

## ► Terms of Reference

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### Development of ILO Fair Recruitment Initiative Knowledge Hub Platform

#### Background

The Fair Recruitment Initiative (FRI) was launched in 2014 as part of the ILO Director General's call for a Fair Migration Agenda. Since its launch, the FRI has been critical to ILO's work in the area of national and international recruitment of workers and has added renewed impetus and visibility to this important topic. Through the implementation of the first phase of the strategy between 2014 and 2019, the role of ILO and its constituents has expanded and the development of additional knowledge, tools and guidance has contributed to advancing the international debate on this subject.

The FRI has combined global policy dialogue, knowledge and data generation with on-the-ground interventions where tools are tested, implemented, and expertise created. The 2021-2025 FRI Strategy (Phase II) will continue to be grounded in relevant international labour standards (ILS), global guidance, and social dialogue between governance institutions and actors of the labour market – i.e. those who directly experience the challenges and opportunities of implementing fair recruitment practices.

Its vision is to ensure that recruitment practices nationally and across borders are grounded in labour standards, are developed through social dialogue, and ensure gender equality. Specifically, they are transparent and effectively regulated, monitored, and enforced; protect all workers' rights, including fundamental principles and rights at work (FPRW), and prevent human trafficking and forced labour; and efficiently inform and respond to employment policies and labour market needs, including for recovery and resilience.

The 2021-2025 Fair Recruitment Initiative Strategy is grounded in four pillars:

- Sharing global knowledge on national and international recruitment processes
- Improving laws, policies and enforcement to promote fair recruitment
- Promoting fair business practices
- Empowering and protecting workers

#### **The need for an innovative and interactive new means to share knowledge on progress towards fair recruitment**

Around the world, governments, employers' and workers' organizations, recruitment agencies, enterprises and civil society organizations are already applying different measures and tools to achieve fair recruitment in line with the [ILO General Principles and Operation Guidelines for Fair Recruitment and Definition of Recruitment Fees and Related Costs](#), and to eliminate worker-paid recruitment fees and costs. Yet, while a multitude of initiatives have emerged in this area little coordination exists among them and relevant actors do not necessarily know what others may be doing, what works and what delays results. A virtual Knowledge Hub is needed to gather, streamline and systematise this information and promote peer to peer learning and progress.

To contribute to Pillar 1 of the FRI Strategy, the ILO will launch the **Fair Recruitment Initiative Knowledge Hub**, an interactive online platform to convene a global network of experts and practitioners.<sup>1</sup> The Knowledge Hub will be a platform that allows for sharing of resources (including publications, data sets, maps, tools), hosting of thematic discussion forums and webinars and allows for networking. Through this interactive and dynamic platform, members/users will increase their knowledge and capacity to address fair recruitment, and build partnerships to further innovative work in this area.

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<sup>1</sup> Users of the platform will include government officials, trade unions, private sector, civil society organizations, ILO staff, UN and human rights organizations, academics and students, journalists, and the general public.

## Assignment

Design and build a web platform that hosts the following key features:

- **Platform landing page**
- **About section** – with information about background, partners, objectives etc. (text and embedded videos)
- **Resources library/knowledge bank** – of publications, data sets, training materials, videos etc. with filtered search and tagging functioning. Users will be able to upload resources to the library (after a simple workflow approval process led by the platform administrators)
- **Community discussion forums** – ability to host community discussion forums on key technical areas.<sup>2</sup> Registered participants will be able to join a “community discussion forum” and participate in facilitated discussion and knowledge sharing. There must be the option to allow for both private (closed) and public (open) sessions. Platform administrators must have the ability to select registered users to join particular sessions. The sessions would be organized and moderated for a set period of time, and be focused on specific questions or products
- **Events page** – the events page will host information about upcoming events (webinars, workshops), as well as integration of live-streamed events. E.g. events that are hosted on Zoom, should be integrated/embedded into the event page on the platform – allowing users easy access. An events archive should allow users to access recorded video and information about past events
- **News page** – to host news articles, updates, FRI newsletters, blog stories, interviews and other communications products
- **Membership directory** – allowing users to create a profile and connect with other members in their field of interest or region. This would also allow members to highlight their areas of expertise. Advantage if this function can be linked to users’ LinkedIn profiles
- **FAQ page** – with FAQ about the platform, how to join, technical troubleshooting etc.
- **Newsletter sign up** – Sign up to the Fair Recruitment Initiative newsletter (currently produced and distributed by Adestra)

