

Terms of Reference

Development of Marketing Collateral for Life and Building Safety (LABS) Initiative

1. About LABS

The Life and Building Safety (LABS) Initiative is an industry-driven program, in which multiple brands and retailers are joining forces with public organizations to operate a scalable program to mitigate preventable fire, electrical and structural safety risks in key apparel and footwear producing countries in a targeted way.

Many workers in key apparel producing countries work in unsafe environments which can have lethal consequences. That's why it's the mission of the Life and Building Safety (LABS) Initiative to provide safer working conditions for factory workers in the apparel and footwear industry.

We organize our activities around identifying and solving risks related to fire and electrical hazards, structural building safety, and evacuation, so workers can lead better lives.

This is done by developing country-specific solutions. Here, we create a life-safety program that delivers a harmonized framework for monitoring, assessment, risk reduction, and remediation.

2. Scope of Work

We are looking for an experienced marketing agency to create communication and marketing collateral for the Life and Building Safety (LABS) Initiative, to focus on impactful outreach with a goal of onboarding more brands, partners, improving visibility in the industry and for active stakeholder engagement.

As a part of the work, the agency will:

- Do audience mapping and suggest communication and marketing tools
- Refresh existing LABS collateral:
 - o Brochure
 - o Brand pitch document
 - o Factory pitch document
 - o Wireframe for LABS website
 - o Pitch deck
 - o Helpline posters

- Newsletter template (create one quarterly newsletter and template for forthcoming editions)
- Template for Annual Report

3. Expertise required

The marketing agency should meet the following requirements:

- Demonstrable experience in communication collateral development, preferably in the sustainability sector
- Previous experience of similar work

4. Call for consultants

Interested organizations should submit their expression of interest along with technical and financial proposals that should include the following:

- Organization profile, along with experience in delivering similar work
- Indicate lead consultant, along with the team proposed to be engaged on the project
- Proposed budget for the assignment
- Portfolio of similar work done

The proposal needs to be sent to Mrinalini Prasad at prasad@idhtrade.org by close of business October 10, 2022.

Communication and Confidentiality

The documents provided by or on behalf of LABS Foundation will be handled confidentially. The Service provider will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Service provider or its engaged third parties will give LABS Foundation grounds for exclusion of the Service provider, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Service providers will be handled with due care and confidentiality by LABS Foundation.

Disclaimer

LABS Foundation reserves the right to update, change, extend, postpone, withdraw, or suspend the ToR, this tender procedure, or any decision regarding the selection or contract award. LABS Foundation is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant.

Participants in the tender procedure cannot claim compensation from LABS Foundation, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By handing in a proposal, participants accept all terms and reservations made in this LABS Foundation, and subsequent information and documentation in this tender procedure.