

## TERMS OF REFERENCE

***SIRAYE: Advancing Decent Work and Inclusive Industrialization in Ethiopia***  
*Production of Radio programme*

### Terms of Reference

**Selection of a Communication and Media company to design and produce a radio program**  
**June 02, 2021**  
**National/Local Advertisement for Company only (Not for an Individual)**

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#### **1. BACKGROUND**

The International Labour Organization (ILO) is the only tripartite UN agency that brings together governments, employers and workers representative of 187 member states, to set labour standard, develop policies and devise programmes promoting decent work for all women and men.

The programme on Advancing descent work and inclusive industrialization in Ethiopia (SIRAYE) is a comprehensive and coordinated ILO response to a need expressed by the Ethiopian constituents and other key industry stakeholders to advance decent work and inclusive industrialization in key priority sectors identified in the Second Ethiopian Growth and Transformation Plan (GTP II). For the first phase, the programme is prioritizing the garment and textile industry.

The overarching development goal of the programme's strategy is to see improved respect of workers' rights leading to greater incomes and compensation, and enhanced safety, equality, voice, and representation. The programme also aims to lift Industrial productivity and competitiveness to enable a global competitive textile and garment sector and encourage accountable and transparent government institutions.

The garment and textile industry employees are overwhelmingly young women (in some cases almost 90% of the factory workforce) from the rural areas. Most of the women workers are not only new to formal employment, but also to the regions or the location where they are working and living. While making up the majority of the workforce in sector, women are often underrepresented in the leadership structures and in the management of garment factories. Beyond wages, women face additional gender-specific barriers including limited access to training opportunities and childcare solutions. Evidence suggests that the availability of child care is strongly associated with an increase in women's labour force participation and productivity. Child care is one of the most important enablers of women's economic empowerment and can have a positive impact on children's learning.

Gender-related job segregation exists, as women workers are concentrated in jobs such as weaving and sewing, whilst men are employed mainly in more technical and skilled positions such as machine supervisors. This creates a glass ceiling preventing women's career progression in the industry. Being new to factory work and the areas they live and work and having limited knowledge of their rights, women are more likely to experience discrimination, including gender-based violence and sexual harassment. Beyond the workspace, factory workers are also facing gender-related challenges while commuting to work and in the surrounding communities. The 2019 ILO Advancing Decent Work baseline survey echoes that close to half of workers (45 per cent) on average say they are concerned about their safety when traveling to or from work. Stakeholders also highlighted the incidence and continued risk of sexual assault, violence, mugging and other crimes experienced by the workers.

Female workers in factories still face gender-based discrimination such as screening of candidates by informal tests of pregnancy. In addition, female workers are being harassed by male colleagues at higher levels in the workplace. Men face barriers to entry to semi/unskilled roles due to ingrained female preference by employers. Women are underrepresented among managers and trade union leaders, meaning their voice and influence at the factory level are often muted. Opportunities for career advancement are limited for all workers in the sector, but this is particularly true for women due to their typically weak starting position (in low paid, low skilled roles where promotion chances are rare). Moreover, the majority of the factories are not working on gender specific work place hazard/ risk assessment and place pregnant women in safer areas of working areas to protect the mother and the foetus.

## 2. SCOPE OF WORK

To curb the gender gap in the garment and textile industry, the Siraye programme has designed various interventions at the factory, sectorial, regional and national level. As part of the intervention at the factory level, the programme would like to design and produce a radio programme that will be broadcasted in all the major industry parks across the country.

The radio programme will address the gender thematic pillars with in the SIRAYE programme i.e. Leadership and empowerment, fair and equal treatment, voice and representation and paid work and care.

Hence, based on the design document provided by the ILO, the service provider is expect to deliver the following

- Manage the production of 12 episode (30 minute) radio programme (casting, scripting, editing....). the format of the radio programme should be 15 minute scenario based drama followed by 15 minute of interview/ discussion based on the issued raised on the drama.
- Produce 15 minute scenario based radio drama
- Work with community radio organization in Hawassa, Bole Lemi, Adama and Kombolcha to record live interviews based on the radio drama segment
- Package and disseminate the radio programme to factories and stakeholders the programme works with.

## 3. Methodology

The selected service provider will be working very closely with ILOs communication officer to determine stories and storytelling techniques. A creative brief that will outline the focus on the radio programme for each episode, the questions to be addressed and the stakeholder to engage will be provided by the ILO.

The service provider is expected to work closely with community radio organization in Hawassa, Adama, Kombolcha and Bole lemi and to utilize their studio when recording the live segment of the radio programme. As such, the service provider should enter an agreement with community radio organizations to compensate staff members for their expertise.

The selected service provider is expect to travel to Bole Lemi, Adama, Komoblcha and Hawassa to develop narratives and scripts that resonates with real life stories of workers.

