

Terms of Reference (ToR)

Development of Audio-Visuals for the Communication with Communities (CwC) Program

PD REFERENCE - PD-DHK-00591

1. Summary

ToR for: Creative Agency/Firm

Category: National Professional Video Developer

Program: Action Against Hunger Bangladesh Communication with Communities Program

Duration of contract: 60 calendar days from signing of the contract

2. Action Against Hunger | Action Contre la Faim

Created in 1979, our Non-Governmental Organization (NGO) – Action Against Hunger – is fighting against hunger in the world. Its mission is to save lives eradicating hunger through the prevention, detection, and treatment of malnutrition, in particular during and after emergency situations caused by conflicts and natural disasters. Today, Action Against Hunger is a major player in the fight against hunger in the world. Structured on an international network, our organization provides a coordinated response in nearly 50 countries. Our priority is to have effective actions in the fields and testify about vulnerable population. Since the reasons for hunger are many, our response is multi-sectoral based on solid expertise.

3. Communication with Communities (CwC) and its focus

Communications with Communities (CwC) is an emerging field of humanitarian response that helps to meet the information and communications needs of people affected by crisis. CwC is based on the principle that information and communications are critical forms of aid, without which disaster survivors cannot access services or make the best decisions for themselves and their communities. People working on CwC help disaster survivors to access the information they need and communicate with people assisting them. Communication is a two-way process, and effective CwC strategies facilitate dialogue between survivors and responders, both local and international. CwC projects establish ways disaster survivors can source the information they need and ensure their voices are heard by responding agencies. CwC work utilizes all available communications channels, including audio/video contents, newsletters and face-to-face conversations. CwC is also an essential element in ensuring accountability and transparency, which require the effective exchange of information between disaster survivors and responders. In the case of self-help information—such as advice on treating diseases at home, especially for those who cannot be reached by conventional aid—CwC delivers information as a form of life-saving assistance

5. Objective of the assignment

The overall objective of this assignment is to develop professional videos and animated contents in Rohingya language on the key issues covering Nutrition, Health, Mental Health, Sanitation and Hygiene. The contents will have to be engaging with easy to follow instructions for the Rohingyas living in the Refugee Camps in Cox's

Bazar. The messages in the content should be in line with globally accepted messages. The broader objective is to provide opportunities for highly vulnerable populations to access information content that is produced specifically for vulnerable groups in more limited settings.

6. Scope of work and specific tasks

The selected firm will work closely with the person designated of Action Against Hunger | Action Contre La Faim as the focal of Action Against Hunger CwC program for this project. The developed videos will be uploaded on Action Against Hunger websites and online platforms, in the archive, in various multimedia projects and will also be shared with stakeholders during events, meetings, workshops.

Under the assignment, the selected firm will work to achieve the followings:

- **Script development:** Develop a draft script once the document review and required meetings have been held to understand the project and key objective of the video development. The draft script will be reviewed by the CwC focal and relevant feedbacks will have to be incorporated.
- **Story board development and its approval:** The vendor will develop a story board once the script is locked. Then they will submit the story board to the CwC focal for feedback/comments. The vendor will review the story board in accordance with the feedback provided and fine tune the story board for final approval.
- **Filming:** The vendor will film as per the agreed plan in consultation with Action Against Hunger | Action Contre la Faim. If needed Action Against Hunger CwC Program team will help to select project beneficiaries, respective persons for filming interviews.
- **Background music for video:** Any music that will be used in video must be aligned with copyright laws. The vendor is advised to use locally composed new music that fits the story line and creates emotional connectivity and interest of the audience. Copyright must be added.
- **Post Production (Video Editing):** The vendor will edit the video clip according to approved script and share to CwC focal for review and feedback. Vendor must incorporate the feedback given by the CwC focal. The feedback and incorporation may go on until satisfactory output ensures. The CwC focal will review the quality of video clip in accordance with specification. Vendor will provide all raw footage of the project to CwC focal in a portable hard disk (hard disk will be provided by Action Against Hunger).

