

## Terms of Reference for Media Fellowship

### Promoting Sustainable Building in Bangladesh Project

#### Background of the Project

In Bangladesh, brick-making is the largest source of greenhouse gas (GHG) emissions, as the industry consumes 3.5 million tons of coal and 1.9 million tons of firewood and emits 9.8 million tons of greenhouse gas emissions annually (World Bank 2011). Brick making is characterized by low energy efficiency, prevalence of small-scale kilns with limited financial capacity, and dominance of a single raw material (clay) and product (solid clay brick). 42,000 acres of agricultural land are being diminished annually for collection of Clay. Around 30% of brick kilns use firewood illegally for brick-burning, aggravating deforestation. The heavy use of clay mined from agricultural lands causes depletion of top soil and arable land degradation, while acid deposits from brick kilns negatively affect agricultural productivity. Various projects and initiatives are ongoing in Bangladesh that aim to introduce improved kilns such as the Vertical Shaft Brick Kilns (VSBK) and Hybrid Hoffman Kilns (HHK).<sup>1</sup> While this technology considerably reduces GHG emissions, bricks produced still require burning and are composed of the same clay content as traditional ones, doing little to reduce top soil depletion, arable land degradation and loss of agricultural productivity. Transformative changes in the brick industry are still required, not only switching to cleaner brick kilns, but also diversifying their production inputs in order to save natural resources, reduce GHG emission, and increase energy efficiency. In a time of rapid urbanization, the annual brick production is 22.71 billion with the annual demand rising at a rate of 5.28% (ADB, 2015). At the same time, market share of eco-friendly alternative of fire bricks is 0.28% as the awareness and demand is on the lower side.

To address this issue, Oxfam in Bangladesh, Housing and Building Research Institute (HBRI), Bangladesh Environmental Lawyers Association (BELA) and Jagorani Chakra Foundation (JCF), are jointly implementing a project titled 'Promoting Sustainable Building in Bangladesh' funded by the European Union under its SWITCH-Asia Programme. The project is being implemented in Dhaka and Jessore with an aim to generate market transformations in the construction sector, promoting ABs and other green construction technologies amongst consumer and producer groups for wider replication and commercialization across Bangladesh.

#### Rationale for the Media Fellowship

There is not enough awareness amongst the consumer groups regarding the existing alternative bricks and have not been widely adopted due to insufficient market information. The brick manufacturers lack the knowledge of the available market for alternative bricks and the connectivity with potential consumers, including individual house builders, technical experts and bulk buyers. Furthermore, there is substantial information gap regarding cost-effectiveness, structural viability, quality and sustainability of green construction materials and technologies among technical experts and end users. Importantly,

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<sup>1</sup> World Bank 2011, 'Introducing Energy Efficient Clean Technologies in the Brick Sector of Bangladesh'

though the govt. has a target to shift from fire bricks towards green bricks, and there are multiple ABs available through the research of HBRI, which is a govt. institution itself, the govt. departments lack interest to use ABs and are yet to adopt existing alternative bricks in their projects.

Media has a strong influence in creating mass awareness and sensitize relevant stakeholder including policy decision maker. Through investigative reports in national media through fellowship, the project aims to use mainstream media to bring out the scenario of alternative bricks in Bangladesh. The investigative reports through media fellowship will capture current scenario of Bangladesh brick manufacturing to:

- i) capture the existing usage of alternative bricks in Bangladesh and policy gaps (**will require field visit to capture the story**);
- ii) manufacturers' perspective on the existing market prospects and barriers.

### Objective of the Intervention

- To engage national media (print and electronic) to share information about existing eco-friendly alternative bricks and its environmental feasibility and publish/telecast investigative report on the reasons why the govt. departments lack interest to use existing alternative bricks;
- To draw attention of govt. policy makers to encourage necessary policy revision to promote alternative bricks for public and private usage.

