

Terms of Reference

Service provider to develop and implement digital campaigns for the ILO SCORE Programme in Viet Nam

1. Background and rationale

Since 2011, the ILO SCORE Programme have provided SCORE Training which combines practical classroom training with onsite consulting and focuses on improving productivity and working conditions in small and medium enterprises in Viet Nam.

To ensure the continuity in scenario like Covid-19 and the legacy of ILO SCORE Training in Viet Nam, the ILO SCORE Programme have launched its first online self-learning videos. Beneficiaries of the videos are managers and workers working in small and medium production enterprises. In addition, these resources will be useful for SME consultants to use as parts of their online and face-to-face trainings.

The videos will be uploaded to ILO SCORE Viet Nam's [YouTube channel](#) and will be divided into different playlists depending on their contents. The first two playlists on 5S and Kaizen will be published in July 2021 (see description in Annex 1, 2 and 3).

Under YouTube's algorithm, these videos need to have good performance* to be suggested in searches, selected for viewer's homepage and reach our targeted audience. With this in view, the ILO SCORE Programme should actively promote the self-learning series on all relevant online channels. In order to have an effective promotion campaign, we will need support from external experts on search keywords and omni-channel promotion.

2. Objectives

The objective of this assignment is to develop and execute a promotion plan for ILO SCORE's self-learning videos on 5S and Kaizen, including building relevant contents and generating views for these videos.

KPI: Reach and engagement on [fanpage](#)

Number of view on YouTube

3. Scope of Works

The service provider will:

1. Do competition, keyword, trend and interest research in relation to the training contents and profiled beneficiaries
2. Develop a promotion plan for the e-learning programs
3. Run the agreed promotion plan

* measured through click-through rate, average view duration, average percentage viewed, likes, dislikes, and viewer surveys: <https://blog.hootsuite.com/how-the-youtube-algorithm-works/>

4. Specific tasks, expected results, timeline and deliverables

Activity	Expected results	Deliverables	Time frame
Research in relation to the training contents and profiled beneficiaries	ILO SCORE will understand the foundation of all the plan proposed by the service provider	Research report	1st week Aug
Develop a omni-channel promotion plan (including all or some of these channels: Facebook, YouTube, Google and page ads)	The plan should include channels/platforms, activities, a realistic timeline and KPI.	Promotion plan	1 st week Aug
Create contents and materials	Matched with promotion plan	Campaign contents	2 nd week August
Implement the agreed activities under the plan, including.	-Targeted posts/activities are boosted as per campaign plan -Relevant ads are run on agreed channels/platforms		2 nd – 4 th week August
Submit a campaign report	The campaign report includes details of its performance against the agreed KPI specified in the campaign plan.	Campaign report	1 st week Sep

5. Proposal evaluation

Interested service provider should submit a proposal to ILO SCORE. Sample videos on 5S and Kaizen can be found [here](#) and [here](#) for reference.

The evaluation will be on:

- 10% - relevant experience of service provide
- 30% - convincing application of PR tools and strategy
- 60% - KPI commitment and cost

6. Proposal submission and deadline

The proposal is to be submit to duchoang@ilo.org and dungda@ilo.org before 11:30am 27th Jul 2021

ANNEX 1

INFORMATION ON ILO SCORE SELF-LEARNING VIDEOS

1. Background

Sustaining Competitive and Responsible Enterprises (SCORE) is an ILO global programme which provides practical classroom training with onsite consulting and focuses on improving productivity and working conditions in small and medium enterprises (SMEs).

For Viet Nam, since 2011, more than 2,300 staff from 250+ enterprises have participated in SCORE Trainings, mostly from the furniture and the supporting industries. Consultants trained by the ILO visited these enterprises more than 1,000 times, with 91% satisfaction rate from participating enterprises.

To diversify its support for SMEs and ensure continuity in scenario like Covid-19, the ILO SCORE Programme have launched its first online self-learning videos in July 2021 and planned for more videos of this kind to be published throughout 2021.

2. Product information

2.1. Contents and channel

All of the videos will be built around ILO SCORE's Training long expertise and experience on workplace organization, continuous improvement and lean production. Details of the two first playlists: 5S and Kaizen including description and length can be found in Annex 2 and 3.

All videos will be uploaded to ILO SCORE Viet Nam's [YouTube channel](#).

2.2. What makes it different?

- Developed and produced by ILO SCORE, a unique and reputable factory training and consultancy programme with 10 years of experience in Viet Nam and globally
- Free of charge
- Up-to-date, globally used technical knowledge is adapted to match with factories and production in Viet Nam;
- Trainers are expert in the fields with proved success in SCORE production training and consultancy for factories across Viet Nam;
- Lessons are accompanied by real case study from factories in Viet Nam which have followed SCORE approaches and achieved great results;
- Short videos on one topic which viewer can choose to watch one, some or all at their own pace.

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Unique selling proposition: With less than 10 minutes a day watching these free videos, you can take practical actions to transform your workplace and factories into cleaner, more organized and highly productive ones which are closer to global standards.

