



**International
Labour
Organization**

TERMS OF REFERENCE

Documentary video production on ageing and pension

1. Overview

Type of Contract: Service contract (corporation)
Organization Unit: CO-Jakarta
ILO Office: Jakarta
Contract period: 12 May to 30 September 2025

2. Background

The ILO is assisting Indonesia in facilitating informed policy dialogues on ageing, pension and elderly care. To communicate with wider audiences especially youth who are hardly invited to such policy dialogues, the ILO will produce a documentary video and implement an awareness raising campaign.

Indonesia is facing a rapidly aging population, a trend that will significantly impact its pension system and overall economy. The ILO's demographic projections show that in 2020, there were 6.4 working-age individuals (15-59 years) for every older person (60+ years). By 2050, this ratio is expected to plummet to just 2.8 working-age individuals per older person. The number of older persons (60+) is projected to surge from 27 million in 2020 to a staggering 69 million by 2050. This demographic shift underscores the urgency of pension reform. The traditional notion that children will care for their aging parents is becoming increasingly untenable as family sizes shrink and the proportion of older citizens grows.

The alarmingly low pension coverage in Indonesia can be compared to other Southeast Asian countries. Only 14.9% of Indonesians above the statutory retirement age receive an old-age pension. This figure pales in comparison to Brunei (100%), Thailand (88.3%), and Vietnam (40.9%). The current pension landscape in Indonesia is fragmented and leaves many people uncovered. Out of 119 million economically active individuals aged 20-59, only 21 million actively participate in old-age benefit schemes either in Jaminan Pensiun (BPJS-TK) for large and medium sized private sector enterprises, Taspen for civil servants and Asabri for police and TNI. This leaves a significant portion of the workforce, particularly wage workers in small and micro sized enterprises (PU), non-wage workers (BPU) and housewives/husbands, without pension coverage.

The ILO is looking for an external collaborator on the abovementioned consultancy.

3. Objective and scope

This assignment aims to produce a series of 24 short videos (approximately 2-3 minutes), a long video (approximately one hour) and post them on social media channels that target youth to raise awareness.

4. Outputs

Output 1: Initial meeting

- Participate in the initial meeting at the ILO Jakarta Office.
- Discuss and agree general workplan and approaches to produce outputs.

Output 2: Draft workplan and presentation

- Draft workplan including production timeframe, creative direction, interviewees, experts, locations etc. in a MS PPT format.
- Present and discuss the draft workplan with the ILO (including several rounds of preproduction meetings).
- Submit a presentation material in a MS PPT format for the payment.

Output 3: Final workplan in PPT

- Incorporate inputs from the ILO into Output 2.
- Submit a final workplan in a MS PPT format for the payment.

Output 4: Script

- Draft a script.
- Submit to and discuss a draft script with the ILO.
- Incorporate inputs from the ILO.
- Submit a final script in a MS Word format for the payment.

Output 5: Draft 1-8 episodes

- Send the zero draft and discuss the story line with the ILO.
- Incorporate inputs from the ILO.
- Submit the first draft episodes for the payment.

Output 6: Final 1-8 episodes

- Incorporate inputs from the ILO.
- Submit the second draft to the ILO.
- Incorporate inputs from the ILO.
- Submit the third draft (final product) for the payment.

Output 7: Draft 9-16 episodes

- Follow the same tasks as Output 5.

Output 8: Final 9-16 episodes

- Follow the same tasks as Output 6.

Output 9: Draft 17-24 episodes

- Follow the same tasks as Output 5.

Output 10: Final 17-24 episodes

- Follow the same tasks as Output 6.

Output 11: One long video and two teaser videos

- Send the first draft to the ILO.
- Incorporate inputs from the ILO.
- Submit the final products for the payment.

Output 12: Disseminate produced videos

- Post two episodes per week (tentatively from July to September) through social media channels at least including but not limited to Instagram and X.
- Submit a summary of results with selected data including impressions, engagement etc. for the payment.

5. Timeline and payment

The ILO will pay the external collaborator up on satisfaction of delivered outputs.

PAYMENT	DELIVERABLE	PROPORTION	TIMELINE
1	Output 1	5%	4 May 2025
2	Output 2	10%	25 May 2025
3	Output 3	10%	09 May 2025
4	Output 4	15%	16 May 2025
5	Output 5	5%	30 May 2025
6	Output 6	6%	13 June 2025
7	Output 7	5%	13 June 2025
8	Output 8	6%	20 June 2025
9	Output 9	5%	20 June 2025
10	Output 10	6%	30 June 2025
11	Output 11	7%	30 June 2025
12	Output 12	20%	30 September 2025
TOTAL		100%	-

6. APPLICATION PROCESS

Applicants must email the following information to Mr Ippei Tsuruga (tsuruga@ilo.org) with cc Ms Temmy Tanet (tanet@ilo.org) with Subject “Application: TOR’s Title, Your Full Name” by 4 May 2025:

- a. Technical proposal; and
- b. Financial proposal.

The ILO will assess applicants' ability, experience, and proposed fee for the selection. The ILO will contact a selected or shortlisted candidate only and will not provide any clarifications to those who are not selected.