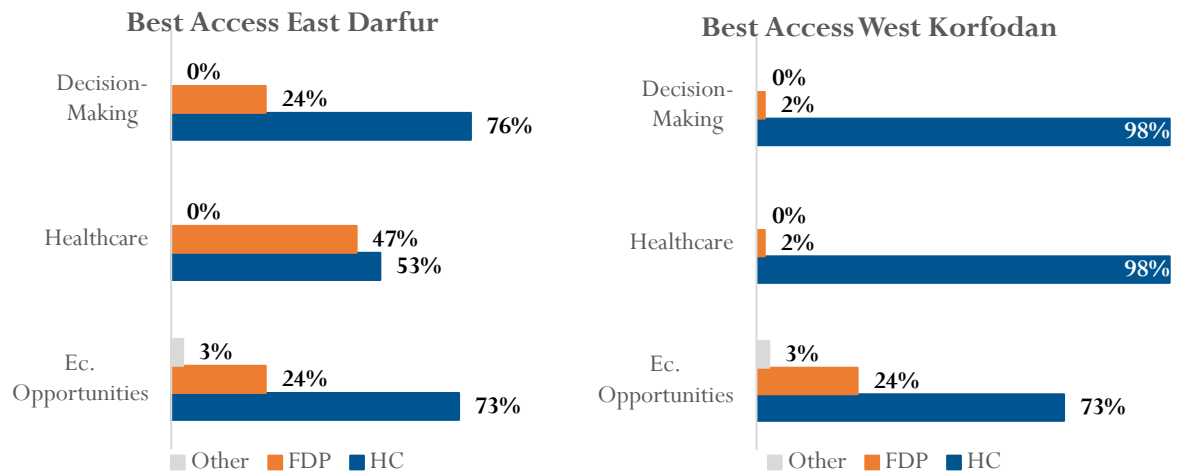
In both these states, the vast majority of beneficiaries depend on subsistence farming and agro-commodity production. Recent baseline data confirms that for both FDPs and HC members there is insufficient access to (i) markets, (ii) finance, (iii) education and training, (iv) government services and (v) healthcare facilities. This lack of economic opportunities and public goods is reflected in the fact that almost the entire population lives below the internationally defined poverty line of 1.90\$ per day (see graph).

Reported individual income vs. 1.90\$ poverty line by state and migration status in % (n=1,172)



What is more, populations are frequently exposed to inter-communal conflicts and violence and feel that access to decision-making, healthcare, and economic opportunities is not even between groups.

Perceived access to opportunities and services in West Kordofan, in % (n=1,172)



Female-headed households, which constitute 42% of forcibly displaced and 22% of host community households, face additional challenges. They are more likely to be illiterate, have little education, and fall below the poverty line. What is more, they are less likely to see a significant improvement to their situation when pursuing income-generating activities and face numerous cultural barriers in accessing livelihoods.

What we plan to do

Together with our UN sister agencies, the ILO is working to improve the quality and availability of livelihoods through four key avenues:

- **Strengthening access to education and skills** through mobile vocational training platforms and inclusion in upgraded informal apprenticeships.
- **Improving market links** between small plot farmers and agro-commodity buyer networks by strengthening cooperatives and value chain development.
- **Restoring access** to clean water and expanding access to healthcare, through employment intensive infrastructure investments.
- **Developing financial services and products** that are accessible to both forcibly displaced and host communities and support integration into value chains

Wherever points of entry exist, the ILO remains a committed champion to mainstreaming gender into our interventions as well as working towards reducing decent work deficits in the workshops and small-scale enterprises we work with. This multi-dimensional approach is expected to provide an important start for local commercial exchange, bring in much needed finance from buyer networks, and help to improve social protection systems for both FDP and HC members.

Objective

The objective of the present TOR is to design a number of communication materials in line with the ILO's in-house style guide, [brand hub](#), and the PROSPECTS branding guidelines. Both documents will be made available upon request to potential bidders. Concretely this involves



Key Deliverables

1. Inception report

The inception report should provide a revised detailed work plan and timeline concerning the submission of the below-mentioned deliverables as well as a refined concept for deliverables 3 and 4 (advocacy campaign and series of products to document, assess and communicate project impact) of this TOR.

Deadline: 30.06.2021

2. Design and implementation support for the ILO PROSPECTS Sudan community advocacy campaign.

The PROSPECTS advocacy campaign to be designed for the PROSPECTS partnership has two main objectives. First, it aims to introduce ILO activities and interventions to forcibly displaced and host communities in West Kordofan and East Darfur, many members of which are very vulnerable, likely fall below the poverty line, have received little education and or may be illiterate. This also includes the objective of mobilizing take-up for the ILO's activities which may require individuals to change or expand their livelihoods for example through joining a cooperative instead of engaging in subsistence agriculture. This advocacy campaign is critical means to establish trust with local communities and introduce development oriented approaches in target areas that have so far mainly received humanitarian support. A second objective is to spread key ILO advocacy messages such as on the harmful consequences of child labour and the importance of vocational education and training.

The advocacy campaign should combine and balance a number of key ILO theme; including advocacy messaging:

- (a) Determined by the global steering committee
- (b) ILO Flagship interventions under PROSPECTS (Cooperatives, Employment Intensive Investment Programme, Skills, Social Protection, etc); and
- (c) Tailored messaging around sensitive themes like the value of vocational education and training for both boys and girls or child labour exploitation (see below).

Interested service providers should note that areas are very hard to access (requiring up to two days travel by air and land to reach) and are largely excluded from a stable internet or telephone network coverage.

- Child Labour and Forced Labour in target communities
- Vocational Training and informal apprenticeships
- Women empowerment and participation in livelihoods
- The developmental potential of cooperatives

A copy of the partnership's Multi-Annual Country Programme (MACP) is available upon request to potential bidders. The technical proposal should include clear mention of the support required by the ILO's project team.