3. Target audience: All staff in factories in Viet Nam, students in technical universities, colleges and vocational training schools, people looking for a job in a factory

- Key geographical focus: Ho Chi Minh City, Binh Duong, Dong Nai, Binh Dinh, Hanoi, Vinh Phuc, Hai Phong, Bac Ninh, Bac Giang
- Age from 15 to 60, both female and male
- Strict working hours, very limited screen time from 7:00 am to 4:30 pm
- Education: workers – primary to secondary education, managers – secondary to tertiary education
- Social channels: Zalo, Facebook, YouTube
- Search engine: Google
- Workers mainly use their mobile phones, while managers are active on both computers and mobile phones. With access to the Internet, they enjoy entertainment, do shopping, search information and find jobs.
- They easily click on news article on their Zalo and Facebook feeds which are either shared by their peers or suggested by the channels. They love watching Facebook videos and films.
- On YouTube, they watch their favourite music and entertainment videos which can be anything from their hometown, local food and funny vlogs. Workers may even find job opportunities posted on various videos on YouTube. Example is shown [here](#) and [here](#).

ANNEX 2

TỔNG QUAN KHÓA HỌC (COURSE OUTLINE)

HƯỚNG DẪN THỰC HÀNH 5S TẠI DN

5S là công cụ quản lý có nguồn gốc từ Nhật Bản và đã được rất nhiều doanh nghiệp hàng đầu trên thế giới áp dụng. Công cụ này nếu được áp dụng đúng sẽ có thể tạo ra được sự thay đổi vô cùng mạnh mẽ cho doanh nghiệp. Khóa học "Hướng dẫn thực hành 5S tại DN" sẽ mang đến cho bạn một góc nhìn toàn diện & chân thực hơn về công cụ 5S cũng như cách thức triển khai, các bài học thành công tại DN.

STT	HOẠT ĐỘNG ĐÀO TẠO	NỘI DUNG TỔNG QUAN	HÌNH THỨC THỂ HIỆN	THỜI LƯỢNG HỌC
				(phút)
Giới thiệu khóa học				6
1	Lời chào của giảng viên		Video	6
Học phần: Hướng dẫn thực hành Kaizen tại DN				27
1	S1 – Seiri – Sàng lọc		Video	4
2	S2 – Seiton – Sắp xếp		Video	6
3	S3 – Seiso – Sạch sẽ		Video	4
5	Minh họa thực hiện 5S trong DN tham gia dự án SCORE		Video	6
6	S4 – Tiêu chuẩn hóa		Video	1
7	S5 – Duy trì thành quả 5S		Video	3
8	Hướng dẫn triển khai 5S tại DN		Video	3
Tổng kết khóa học				1
1	Tổng kết khóa học		Video	1

ANNEX 3

TỔNG QUAN KHÓA HỌC (COURSE OUTLINE)

HƯỚNG DẪN THỰC HÀNH KAIZEN TẠI DN

Kaizen - Cải tiến liên tục, được xem là nền tảng quan trọng để đảm bảo sự thành công của DN. Trong chương trình đào tạo này, ngoài việc giới thiệu với bạn những kiến thức nền tảng về Kaizen, bạn cũng sẽ dễ dàng tiếp cận những kinh nghiệm thực tiễn quan trọng trong việc áp dụng Kaizen. Những kinh nghiệm này có cả câu chuyện thành công và những thất bại, và những kinh nghiệm thực tiễn này luôn là những bài học có giá trị nhất. Với những kinh nghiệm này chúng tôi sẽ giúp các bạn nhìn nhận được những phương pháp áp dụng KAIZEN tận dụng nội lực của doanh nghiệp và mang tính bền vững cao.

KẾT QUẢ ĐẠT ĐƯỢC SAU KHÓA HỌC

- Nắm được những kiến thức nền tảng về Kaizen
- Lựa chọn các cách thức áp dụng Kaizen tại DN mình thông qua những hướng dẫn từ khóa học & bài học kinh nghiệm của các DN đã triển khai Kaizen

STT	HOẠT ĐỘNG ĐÀO TẠO	NỘI DUNG TỔNG QUAN	HÌNH THỨC THỂ HIỆN	THỜI LƯỢNG HỌC
				(phút)
Giới thiệu khóa học				8
1	Lời chào của giảng viên		Video	8
Học phần: Hướng dẫn thực hành Kaizen tại DN				36
1	Hiểu về Kaizen & lĩnh vực áp dụng Kaizen tại DN		Video	4
2	Kinh nghiệm áp dụng Kaizen tại công ty CP Minh Dương		Video	6
3	Gợi ý áp dụng Kaizen tại DN		Video	4
4	Kinh nghiệm áp dụng Kaizen tại Công ty Bảo Bảo		Video	5
5	Kinh nghiệm áp dụng Kaizen tại Công ty Poly Tech HCM		Video	4
6	Nền tảng để áp dụng Kaizen tại DN thành công		Video	1
7	Làm thế nào để người lao động cùng tham gia thực hiện Kaizen		Video	1
8	Nguyên tắc cơ bản để áp dụng Kaizen tại DN		Video	6
9	Quy trình thực hiện Kaizen tại DN		Video	5
Tổng kết khóa học				1
1	Tổng kết khóa học		Video	1

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