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THE OFFICE OF THE ILO LIAISON OFFICER

Call for Expression of Interest ILO/YGN/22/09

18 February 2022

Title	Communications Campaign to mark World Day for Safety and Health at Work 2022
Organization	International Labour Organization (ILO)
Technical Cooperation Programme	Vision Zero Fund (VZF) and Safety + Health for All Projects
Location	Yangon, Myanmar
Type of contract	Service Provider
Duration	14 March – 31 May 2022
Closing date	27 February 2022
Submission of applications	<p>Expressions of interest must be submitted by email to:</p> <p style="text-align: center;">link@ilo.org</p> <p style="text-align: center;">International Labour Organization No. 1(A), Kanbae Thitsar Road, Yankin Township Yangon – Myanmar.</p> <p>Only short listed candidates will be contacted for further consultation process.</p>

World Day for Safety and Health at Work (April 28), 2022

1. Background

World Day for Safety and Health at Work has been observed by the ILO since 2003, with the aim of highlighting the importance of prevention of accidents and diseases at work. “Safe Day” as it is colloquially known, plays a crucial role in advocacy and awareness raising, two critical tools in raising the political profile and importance of workplace injury and disease prevention, as outlined in the Global Strategy on Occupational Safety and Health (OSH),

Safe Day takes place on April 28, deliberately coinciding with the International Commemoration Day for Dead and Injured Workers, which has been observed and organized by various trade union movements since 1996.



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Context in Myanmar and the ILO's role on OSH

Myanmar was no exception to the significant economic and social disruptions brought about globally by the COVID-19 pandemic beginning in 2019. While managing that crisis, on February 1st, 2021, a military take over of the government took place.

Consequently, Myanmar has entered a highly volatile “double crisis” period marked by high inflation, rising unemployment, significant human rights abuses, labour rights violations, including the persecution of trade union leaders, and negative economic growth.

On the other hand, efforts to halt the spread of COVID-19 at workplaces have put the spotlight on OSH and its effectiveness at the workplace. Many employers and workers have reached out to the ILO for training and support in prevention and mitigation of COVID-19. The ILO has reached over 3,000 workers and employers in nearly all States and Regions with COVID-19 prevention and mitigation training since the start of the pandemic and launched a Facebook campaign “Together we can Prevent COVID-19” in Safe day 2020.

Mental health has also become a growing concern given the stressors experience by the population. The exact scale of the issue is currently unknown, as data collection on occupational health, particularly in mental health is unavailable. Nonetheless, reports from employers’ organizations and civil society organizations, and media reports featuring mental health counsellors in Myanmar, suggest the rates of serious mental health conditions are rising. Currently, the ILO Safety + Health for All Workers in Myanmar project is supporting the developing of workplace mental health awareness raising and de-stigmatisation information sharing sessions. These sessions include introduction to basic skills required in mental health first aid, crisis management and workplaces, and emotional management.

The ILO’s OSH Portfolio in Myanmar is made up of two projects: Vision Zero Fund, and Safety + Health for All Workers in Myanmar. With complementary mandates under the Safety + Health for All Flagship Programme of the ILO and through collaboration and cooperation on the ground, these two projects have advanced critical OSH activities during the “double crisis” period, including initiatives like COVID-19 prevention and mitigation support and mental health awareness raising described above.

ILO-SHFA

The ILO-SHFA (Safety and Health for All Workers in Myanmar) project is an occupational safety and occupational health-oriented project operating under the ILO Liaison Office in Yangon. SHFA in Myanmar’s ultimate objective is for workers in Myanmar to be safer and healthier. In order to reach this ultimate goal, the project will implement holistic approach towards 1) building promotional framework for Occupational Safety and Health (OSH) including recording and notification, 2) enhancing access to occupational health services, 3) social partners and educational institutions to implement programmes to address OSH issues, and 4) workers increasingly demanding safety and healthy workplaces. SHFA in Myanmar project commenced in late March 2020 and will be implemented until December 2022.