Some other key activities to be considered for the video production:

- Develop video in-line with Action Against Hunger | Action Contre la Faim branding guidelines. Only Action Against Hunger| Action Contre La Faim branding, logo and Donor logo should be used. Vendor's branding and logos cannot be used in the contents.
- Perform appropriate video filming and shoot interviews with the projects' beneficiaries and stakeholders.
- Cover a range of respective issues (as listed in the section 7.2) related to Nutrition, Health, Mental Health, Sanitation and Hygiene - avoiding gender stereotyping.

- The videos will be developed in Rohingya and the final version of the video will be subtitled in English.
- The videos has to be of high quality and resolution so that it can be used for various purposes.

7. Technical Specifications

7.1. Number of video/animated documentary: 15

7.2. Content details:

Content topics are as follows:

- Menstrual Hygiene: Educating girls and women about feminine hygiene to bust myths and cultural superstitions. Informing what products or materials to use, how to use it, how often to change it and how to dispose it.
- Good Personal Hygiene Practice: The importance of personal hygiene. Types of personal hygiene (dental, body, handwashing, nails) and how to maintain them. Consequences of not maintaining personal Hygiene.
- Danger Signs for Pregnant Women: Brief explanation of danger signs like vaginal bleeding, convulsions/fits, severe headaches with blurred vision, fever and too weak to get out of bed, severe abdominal pain, fast or difficult breathing and what actions to take when these signs occur.
- Symptoms of TB and its Prevention: Discuss the signs and symptoms of Tuberculosis and ways to prevent getting affected.
- Care for Elderly People: Understanding and assessing the needs of the elderly and taking care of them accordingly. Ways to keep the elderly involved and active and being emotionally available for them.
- Road safety: Ways to use roads safely. Understanding few common Road signs. Ways to prevent road accidents. Do's and Do Not's of using roads. How to cross roads safely.
- Nutrition for Adolescent Girls: Why it is important and how to ensure that adolescent girls get proper nutrition. Consequences of malnutrition in adolescent girls.
- Child Labor: What is child labor. What age group falls under children. Why we should avoid child labor. Consequences of child labor.
- Skin Diseases: Common skin diseases and their cure. Prevention measures for common skin diseases.
- Eye Problem: Common eye problems and its cure. What problems are more complicated and requires assistance from doctors.
- Care for Newborn Babies: Guidelines for parents and guardians on taking care of newborn babies.
- Eve Teasing: What is eve teasing? Who are the victims? Where to seek support? How to support a victim?
- Domestic Violence: What is domestic violence? What is IPV? Where to seek support? How to support victims.
- Typhoid: Discuss the signs and symptoms of Typhoid. Ways to cure Typhoid. Ways to prevent Typhoid.
- Action Against Hunger's CwC program: A brief introduction to the CwC program. Why it is necessary and how people can benefit from it. What kind of support can CwC team provide in what aspects?

Key characters of the videos should have gender balance. Samples of existing Video/Animation can be found in the following link (please copy and paste the link on browser):

<https://drive.google.com/drive/folders/1T-Nrd2jVbUP6damQau94wDTajz-7rpcX>

7.3. Duration: 4-5 minutes (Length of content may increase depending on the topic.)

7.4. Location for shooting: Rohingya Camp

7.5. Footage Quality: At least 1920X1080p footage preferably 4K, shot on professional video cameras (not mobile phones).

7.6. Sound: Vendor must use separate sound recorder to ensure sound quality. Separate audio recording device and microphones should be used for location sound and voice recordings. Voice over should have balanced male and female voice.

7.7. Subtitle: Hardcoded English Subtitle must be provided within the contents.

8.1 Timeline

It is expected that the service provider will submit a Detailed Action Plan no later than 5 days from the signing date. All the videos are expected to be finished within days of signing contract. Other mid-term review dates for this work will be as follows:

8.1.a. An inception report highlighting detail description of methodology and tools to be submitted within 15 days of contract signing.

8.1.b Draft contents is to be submitted within 45 days of contract signing.

8.1.c The final contents (videos and animation) is to be submitted within 60 days of contract signing.

9. Institutional Arrangement

9.1 The selected firm will work closely with the Sr. Manager - Communications, Media, Advocacy and CwC.

9.2 Updates on the progress of the assigned tasks will be held on regular weekly basis.

9.3 Coordinate with project staffs/stakeholders/fields to capture the footage.

9.4 CwC focal will monitor the shooting works all through (scripting, shooting, content of the footage, quality of footage, sound quality etc.)

