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## TERMS OF REFERENCE EXTERNAL COLLABORATOR

### Local Consultant for supporting the financial literacy campaign

#### Background

The garment, textile, footwear sector remains the heart of the Cambodian economy, generating 74% export earnings, formally employing more than 650,000 Cambodians, the majority of whom are women. It is estimated that each garment worker supports another three to four family members. This means that two million Cambodians depend on the garment sector for their livelihoods.

Since 2001, Better Factories Cambodia has joined with workers, employers and government to improve working conditions and boost the competitiveness of the garment industry. Originally, the project was linked to an innovative trade agreement between the Royal Government of Cambodia (RGC) with the United States that provided market access in return for improving working conditions in the garment sector. After the expiration of the trade agreement in 2004, the Cambodian Government, together with unions and employers, requested the ILO to continue with the implementation of the programme.

As its longest running programme, Better Factories Cambodia (BFC) is in many ways the driving force behind Better Work and has inspired the establishment of the programme in nine other countries. Central elements of the programme's approach began in Cambodia: from cultivating social dialogue through worker-management committees, to offering factories tailored advisory services to help them solve their own labour rights' challenges or using public reporting to spur improvements in factory working conditions and workplace environment across the industry. The programme currently covers over 550 factories and has close collaboration with over 200 of those factories where it helps systems of social dialogue to help solve workplace issues.

#### Objective

The primary objective of this consultancy is to provide comprehensive support to the financial literacy campaign and communication initiatives of Better Factories Cambodia, with the aim of enhancing financial awareness and improving communication strategies within factories.

This work would be carried out from September 2023 to January 2024.

#### Scope of work and deliverables

Under the guidance and oversight of BFC, the selected consultant will undertake the following tasks and deliverables:

##### Deliverable 1: Support Financial Literacy Campaign (36 days)

- 1.1 Develop a Well-Structured Campaign Plan
  - Craft a detailed and well-organized plan to effectively coordinate and monitor the financial literacy campaign's activities.
- 1.2 Monitor and Evaluate the Campaign
  - Support the implementation, monitoring and evaluation mechanisms, including focus group discussions (FGDs), baseline and endline) surveys, and pulse checks, to assess the impact and effectiveness of the financial literacy campaign.
- 1.3 Factory Focal Point for Financial Literacy Campaign
  - Collaborate closely with the Digital Wage officer to serve as the primary contact point for factories participating in the financial literacy campaign, offering guidance and relevant supports throughout the campaign's duration.
- 1.4 Disseminate Communication Materials
  - Disseminate campaign-related communication materials, including Information, Education, and



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Communication (IEC) materials, to factories, ensuring clear and effective distribution.

#### 1.5 Collect Stories and Feedback

- Collaborate closely with the Comms officer to gather insightful stories and feedback from participating factories and workers, highlighting the positive impacts of the financial literacy campaign.

### **Deliverable 2: Communications support (6 days)**

#### 2.1 Develop Engaging Social Media Content

- Create engaging and relevant content for weekly social media postings, aligning with the campaign objectives, BFC's work and BFC's comms guideline.

#### 2.2 Weekly Media Update

- Collect, curate, and compile news articles related to the garment industry, creating a Weekly Media Update that keeps stakeholders informed and engaged.

#### 2.3 Event and Documentation Support

- Provide assistance in event coverage, including photography, design, and any additional support required

#### 2.4 Translation Assistance

- Offer translation support as needed, ensuring that key communication materials are accurately translated for different target audiences.

### **Qualification and Selection Criteria**

#### **Education and Experience**

- Bachelor's degree in communication, International Relations, Public Policy, or related fields
- Experiences in working on projects with a focus on financial literacy and communication within similar contexts
- A demonstrated track record of working on projects related to financial literacy, social campaigns, or communication initiatives, particularly within the context of factory environments or similar settings.
- Have experience in designing and executing successful communication strategies, preferably with a focus on engaging diverse audiences and promoting social awareness.
- Have at least 2 years of experience showcasing a strong understanding of graphic design and production processes.
- Previous engagement in producing Information, Education, and Communication (IEC) materials, including leaflets, booklets, and toolkits, would be highly advantageous.

#### **Duration**

The duration for the work under this assignment will be from 10th September 2023 to 31st January 2024.

#### **Submission of Proposal**

Interested consultants are requested to submit an expression of interest **by 30th August 2023**, including a

- Proposal and consultancy daily fee
- Portfolio of previous similar works
- CV

**The expression of interest shall be sent to [bfcjobs@ilo.org](mailto:bfcjobs@ilo.org) and cc'ed [keo@ilo.org](mailto:keo@ilo.org)**

#### **Confidentiality Statement**

All data and information received for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to IFC and ILO. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the express advance written authorization of the IFC and ILO.