Vision Zero Fund

The ILO-Vision Zero Fund (VZF) aims to prevent and reduce work related accidents, injuries and diseases by strengthening public frameworks and establishing sustainable business practices in global supply chains (GSCs). VZF’s work at country level is framed within a model



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of collective action that promotes transparent dialogue, knowledge sharing and long-term collaboration and engagement between value chain actors. VZF started operations in Myanmar in 2017 by assessing Occupational Safety and Health (OSH) issues in two GCSs, garment and ginger, and designed interventions to address these issues. VZF Phase II started in May 2020 and will be implemented until April 2023 in ginger, garments and a new sector: construction.

2. Activity's Objectives

The objective of this activity is to design a communication campaign that promotes Occupational Safety and Health (OSH) in workplaces by highlighting the different areas where OSH is important to help address major issues affecting Myanmar currently, including COVID-19.

The Umbrella theme is: **The importance of OSH management at the workplace in building resilience to withstand current crises in Myanmar.**

3. Activity's Approach and Target Audience

The activity will achieve its objective by highlighting how workplace cooperation and risk prevention and mitigation help build resilience to better withstand crises. Key examples, such as mental health awareness and COVID-19 prevention and training, will be featured to help public viewers understand concretely how OSH contributes to resilience building in the workplace.

Under the umbrella theme, particular cases of successful OSH interventions which complement public health measures or which address safety and health concerns will be highlighted. Cases will be selected partially based on how topical the issues remain to the public. Examples include: Mental health awareness, and COVID-19 prevention and mitigation.

The **target audience** are **workers and employers** who can benefit from concrete ideas about improving safety and health in their workplaces. Messages on how to facilitate better communication between workers and employers in workplaces, as well as within industries, and how this cooperation benefits OSH should also be pursued.

Employers play critical roles in addressing OSH at the workplace. They are responsible for ensuring safe and healthy working environments and conditions, including compliance with OSH legal requirements. They are in charge of assessing work-related risks and their management, by adopting the relevant preventive and control measures. Employers should also nurture a conducive environment that allows workers to participate in OSH management, including by providing training and consulting them on prevention and control measures.¹

On the other hand, workers should actively participate in the development and implementation of preventive and control measures, including accessing information on hazard and risks related to their task that helps them take care of their own safety and health and that of others. Workers are an important source of OSH information. They have first-hand knowledge of problems with work practices and procedures and can provide valuable advice about risks and possible solutions. They can offer their knowledge on faults with machinery, plants, or

¹ ILO Safe Day Report 2022. Forthcoming



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furniture; difficulties caused by the design and/or layout of work equipment; type, frequency and seriousness of incidents or near-misses occurring; and on the impact of OSH management programmes. Open communication between workers and management about safety concerns is also proven to be a key driver toward improving the safety culture in an enterprises².

4. Duties of the Service Provider

A Service Provider with expertise in media development and communications strategic planning and dissemination will be contracted to develop awareness materials such as: short animations, graphics, cartoons, and graphic design of key messaging. A dissemination strategy, including timing and identified outlets, will also be required from the external collaborator.

The Service Provider will be responsible for the following tasks:

1. Identify available and viable channels to disseminate messages on OSH for the target audience. ILO VZF and SHFA teams will support the identification of key messages in this planning stage
2. Conduct strategic planning of the campaign, including identifying campaign milestones starting with the launch on 28 April 2022 and going until end May.
3. Develop and collate content in different formats for different subsets of the target audience (e.g. subset of messages for employers/workers in a particular industry, employers-only targeted messages). ILO VZF and SHFA teams can provide several ready-made communication products that can be used, in addition to the creation of new content expected from the Service Provider
4. Prepare a press release in English and Myanmar for the launching on 28 April 2022
5. Support achievement of each of the campaign milestones including the launching on 28 April 2022
6. Provide monitoring data that documents uptake of activities and feedback from audiences.

The campaign is expected to be launched no later than **28 April 2022** and may continue throughout May.

5. Deliverables and Timeline

The assignment will be conducted under the guidance of the VZF Senior Technical Officer and the SHFA Technical Officer in the Liaison Office Yangon and in collaboration with the VZF and SHFA National Programme Coordinators.