9.5 CwC focal will monitor the editing works all through.

9.6 Provide feedback when and where necessary.

9.7 Give inputs to draft and finalize the video.

9.8 CwC focal holds the authority to take any decision in the work process.

9.9 If deviation from the original Scope of Work arises, due to unforeseen circumstances, these will be discussed and a mutual agreeable solution will be identified and implemented.

10. Responsibilities of the vendor

The vendor should work closely with concerned officials assigned by Sr. Manager - Communications, Media, Advocacy and CwC for accomplishment of the key following tasks:

10.1. The vendor must ensure that safety measures mentioned vide WHO guidelines are followed at all stages during this time of Coronavirus pandemic. The vendor will also create safety environment for video shooting and photography to prevent the spreading of infection.

10.2. The vendor must take approval for the subtitles.

10.3. The vendor must take the approval for the background voice.

10.4. The vendor must provide rough cut for feedback.

10.5. The vendor must agree to collect footage until the desired quality ensured. The vendor must be open to reshoots if the initial quality requirements are not met to the satisfaction.

10.6. The vendor must edit content until the satisfactory output is achieved.

10.7. The vendor must acquire all kinds of permission required for filming the videos.

10.8. The vendor will deliver the products to Action Against Hunger Cox's Bazar Base Office (Reem Resort, 7th floor, Block-A, Plot-87/B, Kolatoli R/A, Cox's Bazar)

11. Final Product and Deliverables

Broadcast quality full HD video, 1920 x1080p.

11.1. Specific requirements for video submission

11.1.a. Length: 4- 5 Minutes

11.1.b. Language: Rohingya (English subtitle will be provided in the video)

11.1.c. Background music/speech: Yes

11.1.d. Format: The video should be delivered in a digital format that can be used on YouTube, and other digital media platforms.

11.1.e. Target audiences: Rohingya Beneficiaries

11.1.f. 5 sets of the final contents should be delivered to Action Against Hunger | Action Contre La Faim in DVDs. DVDs should be provided by vendor.

12. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:

12.1 All the outputs will be treated as Action Against Hunger's property and the outputs or any part of it cannot be sold, used or reproduced in any manner without prior permission from Action Against Hunger. Except as is otherwise expressly provided in writing in the Contract, Action Against Hunger | Action Contre la Faim shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for Action Against Hunger | Action Contre la Faim under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for Action Against Hunger | Action Contre la Faim.

12.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, Action Against Hunger | Action Contre la Faim does not and shall not claim any ownership interest thereto, and the Contractor grants to Action Against Hunger | Action Contre la Faim a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

12.3 At the request of Action Against Hunger | Action Contre la Faim; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to Action Against Hunger | Action Contre la Faim in compliance with the requirements of the applicable law and of the Contract.

12.4 Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the Action Against Hunger | Action Contre la Faim, shall be made available for use or inspection by Action Against Hunger | Action Contre la Faim at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to Action Against Hunger | Action Contre la Faim authorized officials on completion of work under the Contract.

13. Technical Proposal Format

The bidder should prepare a proposal in word file and submit it in PDF form. The following structure should be followed, and information provided:

13.1. General Information: Company name, Contact details, Web page etc.

13.2. Expertise of Firm:

13.2.a. Brief Description of Proposer as Entity and detailed account of Team Composition. The Team

Composition details should include introduction and specialty of each team members and also include information on which segments (such as Concept, Script Writing, Videography, Editing etc) they shall be accountable for.

13.2.b. Track record and specific experience in working with humanitarian/development sector. The track record and experience should be presented in a table form outlining the following information: Name of project, Client, Contract value, Period of activity, Types of activities undertaken, Completion date and Reference contact. Bidders should submit 3 most recent similar assignments (relating to humanitarian/development sector) as proof of expertise.

13.3. Financial Proposal

The financial proposals part will describe the estimated cost for the assignment hence should be marked properly and should include the name and contact details (address, telephone number, mobile number, and email) of the bidder. All cost should be quoted in Bangladesh Taka (BDT) and will remain valid up to ninety (90) days from the date of proposal submission.

Please include Tax and VAT & all other associated cost if any and mention the preferred mode of payment.