Deadline: Design of campaign material latest by September 2021. Campaign implementation support to be provided until April 2022 latest.

3. A series of communication products to communicate project results and impact to external partners.



The series of communication products is designed to investigate and communicate project success to external partners, governmental counterparts and the Ministry of Foreign Affairs of the Netherlands in order to document lessons learned best practices, approaches, and the voices of our beneficiaries. It should be based on evidence to be collected such as through photos, video footage, interviews and personal stories. Products under deliverable four shall focus on pillar four “new ways of working” of the PROSPECTS partnership. Selected content under the below suggested products should thus aim to highlight inter-agency collaboration at activity level (always involving the ILO as a partner) and showcase the impact this has on affected communities. Documents to be consulted and inspiring the content of the below products include:

- Key advocacy messages as defined by the global steering committee
- The partnership’s Multi Annual Country Programme, and
- Reading of the Partnerships Baseline report (to get an impression of the context in implementing areas)

- **Three (3) short interview videos distributed under the 3 pillars of the PROSPECTS partnership with a specific focus on the ILO’s intervention areas**

The videos shall consist of strong human-centred narratives structured around the 3 pillars of the PROSPECTS partnership with the ILO’s main focus areas on livelihoods, with some graphic features explaining the essence of the PROSPECTS partnership’s intervention modalities. The content touches upon beneficiaries’ personal stories and the ILO’s impacts on their lives. The videos shall be uploaded on the ILO’s YouTube channel upon their completion and be advertised through social media, and on national media outlets such as TV programmes to the extent possible. The length of the video shall be 10 – 20 min each.

Deadline: Raw footages for three (3) different videos with storyboards latest by December 2021. Final products will be provided by April 2022 latest.

- **Two (2) info stories structured under the 3 pillars of the PROSPECTS partnership with a specific focus on the ILO’s intervention areas**

The easy-to-read info stories should outline the key figures of the PROSPECTS partnership (e.g. beneficiaries who undertook the ILO’s training courses, the number of local community workers benefitting from the ILO’s interventions under PROSPECTS, outline of the partnership between different UN agencies under the partnership). The ILO Office in Khartoum will provide necessary data and documents for the production of such info stories.

Deadline: Storyboards latest by December 2021. Final products will be provided by April 2022 latest.

- **Capture and draft 6 project success stories (max. 700 words) following the “ILO Voices” format**

The format features one person and his or her personal stories and ILO’s impacts on the person (ideally including a balanced number of host community and forcibly displaced as well as female beneficiaries and persons with disabilities). The guideline for the data collection will be provided by the team.

Deadline: latest by December 2022.

Duration

The service provider will support the projects’ communication efforts between July 2021 and February 2023.



Reporting

The service provider will work under the overall supervision of the PROSPECTS project team in Sudan based in Khartoum, East Darfur and West Kordofan. The ILO Office in Khartoum, is a non-resident project office under the administrative purview of the Country Office in Addis Ababa. It receives technical support from the ILO Decent Work Team in Cairo. The office currently implements around 6 smaller and larger projects. Since there is no dedicated communications staff in the Khartoum office, further technical guidance on communications products can be sought from the ILO PROSPECTS communications officer in Geneva and the ILO's communications department in Geneva.

Suggested Payment schedule:

- Upon submission of deliverable one (1) under this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 10% of the total contract volume.
- Upon submission of 3/6 reports, under deliverable two (2) of this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 15% of the total contract volume.
- Upon submission of the remaining 3/6 reports, under deliverable two (2) of this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 15% of the total contract volume.
- Upon submission of all materials for the advocacy campaign, under deliverable three (3) of this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 20% of the total contract volume.
- Upon submission of the implementation support (if included in the technical proposal) under deliverable three (3) of this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 10% of the total contract volume.
- Upon submission of all deliverables proposed under deliverable (4) of this TOR to the satisfaction of the ILO and no later than indicated above, the ILO will pay the service provider 30% of the total contract volume.

The **technical proposal** should include:

- A detailed and realistic work plan of achieving key deliverables within the various mentioned time frames;
- Certificate of registration of the company(s) included in the proposal
- Presentation of key staff involved in the project as well as their respective CVs and complementary areas of expertise;
- A concept of the outline and implementation modalities (e.g. radio broadcast, leaflets, community events, word of mouth) of the community advocacy campaign given the aforementioned contextual challenges;
- The latter should clearly reflect the capacity of the service provider to support the implementation of the advocacy campaign and inputs required by the ILO;¹
- A brief concept of the suggested style and branding of the series of communication materials based on the suppliers' reading of project documents to establish and propose a common narrative and theme for the series with PROSPECTS' key advocacy messages.

¹ e.g. service provider will be able to provide a photographer vs. ILO needs to provide a photographer



- A sample of published prior work. Having conducted prior work for the ILO or another UN agency, on the topic of forced displacement and/ or in Sudan is considered an advantage.

The **financial proposal** should include:

- A detailed budget breakdown by key deliverable and sub-deliverables
- Should be provided in USD

Evaluation Criteria (technical proposal)

- Demonstrated experience in conceptualizing and supporting / implementing community advocacy campaigns under challenging contextual circumstances, preferably within Sudan (30 marks)
- Demonstrated experience in designing communications products with related content, either with regards to the addressed topics (skills development, child labour, etc.) or in contexts of forced displacement and conflict (30 marks)
- Simple and convincing technical proposal with regards to feasibility, time planning, implementation modalities, and proposed design choices (30 marks)
- Quality of content and design of the submitted samples of prior work including with regards to language (Arabic and English) (10 marks)