

## CALL FOR PROPOSAL

### **I. Background & Rationale**

The Productivity Ecosystems for Decent Work Project , launched by the International Labour Organization (ILO) Viet Nam aims at addressing constraints to productivity growth and decent job creation.  
<https://www.ilo.org/empent/Projects/productivity-ecosystems/lang--en/index.htm>

The project has collaborated with diverse partners in Vietnam to provide support for enterprises in wood processing and machinery sectors, aiming to enhance productivity. Enterprises demonstrating exceptional improvements in productivity will be selected to be highlighted in the project's communication materials.

The project is seeking for external collaborators/ service providers based in Viet Nam in developing communication content on productivity improvement.

### **II. Objective/purposes**

To create the written contents (script and story line) for 08 video clips showcasing the productivity improvement journey of 08 enterprises as assigned by the International Labour Organization (ILO). Enterprises will be identified and recommended by ILO.

Each video will :

- cover 1 enterprise;
- have two versions: long version ranging 03 – 05 minutes and short version 1.5 minutes; and
- using a storytelling approach to unfold a narrative centered on various members of the enterprise improvement team, and the improvement program supported by ILO in each enterprise, offering insights and personal experiences throughout the improvement process.
- explain the sectoral impact of the success story.

The aim of all videos is to narrate the success story of the enterprise and the impacts of their productivity improvement, highlighting valuable lessons learned along the way.

### **III. Scope of work and task**

1. Consulting with the assigned enterprises to agree on an onsite workplan (dates of observation, dates of interview etc.) to develop the storyline of video script. The enterprises locate mainly in provinces around Hanoi and Hochiminh city.

2. Conducting interviews with the enterprise's director and members of the improvement team (minimum 2 members)) and the consultant team to comprehend the enterprise's improvement process. Information of the improvement process will be provided by ILO prior to the interview in the form of implementation report.
3. Conducting interviews with the ILO project team to understand the project work and intervention support for enterprise as well as key messages to be incorporated into the video.
4. Conducting interviews with assigned project partners to understand the potential sectoral or ecosystem impact of the enterprises' improvement result.
5. Observing improvement meetings and implementations to gather insights for the storyline.
6. Developing the storyline for the video clip based on the collected information.
7. Communicating and obtaining written confirmation and consent (via email) from the enterprise and interviewees regarding the storyline.
8. Collaborating with the video production team to articulate the video scripts. The production team chosen by the ILO is highly experienced and has previously delivered similar services to the satisfaction of the ILO. However, this team will work closely with the external collaborators/service providers to ensure that the video scripts are articulated according to their direction.
9. Assisting the video production team in planning the site shooting.
10. Facilitating the site shooting to ensure sufficient footage and interviews are obtained for the agreed-upon script.
11. Guiding the post-production and editing process by the production team, adhering to a clear timeline.
12. Creating a transcript of the videos and translating it into English.
13. Providing recommendations to the production team on incorporating infographics or other video effects.
14. Reviewing the final draft video to meet the satisfaction of the ILO.
15. Developing condensed versions of the approved videos tailored for various promotional channels.

16. Ensuring all information at the enterprises are strictly confidential. In no circumstance that these footages are disclosed to a third party without written agreement of the relevant enterprises and the ILO.

#### **IV. Competencies and requirement**

1. Ability to communicate clearly and effectively in written and verbal and in both Vietnamese and English.
2. Proficiency in creating compelling content for the assigned work.
3. Familiarity with digital marketing, social media, and other online communication channels.
4. Ability to build and maintain positive relationships with enterprise staff and the video production team during the contract.
5. Ability to adapt to changing situations emerge from the onsite work with the enterprise.
6. Ability to manage the assigned communication work from conception to completion with strict timeline.
7. Previous experience in a similar role, with a demonstrated track record of successful communication campaigns.
8. Industry Knowledge: Familiarity with the industry or sector in which the business operates.

#### **V. Application submission**

Interested candidates/service providers should submit the below information to [main@ilo.org](mailto:main@ilo.org) before **5pm 26<sup>th</sup> Apr 2024**:

1. CV (for individuals) or profile with CV of key person (for service providers).
2. Technical proposal in English that clearly outline relevant experience and how the qualification required are met and proof of similar assignment.
3. Financial proposal for the content development work mentioned in III only, the production workload (site shooting, video editing) is not a part of this call.

The ILO will accept questions for clarifications on the call to be sent to [duchoang@ilo.org](mailto:duchoang@ilo.org) latest 5 working days before the deadline. Answers to questions and clarification will be made available to all interested candidates.

#### **VI. Financial arrangement**

The project will not cover the following costs, under the assumption that qualified applicants possess adequate local capacity to address the scope of work:

1. International travel
2. Interpretation

Payment Terms: The contract will not include advance payment. The initial progress payment of 50% will be issued upon the completion of content for the first four enterprises. **Deliverables and timeline** (details deliverables and timeline will be agreed in contract signing)

1. Interview note (English and Vietnamese)
2. Storyline (English and Vietnamese)
3. Video script (English and Vietnamese)
4. Transcript (English and Vietnamese)
5. Final video and various version as requested at ILO's satisfaction.
6. **Timeline: Enterprises will be assigned by the ILO based on their improvement results in partner implementations, with specific timelines to be determined within the 12-month duration of the contract. External collaborators and service providers are encouraged to directly engage with the enterprises to establish timelines for interviews and other fieldwork. The ILO will offer support by facilitating formal introductions as needed.**