## 4. Evaluation Criteria

- **Seventy Percent (70%) of the total score is for the Technical Evaluation, while Thirty Percent (30%) is for the Commercial Evaluation.**

	<b>Evaluation Criteria</b>	<b>Points</b>
I.	<b>Technical Evaluation</b>	
<b>1</b>	<b>The depth and quality of responses to the RFP</b>	<b>15</b>
1.1	<ul style="list-style-type: none"> <li>• Does the proposal reflect the objective of the assignment of developing 12 episode (30 min per episode) radio programme as outlined in the ToR</li> </ul>	10
1.2	Does the proposal reflect their understanding of the garment and textile industry?	5
<b>2</b>	<b>Technical compliance with the TOR</b>	<b>20</b>

2.1	Clear understanding of the task • <i>Does the proposal detail the task at hand including outcomes expected?</i>	5
2.2	Expressed methodology and creative approach to the assignment • <i>Does the proposal contain detail approach and methodology of work and creative approach on how to develop the content, choice of the radio format?</i>	10
2.3	Approach on how to involve key industry partners -Does the proposal outline methods on how to they intend to involve key industry partner in the development and production process?	5
<b>3</b>	<b>The qualification and experience of the proposed key personal</b>	<b>15</b>
3.1	Evidence of qualification of the proposed team. • <i>Does the proposal reflect core team with experience in developing Social behavioural change radio programme?</i>	5
3.2	Evidence of prior experience of the the company in producing SBC radio programme (ideally for the garment and textil industry) • <i>Does the proposal exhibit prior experience in similar project?</i>	10
<b>4</b>	<b>Proposed implementation and management plan</b>	<b>20</b>
4.1	Does the implementation plan include all deliverables with tentative time line? • <i>Does the Proposal included all deliverable in the implementation plan with tentative time line for delivery?</i>	5
4.2	Is the number and responsibility of key personal participating in the assignment defined? • <i>Does the proposal indicate which and how many personal will be responsible to a task and the administration of the work within the consultant firm?</i>	5
4.3	Does the proposed number of personal and implementation plan makes it feasible for the company to deliver the work per the time line it provided? • <i>Does the number of personal corresponds to the work demand for the consultant to deliver the work in the timeline it provided?</i>	5
4.4	Does the proposal put in place a mechanism to work with community radio programmes in the proposed region?	5
	<b>Technical Score Total</b>	<b>70</b>

Only bids which achieve a minimum score of 70 % will be considered for evaluation of their Financial Proposals. The technical offer will be weighted 70% the financial offer 30%.

**5. Qualification and Expertise:**

- Proven experience in producing SBCC radio programme.
- Experienced staff in casting, scripting, recording and editing
- Understanding of the gender dynamic in the garment and textile industry.
- Existing relationship with community radio is an asset.
- Ability to juggle multiple tasks in a short amount of time
- Experience working with UN agencies is an asset.

- Working experience in the garment and textile industry is an asset
6. **Deliverable**
- 12 Episode (30 minutes each) radio programme incorporating 15 minute drama and 15 minute live interview/discussion in Amharic.

Please note that all copy rights of the recordings solely belongs to ILO and can be repurposed in our channel.

7. **Payment terms and conditions**

The ILO will pay 30% of the fee indicated in the contract when production plan is submitted to commence the work. 30% at delivering 6 episode and the remaining 40% upon completion before August 15, 2021 and ILO's approval of the work.

8. **How to Apply**

All submissions eligible for consideration must include:

- Annex II, and
- Annex III, and
- Appendix A.

All signed by the legal representative and stamped with the official seal of your company, on or before June 22, 2021, 17:00 (5:00 PM), Addis Ababa, Ethiopia Time at the following address:

**Submission by e-mail:**

Please submit your proposal at the following e-mail address:

[addis\\_procurement@ilo.org](mailto:addis_procurement@ilo.org)

Proposals must be received in two different files.

The first file named **Technical Proposal + RFQ reference**.

The second file named **Financial Proposal + RFQ reference**.

The financial proposal file **must be password protected**. The Password will be required by e-mail **only** if the technical proposal meet or exceed the minimum score during the evaluation of technical proposal.

**Where there is any infringement of these instructions (e.g., financial proposal not password protected, or password transmitted together with the financial proposal, or references to prices are included in the Technical offer) the proposal will be rejected.**

**Physical Submission:**

Hand delivered (including by courier services) directly to the below address in return for a signed and dated receipt.

International Labour Office

Name of the ILO Office: ILO Country Office for Ethiopia, Djibouti, Somalia, Sudan and South Sudan

Address of the ILO Office: Mennelik II Avenue, ECA Old Building, 5th Floor

Zip code, City: Addis Ababa

Country: Addis Ababa, Ethiopia

Proposal must be submitted using the double envelope system i.e., the outer parcel containing two separate, sealed envelopes, one bearing the words "**Envelope A – Technical Proposal**" and the other "**Envelope B- Financial offer**".

**Where there is any infringement of these instructions (e.g., envelopes are unsealed or references to prices are included in the Technical offer) the proposal will be rejected.**