The platform must also have the following overall functions:

- Design of the platform must integrate the ILO and FRI branding (logos, colours, fonts etc.) (to be supplied)
- Simple backend functionality that allows for review, editing and approval processes by platform administrators
- A tag function, which will organize the resources based on topic, region etc.
- A search function, with the possibility to pin point what topic, region etc.
- A registration and log-in function, allowing registered users access to certain content, while still maintaining openly accessible elements of the platform (e.g. the resource library may be open to all guests to view and access, while users will need to register in order to access the “community discussion forums”)
- Ability to integrate with social platforms (Twitter, Facebook, LinkedIn)
- Ability to assign administrative/facilitator functions to key staff, granting them essential permissions to approve, edit, delete etc.
- Optimised for web, tablet and mobile
- Collection of metrics allowing administrators to measure audience engagement
- Allow for multilingual content (at minimum English, French and Spanish, with possibility to add Arabic)
- The site must be WCAG (Web Content Accessibility Guidelines) 2.1 AA compliant
- Host a ‘contact’ function, allowing platform/webpage administrators to review questions and feedback
- The platform must be user friendly and graphically appealing, and easily accessible also for users who are less tech savvy or have limited internet reliability
- The platform must comply with ILO’s [privacy policy](#), and must have the following features:
  - Option to support 2-factor authentication

<sup>2</sup> For example on labour inspection, migrant care workers, access to justice etc.

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- The system should require users to use strong passwords at least 8 characters long, containing uppercase and lowercase letters and numbers
- Users should be able to change passwords without intervention of another person
- Admin access and data modifications must be monitored and logged
- User credentials should not be stored in “clear text” but in a format that protects them in case of a compromise
- Authenticated users must be able to log out
- **Regarding ongoing technical support and maintenance:**
  - The supplier must include a proposal for a five-year hosting, maintenance and support plan for the platform, including proposed additional software developments and configurations
  - The supplier should provide technical assistance with the initial configuration of the product
  - The supplier should ensure access to a technical support representative that can respond the technical issues
  - The supplier should have and disclose a disaster recovery plan in the event of a major incident

The supplier must participate in the following:

- Inception meeting with key ILO staff to determine scope, design and style of the platform
- During the development of the website, participate in regular (weekly) check-in/progress meetings with key ILO staff, as necessary
- Deliver a 2 x 2-hour training sessions for ILO staff designated as administrators/facilitators for the platform

## Deliverables

The assignment will include the following deliverables (to be elaborated further in the agreed contract):

- Deliverable 1: Outline/design document and work plan, to the satisfaction of the ILO (within 2 weeks of contract signature)
- Deliverable 2: First draft design of website, and completion of user testing, to the satisfaction of the ILO (within 4 weeks of contract signature)
- Deliverable 3: Final version of platform, integrating all feedback and requested edits from the ILO; delivery of the 2 X 2 hour training sessions for ILO staff; delivery of raw files/coding for the platform, to the satisfaction of the ILO (end of November 2021).

## Eligibility

Applicants must meet the following criteria:

- Experience in developing and maintaining interactive and content-rich knowledge sharing platforms.
- Experience in developing platforms designed for a diverse global audience, in multiple languages.
- Excellent proficiency in written and spoken English. Working proficiency in Spanish or French would be an advantage.

## Submission of proposal

Interested parties are requested to submit a technical and financial proposal.

1. **Technical proposal:** 4-6 page document, responding to the assignment, deliverables and eligibility criteria outlined above. Please include links or examples of similar and successfully completed projects.
2. **Financial proposal:** Outlining budget options and breakdown in USD.
3. **Company profile or bio/CV of key personnel who will contribute to the project**
4. **Name, title and contact details of two references.** These references will only be contacted if the supplier is shortlisted

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5. **Optional:** Annex with any other relevant documents or information to demonstrate capabilities to fulfil the assignment.

Offers that are deemed technically compliant will be requested to deliver a 1-hour demo session to ILO staff. Reference checks will also be conducted for shortlisted suppliers.

## Timeframe

- 9 August 2021: RFQ advertised. During this period, potential suppliers will be able to submit clarification questions by 24 August 2021, 17:00 CET. Responses will be provided within 3 working days
- 30 August 2021, 17:00 CET: Submissions due
- 13 September 2021: Shortlisted suppliers will be contacted and requested to participate in a demo session. During this period references will also be contacted
- 27 September 2021: Selection of supplier made
- 4 October 2021: Contract with supplier begins