

February 2019

CALL FOR EXPRESSION OF INTEREST

Promotional video for celebrating ILO's 100th Anniversary

Friedrich-Ebert-Stiftung (FES) is inviting qualified individuals or agencies in the field of video animation and video production to express their interest in designing and making a promotional video for celebrating International Labour Organisation's (ILO) 100th Anniversary and its impressions on the Indian Labour Movement. The service provider should be preferably from India. **Application deadline is 28th February.**

FES is the oldest political foundation in Germany with a rich tradition in social democracy dating back to its foundation in 1925. Our work focuses on the core ideas and values of social democracy: freedom, justice and solidarity.

The ILO and the Indian labour movement go a long way together since ILO's formation in 1919. As a standard setting organisation, the ILO has contributed in providing guidelines and framework through adaption of various conventions and recommendations. These instruments have helped in shaping India's labour policy and labour legislation for protection and advancement of the interest of labour. The evolution of Tripartism in India has been inspired by the ILO. Policy formulation and implementation through representation of employers and workers organizations in Committees on all labour related issues at established fora such as the Indian Labour Conference, Standing Labour Committee, Wage Boards etc ensures all stakeholders are represented. The ILO has nurtured solidarity amongst workers and made trade unions aware of their rights and more importantly to continue their struggle for realisation of social justice, peace and prosperity. With the ILO celebrating its centenary, it is time to acknowledge their contribution and take this as an opportunity to look at future challenges impacting the world of work in India.

Main responsibilities

The selected individual/agency will be tasked to propose a concept, they will develop a storyboard, script, design, and make a 02 minutes video to mark the anniversary on social media and the web. The purpose of the video is to create interest about the relationship between Indian and international labour struggles, among young trade unionists, informal and formal workers in urban as well as rural areas and social justice activists. The video concept needs to make clear the importance of the ILO as an international organisation implied through the following key words: labour movement, social justice, industrial peace, prosperity, rights, decent work.



Specifications

The production will take place in the period **28 February – 31 March 2019**. The final products must be **delivered no later than 14 April 2019** to be used to mark the Anniversary on ILO's Founding Day in June 2019. The service provider will:

1. Work with the FES India team and based on the briefing propose direction for design, type and format of the video.
2. Propose and use suitable format for dissemination on social media
3. Source, select and integrate licensed music.
4. Multiple review and feedback session are required
5. The job requires experience with remote work (if needed).

Interested individuals and creative agencies working with video production and animation design are invited to send an itemized offer. Along with the offer, attach links or portfolio with examples of past similar work. **Deadline for submission of offers is 28 February.**

Contact

Send your application at info@fes-india.org

