

**REQUEST FOR PROPOSAL:
APP / E-TOOL DEVELOPMENT TO SUPPORT CAPACITY BUILDING SERVICES
WITH CUT & SEW FACTORIES IN VIETNAM**

1. Summary

IDH, the Sustainable Trade Initiative, is soliciting competitive proposals from service providers for the development/roll-out of an app / e-tool, that supports capacity building services for the Race to the Top Program in Vietnam. The Race to the Top Program strives to catalyse the growth and expansion of an equitable and sustainable apparel and footwear industry in Vietnam and is soliciting experienced Service Providers to provide a proposal for the development/roll-out of a tool that can support worker engagement at factories in Vietnam at scale. **This RFP is focused on experts (or a consortium of experts) regarding apps/e-tools and/or worker engagement within the textile industry.**

2. Background

- a) **IDH, The Sustainable Trade Initiative (IDH)** accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running multinationals, civil society organizations, governments and other stakeholders. Through convening public and private interests, strengths and knowledge, IDH programs help create shared value for all partners. This will help make sustainability the new norm and will deliver impact on the Sustainable Development goals.

- b) **The Apparel & Footwear Industry in Vietnam** Vietnam is the world's number 4 exporter of apparel and footwear products. Employing 2.5 million workers, of which 80% are women, the industry is a key source of industrial employment for the country. In addition, it is the second biggest export industry. Policy initiatives and several Free Trade Agreements with e.g. the European Union, as well as increases in manufacturing costs in China could cause Vietnam's already rapid growth in apparel and footwear production to rapidly increase. On the ground, this could mean a vast expansion in the demand for labour in apparel factories, as well as means of engaging workers to increase working conditions as well as productivity and worker engagement (see Annex 1). This coincides with the Vietnamese Government's plans for continuous improvement of the apparel sector for 2015-2020.

- c) **'Race to the Top Vietnam' (RTTT)** was initiated in 2015 by a group of multi-stakeholder initiatives, funders, development experts, international institutional efforts, apparel and footwear companies as well as local public and private institutions to explore, initiate, and coordinate efforts around creating a sustainable system of apparel in one country, Vietnam, to demonstrate the industry can become a positive catalyst for sustainable development (see Annex 1).

- d) Productivity and Worker Engagement Relationship.** Engaging workers, supervisors and Management together in order to create a culture of trust, open dialogue, and joint problem solving is a win-win for all. The Race to the Top program builds on earlier worker engagement programs run by IDH in China, which has shown (in both China and Vietnam) that fostering worker engagement, combined with the installing improvement circles with management and worker representatives, can significantly improve working conditions, production processes and perhaps most importantly improve working conditions, worker satisfaction, and reduce worker turnover. This supports both economic empowerment and social sustainability performance improvement of the apparel and footwear industry in Vietnam. (see Annex 1 & 2).
- e) Scalability.** As the Race to the Top program has proven the business case for capacity building on worker engagement in Vietnam, the program is now looking to scale its impact. The current program is a high-touch training program, where factories are visited repeatedly by highly trained experts to provide training, guidance, and other means of support. By capitalizing on new technologies and the availability of tablets and rapid rise in smartphone usage in Vietnam, the program is looking for proposals for the development/roll-out of a mobile app and/or e-tool that allows for easier dissemination of trainings and/or information.

3. Scope of Request for Proposals

IDH is soliciting experienced Service Providers who can deliver Worker Engagement capacity building services relevant to cut & sew factories in Vietnam on an online platform. The Service Provider, together with the expertise of the Race to the Top program partners, should deliver the following:

- a) Develop/roll-out and pilot a worker engagement tool/app to cut & sew factories that provides training and/or relevant information that supports constructive worker engagement in factories. The primary users of the app are workers. The secondary group of users of the app are management and production line supervisors.
- b) Throughout the pilot, the Service Provider will monitor and track performance improvements per agreed upon KPIs (worker engagement, working conditions, gender equality) and will present a final report to IDH that includes the details of these findings, lessons learned, and a final roadmap for taking the program to scale throughout textile industry in Vietnam.
- c) Participate in the dissemination of the tool and its curriculum/contents as well as first results throughout the textile industry in Vietnam via workshops or other gatherings.
- d) The Race to the Top program and its donors must have unlimited right to the app and data. Any arising IP from the application and associated data, must be made available for the Race to the Top program and all donors to use and adapt in perpetuity.

4. Specifications for the Proposal

Proposals should include and be completed as follows:

- a) Service Provider details & information (name, address, point of contact)
- b) An expertise profile of the staff selected to work on the project
- c) A proposed workplan; including amongst others a clear approach/consultation process to ensure that the app will meet workers' need and is easy to be used and accessed by workers, overall timelines, and deliverables
- d) A budget proposal (both for the RFP and how the app could get to scale)
- e) Reference projects and tools from past/current experiences
- f) Any other relevant information
- g) **The deadline RFP submissions is December 21st, 2018 COB PST**
- h) Once completed, please email the RFP Submission to vietnam@idhtrade.org

5. Service Provider Profile / Requirements

For this assignment we are looking for service providers (or a consortium of service providers) with the following profile:

- Advanced degrees and experience in software engineering, programming (Ruby, HTML, Java, etc.) or related technical fields
- Availability and capacity to pilot and work with e.g. 10 cut & sew factories in Vietnam (Hanoi and HCMC areas) from Q4 2018 on
- Knowledge of and experience within the social/labour field (e.g. ILO conventions, the SLCP framework, Better Work activities)
- A deep understanding of gender and gender equality, and the importance of incorporating insights from this in the workings of the app/e-tool, considering the 80% of female workers in the industry
- Demonstrated experience in working conditions and worker engagement within the textile and footwear industry. Vietnam experience and presence preferred, otherwise a detailed proposal on how to enter and operate in the country required
- Strong quantitative, analytical and statistical skills.
- Demonstrated experience in training and consultancy of providing sustainability performance improvement solutions to the upstream suppliers of the textile and footwear industry
- Excellent presentation and reporting skills; ability to write and communicate technical analyses clearly.
- Able to work independently
- Keen on collaborating, exploring and capitalizing on synergies with other industry stakeholders
- Fluent in English
- Fluent in Vietnamese (preferred)

6. Budget

Compensation will be based on market prices and will depend on the level of expertise of the service provider(s) and amount of work necessary for completion of the scope of services. The selection of the winning proposal will be based on qualitative and quantitative indicators as well as price for the proposal and a view to cost-effective scaling and dissemination. Key requirements from the Race to the Top program's donors, such as inclusion of a gender and procurement policies will also factor into the final decision.

7. Point of Contact

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8. Annexes

Annex 1: Race to the Top Brief

Annex 2: Productivity & Engagement description