

Terms of Reference

For

Documentary, Public Service Message Development & TV Talk Show

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).¹ 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 alternative bricks (ABs) and other green construction technologies amongst consumer and producer groups for wider replication and commercialization across Bangladesh.

Rationale of the Development of Documentary, Public Service Message and TV Talk Show

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,

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

quality and sustainability of green construction materials and technologies among technical experts and end users. Importantly, 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 wider stakeholder including policy decision maker. Through telecast of these materials, the project aims to use mainstream media to bring out the scenario of alternative bricks in Bangladesh. The Documentary, PSM and TV Talk Show 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 barriers.

Deliverables of the Assignment

The main deliverable of these visibility and communication materials is:

a) Video Documentary

- Develop 01 video documentary (5-6 minutes) on the issue;
- Ensure English subtitle and Bangla voiceover;
- Telecast the documentary on 4 major TV channels (4 times each);

b) Public Service Message

- Develop 01 PSM (1 minute) on the issue;
- Ensure English subtitle;
- Telecast the documentary on 4 major TV channels (14 times each);

c) TV Talk Show

- Arrange 01 TV Talk Show on a popular TV channel ensuring participation of key stakeholders;

Specific Requirement

- Develop storyboard and script in consultation with Oxfam;
- Hired agency shall modify draft versions based on suggestions from Oxfam;
- Deliver at least **50 good quality and high resolution photographs** that capture diverse issues covered in documentary;
- Selected agency will ensure project and donor visibility during telecast of Documentary, PSM and TV Talk Show on TV channels;
- The video should be submitted in **HD/4K quality** in file format(s).
- All 03 items should be copied in 500 DVDs (with cover page and disc cover) and submitted;
- The minimum accepted resolution for the photo is at least **8 MP** with zero compression shot as a RAW file and JPEG file format;
- The photo images will be copied on a master DVDs for submission;
- The photo images should be accompanied by brief captions and an explanatory note giving background information about the photos;
- In case of deviation, Oxfam has the right to terminate the agreement at any point of the assignment or deduct/cancel payment;
- Ownership over all materials will remain with Oxfam and the project.

Estimated Timelines

- 90 days from agreement signing for development and telecast.

Proposal Evaluation:

1) Technical Evaluation:

- The agency should have a professional experience of minimum 5 years on media engagement, and also in developing visual materials;
- The agency needs to demonstrate his/her work, preferably taken in diverse situations;
- Understanding or experience of issues like green construction, alternative bricks, challenges and impacts of traditional bricks on environment etc. will be given priority.

2) Financial Evaluation:

The applicants also need to submit the financial proposal highlighting the cost and travel time per day according to the following table. Oxfam will only open the financial proposals from consultants whose technical proposals meet the above-mentioned criteria.

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 **“Consultancy for developing Documentary, Public Service Message and Talk Show for SWITCH-Asia Project”** by 21 July, 2018 at hrbd@oxfam.org.uk (Any kind of persuasion for obtaining fellowship will be considered as non-qualification of the applicant.)

Topic	Maximum Page Limit
Technical Proposal	
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	2 pages
Any other relevant information (if required only)	3 pages
Financial Proposal	
Budget Details:	
<ul style="list-style-type: none"> • Consultancy days and fees (days should be mentioned for key member of the team) • Travel and accommodation • Unit cost for per item's telecast (there might be different rates for different channels) 	

- Any other expenditure (please mention nature of expenditure)
- Mention 15% VAT and incorporate 10% tax within total cost
- Total amount

Evaluation Criteria

Criteria	Weight
Technical	70
1. Expertise of the consultant/organization	
Understanding of the ToR	10
Experience in developing & telecasting documentary/PSM/talk show	10
Experience of work on similar theme	10
2. Methodology	
Technical capacity	10
Cast	10
Media Linkage	10
3. Team Composition	
Experience of technical persons	10
Financial	30
Total	100

How to Apply

The individual/firm must submit the following documents along with Technical & Financial Proposal (including VAT/TAX): The financial proposal should include **15% VAT ONLY**. Oxfam will deduct **10% Income Tax** at source from the agreed consultancy amount. Technical and financial proposals should be submitted separately along with sample copies of previous work on documentary on development work.

For Consultancy Firm

- Maximum 2-page Firm profile highlighting related assignment completed with client name, contract person and mobile number
- Lead Consultant's (who will lead the assignment) Maximum 2-page CV highlighting related assignment completed, role in of the completed assignment
- Other Team members' (who will involve in the assignment) one paragraph short CV highlighting related assignment completed and role
- Firm's Certificate, TIN and VAT registration

For Individual Consultant

- 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)