² Ibid. For evidence on the effectiveness of communication on OSH management, see Aburumman et al, Evaluating the effectiveness of workplace interventions in improving safety culture: A systematic review (2019)



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Deliverable 1. Inception report (21 March 2022)

The Inception report (15-20 pages) should include overall creative and strategic planning around the following:

- Proposed viable channels and platforms to disseminate messages on OSH
- Proposed number of advertisements for each channel
- Target audiences and tools and messages: workers from informal and formal sector, migrant workers, employers, HR managers
- Activity calendar
- Coverage tracking and reporting, including KPI

Deliverable 2. Design of media content and launching of the Campaign (28 April 2022)

This deliverable (in English and Myanmar) includes the following outputs:

- Comprehensive content package, including text photos, videos, infographics, stories, factsheets, maps, FAQs, and other content based on content and messages provided by the ILO Team.
- Key messages the ILO Team can provide consist of
 - Umbrella Theme
 - COVID-19: existing public material from ILO VZF and WHO can be re-shared and re-used as needed,; new material on new topics such as vaccines and new variants needs to be designed)
 - Mental health: existing public material from ILO SHFA can be re-shared and re-used as needed. New materials appropriate to the communications strategy need to be developed.
 - Workplace communication/cooperation: a video, animation, song, or other creative product around the topic of workplace communication on OSH and resilience building to crises
- Draft materials in English and Myanmar language for internal comments and review by April 14, with final products available by April 25.
- Draft Press Release in English and Myanmar language for internal comments by 14 April and Final Press Release in English and Myanmar language by 25 April
- Launch of the Campaign on identified delivery channels before 28 April 2022.



Deliverable 3. Campaign dissemination and final report (27 May 2022)

This deliverable includes the following outputs:

- Additional dissemination activities beyond the Campaign launch as described and agreed in the Inception Report under Deliverable 1
- Final report describing activities done, KPIs, and lessons learned (20-30 pages)

7. Requirements of the Service Provider

The successful communication and PR firm is required to have a team that meets the following criteria:

- Proven at least 5 years of experience planning and executing successful advocacy campaigns
- Proven experience organizing and managing large scale public events in National and International Context
- Proven experience, expertise and capacity in graphic design, animation, digital media content development, and results-oriented communication techniques, including monitoring Key Performance Indicators (KPI)
- Excellent command of written and spoke English at a communications and PR levels
- Experience working in Myanmar and in Myanmar language
- Experience working with UN, experience with ILO will be an advantage
- Corporate commitment / values aligned to environmental conservation

8. Duration and payment schedule

This assignment is expected to start on **14 March 2022** and be completed by **31 May 2022**.

The contract will be an all-inclusive fee; the service provider is expected to fund logistical, travel, administrative and all other expenses associated to the delivery of the products included in this TOR.

The payment schedule is as follows:

Deliverable (in year 2022)	Payment (%)
Deliverable 1	20
Deliverable 2	50
Deliverable 3	30
Total	100



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Deliverables and invoices will be submitted in English and Myanmar, where relevant, to the Vision Zero Fund Senior Technical Officer and the SHFA Technical Officer who will provide clearance. Payments are subjected to the successful delivery of all products and are approved by the Liaison Officer of the ILO in Yangon.

9. Application process

Firms that can successfully deliver the objectives stated in this TOR are strongly encouraged to apply and should send their expression of interest with a proposal that includes the following:

- a. Prior experience of the firm in similar or related projects (max 3 pages)
- b. Team composition and CVs of Senior International Communications Consultant, National Communications Consultant and Project Manager in the design and development team.
- c. Proposed approach to the TOR (e.g. mix of existing vs. new content design for topics like COVID-19 and mental health awareness; ideas for products related to workplace communication; suggested KPIs)
- d. Budget (all-inclusive fee and broad breakdown by spending category)

Proposals will be assessed by weighting experience in similar projects (20%), team composition and experience (20%), proposed approach (30%), and budget (30%).

Interested individuals and firms should submit their proposals no later than **27 February 2022**. Applications should reach the ILO office by electronic means to link@ilo.org.