13.4. Approach and Implementation Plan:

13.4.a. Approach to Work: a) understanding of the assignment; b) proposed approach – detailed phases and overall approach to work – how will the contractor execute the assignment; c) monitoring approach including approach to determine audience statistics;

13.4.b. Technical Assurance and Quality Assurance Approach;

13.4.c. Detailed implementation plan;

13.4.d. Key risks and mitigation approach;

13.4.e. Reporting. Proposers should ensure they address the communication campaign criteria.

13.5. Personnel: Management structure, personnel proposed for assignment, CVs of personnel proposed.

14. Scope of Proposal Price and Schedule of Payments

14.1. The contract price is a fixed output-based price regardless of extension of the herein specific duration if required by the bidder and accepted by Action Against Hunger | Action Contre la Faim.

14.2. Specify the key outputs or milestone activities for which payments will be made, the corresponding percentage of the contract price that will be paid per milestone/output, including all the conditions/documentations required prior to the release of any tranches of payment.

14.3. The payment will be made in three installments within a week of the deliverables as below.

Delivery	Installment	Target date of Delivery
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Submission of Inception report and accepted by Action Against Hunger	30% of the total contract amount	Within 15 days of contract signing
Submission of the draft film (audio visual) production	30% of the total contract amount	Within 45 days of contract signing
Submission of the final video Incorporating the suggestion and recommendation of CwC Team	40% of the contract amount	Within 60 days of contract signing

15. Criteria for Selecting the Best Offer

A cumulative analysis weighted-scoring method will be applied to evaluate the firm. The award of the contract will be made to the tenderer whose offer has been evaluated and determined as:

15.1. Responsive/ compliant/ acceptable with reference to this ToR, and;

15.2. Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Criteria for Selection:

Criteria	Total Points
Technical Evaluation of the proposal	70%
Financial Proposal	30%
Total	100%

Basis of Technical Evaluation:

	Maximum Points
A: Qualification of the firm and background experience	35
A1: Demonstrated similar track record of across multiple organizations	10
A2: Creative ideas on developing communications materials produced.	10
A3: Previous experience in undertaking development of various kind of Communication materials. 3 past developed productions of relevance of the TOR or productions highlighting the companies production, technical and creative capacities	10
A4: Understanding of ACF and Humanitarian activities and concepts and core essence of the project	5

B: Proposed Methodology, Approach and Implementation Plan	40
B1: Demonstration of understanding of the assignment on how to better communicate with the target audiences with the developed materials and throughout the entire campaign	15
B2: Detailed description of activities. Addresses each criterion and clearly explains how the contractor plans to meet each activity under the assignment. Action Plan and Timeline.	15
B3: Identification of risks and mitigation mechanisms	10
C : Qualification of key personnel & implementing team	25
C1: Project Lead	10
Education qualification	2
Overall experience in in developing AV	3
Professional experience in the area of developing high quality audio visuals with the community level and policy makers	5
C2: Proposed Team Members	10
Education qualification	2
Overall experience in years to develop high quality audio visuals	2
Professional experience in the area of video development that includes script writing, story board development, shooting and editing support)	3
Experience of developing BCC contents & messages	3
C3: Production Capacity, Technology, Hardware	5
Total	100

16. Disclaimer

Action Against Hunger | Action Contre la Faim reserves the right to accept or reject any or all proposals without assigning any reason what so ever.

17. Commitment:

Consultant/ Vendor is agreed that during this assignment period (1st October 2020 to 30th November 2020 or 60 days from the date of contract signing) he/she will provide sincere support to Action Against Hunger as per requirement Development of Audio-Visuals for the Communication with Communities (CwC) Program. This consultancy can be terminated by either party by giving 14 days' notice period in writing.

18. Expression of Interest (Submission):

If the above matches your understanding, we would request you to send electronic application which should include the following

- 1) Technical proposal along with the Activity Timeline, CV's and others information necessary for our evaluation as per the criteria mentioned in section 13 and section 15.
- 2) Financial Offer (Budget with VAT & AIT)
- 3) Proof of Past experience (three audio visual documentaries, work orders, etc)
- 4) Valid Trade License
- 5) BIN/TIN certification VAT TAX documents

Deadline – 17-Sept-2020, 5:00 PM

Mailing Address: acf.bd.tenders@gmail.com

In case of any query, please contact:

Mahmud Al Haq Patwary

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