

# STRENGTHENING SOCIAL DIALOGUE

## INVITATION TO TENDER DEVELOPMENT AND IMPLEMENTATION OF CAMPAIGN – WORKERS' RIGHTS

### INTRODUCTION AND BACKGROUND

The Economic and Social Council is the only tripartite social dialogue institution at national level, with a consultative role to the Government in the development and implementation of economic and social policies. The ESC has an advisory role, and issues opinions and recommendations to the Government on matters pertaining to economic development; labour market policies; wage and price policies in the field of labour and social insurance; social protection; healthcare; environment; fiscal policy; working conditions and occupational safety and health; education; culture; professional development, vocational training and other fields of economic and social interest of the employers and workers.

The overall objective of the *Strengthening Social Dialogue* Project is to improve the social dialogue as a means to create more and better jobs. This will be achieved through institutional and legislative improvement along with activities aimed at strengthening the capacities of the tripartite actors to engage effectively in social dialogue. The project consists of three specific components, namely:

Specific objective 1	Enhanced participation of the ESC in shaping the national economic and social reform agenda
Specific objective 2	Enhanced participation of local ESCs in formulation and implementation of local employment policies
Specific objective 3	Increased effectiveness of Trade Unions and Employers' Organizations

Component 1 aims at improving the functioning and visibility of the ESC through devising methods for increasing its influence and overcoming challenges in funding, opinion making and tracking the follow up to its recommendations/opinions/advice.

### **Invitation to Tender within Component 1: Enhanced participation of the ESC in shaping the national economic and social reform agenda**

The present Invitation to Tender aims at prospecting service providing companies, which will be interested in contributing to the design and implementation of an awareness raising campaign for the needs of the Economic and Social Council in coordination with the ILO project team.

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Activity	Task details	Time frame
<p>1.6.2 – Development and implementation of media campaigns</p>	<p>Designing and implementation of awareness raising campaign for workers' rights, which will aim to:</p> <p><i>Raise awareness of youth, workers, employers and their organizations on the workers' rights and obligations in accordance with the Law on Labour Relations</i></p> <p>and will include at least:</p> <ul style="list-style-type: none"> <li>- mobile application on youth rights @ work</li> <li>- training of youth on rights @ work</li> <li>- quiz application for secondary schools and universities</li> <li>- organization of competition among schools and award event</li> <li>- mobile application on workers' rights at work</li> <li>- redesign, hosting, and promotion of a website on workers' rights (different tools)</li> <li>- organization of press-conferences, promotional events, press-releases</li> <li>- design and printing of informative leaflets, stickers, brochures</li> <li>- other marketing tools for awareness raising on workers' rights</li> </ul> <p>The list of aforementioned outputs is not restrictive. It could be amended following consultations with project team and fitting the approved budget.</p>	<p>May - September 2020 – development of the campaign</p> <p>September 2020 – February 2021 – implementation of the campaign</p>

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## Conditions for Eligibility

The service providing company should be:

- A legal person with full authorization to provide services in the requested field;
- Adequately staffed to undertake the assumed tasks in due time and at agreed costs;
- Equipped with sufficient infrastructure (owned or contracted) for designing, producing and providing goods or services related to the present ToR in time and places agreed with the beneficiary;
- Experienced in the field of communication by hard and electronic means and with a relevant portfolio matter related;
- A formal employer, with no criminal or fiscal records and with a stable certified financial situation.

## Manner of Application

Service providing companies interested to collaborate with the EU-funded and ILO-implemented project *Strengthening Social Dialogue* in the above areas of expertise are kindly requested to submit their offers **by 24 April 2020** to the e-mail addresses [simjanoska@ilo.org](mailto:simjanoska@ilo.org), [kalenzis@ilo.org](mailto:kalenzis@ilo.org) and [jovanovska@ilo.org](mailto:jovanovska@ilo.org)

The service providing company should submit the following:

- **Agency portfolio**
- **Prior experience in the relevant field**
- **List of references**
- **Technical Offer (including creative idea and marketing tools)**
- **Financial Offer (including the price for design and implementation of the campaign)**

The shortlisted companies will be requested to submit documents proving the legal and financial status.

The ILO retains the right to accept or reject any application. Selection of the service provider will be done according to ILO procedures. Applicants will be contacted by the project office and they will receive the terms of reference with detailed requirements and descriptions of tasks.