### Issues to be covered in the Reports

This fellowship offered for particularly Media personnel should cover following topics

- Good practices of using non-fire bricks in Bangladesh which can be replicated;
- Policies and implementation updates and solutions;
- Update from the govt. departments (PWD etc.) on adopting AB in its own construction projects;

### Timeline & Deliverable of the Fellowship

- The media fellowship is expected to produce 02 reports in various forms like special feature, investigative /analytical report, op-ed etc in national media (print/electronic).
- Investigative reports will be published/telecasted in popular daily newspaper (Bangla/English) or Bangla TV channel.
- All reports must be publish/telecasted within 30 days after signing agreement.
- All reports should highlight the initiative of SWITCH-Asia project in promoting non-fire bricks.
- All reports with relevant information to be submitted to Oxfam

### Selection Process

Following publishing advertisement for inviting application, Oxfam will review and shortlist applications as per its procurement policy and in consultation with its partners and award the fellowship based on compatibility.

### Eligibility

To be eligible for a Media Fellowship, applicants must:

- Full time or freelance journalist;

- At least 03 years of working experience as journalist either print or electronic media;
- Relevant experience and knowledge of investigative reporting on environment, urban housing, green technology, policy issues;

#### The General Terms and Conditions:

- Articles/reports or contents must focus on selected issue and finalized in consultation with Oxfam.
- One orientation session is mandatory for all selected fellows;
- Fellows will be responsible to publish their publications in their respective media outlets;
- All reports must cover investigative information with relevant reference;
- All reports must refer to the initiatives of under this SWITCH-Asia funded project to promote alternative bricks in Bangladesh;
- Ownership over all materials/reports/publications relating to the fellowship program will remain with the project. However the writer will have the rights under intellectual property rights.
- All soft and hard copy of the assignment will be treated as the property of the project;
- In any circumstances, the recruited journalist/media house should not change the agreed the timeline unless there is written approval from Oxfam;
- The recruited journalist/media house must maintain the standard quality in data collection, processing and reporting;
- The selected journalist/media house shall revise or modify sections of the draft report based on suggestions from Oxfam;
- In case of deviation, Oxfam has the right to terminate the agreement at any point of the assignment or deduct/cancel payment.

#### Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through email in PDF form duly signed by mentioning subject line **“Media fellowship under SWITCH-Asia Project”** by **21 July, 2018** at [hrbd@oxfam.org.uk](mailto:hrbd@oxfam.org.uk) (Any kind of persuasion for obtaining fellowship will be considered as non-qualification of the applicant.)

Topic	Maximum Page Limit
<b>Technical Proposal</b>	
Cover Page	1 Page
Table of Content	1 Page
Understanding of the Assignment ( <i>Without copying from the ToR content</i> )	3 Page
Proposed Methodology	2 Pages
Work Schedule	1 page
Team composition along with its rationale (if required)	2 pages
Any other relevant information (if required)	3 pages
<b>Financial Proposal</b>	
<b>Budget details:</b>	
<ul style="list-style-type: none"> <li>• Consultancy days and fees (days should be mentioned for key member of the team)</li> <li>• Travel and accommodation</li> <li>• Any other expenditure (please mention nature of expenditure)</li> </ul>	

- Mention 15% VAT and incorporate 10% tax within total cost
- Total amount

## Evaluation Criteria

Criteria	Weight
<b>Technical</b>	<b>60</b>
<b>1. Expertise of the consultant/organization</b>	
Understanding of the ToR	20
Experience of work on similar theme	20
Media Linkage	20
<b>Financial</b>	<b>40</b>
<b>Total</b>	<b>100</b>

## How to Apply

The individual journalist /media house must submit the following documents along with Technical & Financial Proposal. The financial proposal should include 15% VAT ONLY. Oxfam will deduct 10% Income Tax at source from the agreed consultancy amount.

### *For Media House*

- Maximum 2 page organizational profile highlighting related assignment completed with client name, contract person and mobile number;
- Lead journalist (who will lead the assignment) Maximum 2 page CV highlighting related assignment completed, role in of the completed assignment;
- Firm's Certificate, TIN and VAT registration;
- Sample of two published report that best illustrate her/his (lead journalist) interest, knowledge and capability to carry out the fellowship assignment.

### *For Individual Journalist*

- Maximum 2-page profile highlighting related assignment completed with client name, contract person and mobile number along with detailed CV;
- TIN certificate and any other relevant document (if necessary);
- Sample of two published report that illustrated her/his interest, knowledge and capability to carry out the fellowship assignment;
- A recommendation letter from News Editor/Assignment Editor is required along with the application will be appreciated.