**Terms of Reference (ToR)**

**for**

**Consultancy Work to “Develop a Photo Story Book”**

1. **Background**

ActionAid (AA) is a global justice Federation working to strengthen the capacity and active agency of people living in poverty and exclusion, especially women and young people, to assert their rights. We work directly with communities, with people’s organisations, women’s movements, groups and networks, social movements, and other allies to overcome the structural causes and consequences of poverty and injustice. We connect our rootedness in engaging with the most vulnerable communities with broader efforts and struggles for justice at all level to make the greatest contribution towards a just, equitable and sustainable world.

AA supports women, men, and young people to hold governments and corporates accountable, fight for justice, end all forms of discrimination, and engage in meaningful decision-making processes that affect their lives. AA is also helping communities to monitor the implementation of the Sustainable Development Goals (SDGs) in their local contexts.

Young people constitute over one third of the population in Bangladesh with very close male to female ratio. The greater portion of them are the victim of poverty and deprivation in different forms that constrains their proper development. Acknowledging the country's current demographic opportunity, Actionaid Bangladesh (AAB) has prioritized the social, economic and political empowerment of young people in its programmatic areas. This recognition of the young people's contribution and its importance is reflected in AAB's fifth country strategy paper as well which is titled "Young People Leading Transformation".

1. **Youth and Action for Impact (A4I) Project**

Action for Impact (A4I) project has been designed to facilitate a youth-led social transformation in delivery of quality public services, skill development opportunities and decent work initiatives. It is a multi-country project that addresses the outlines the need for collective interventions with relevant stakeholders at local, national level and global levels which will span from 2018 to 2021.

The project has 3 objectives to focus on–

• Advancement of full, productive, and decent work for young women and men

• Increased access to quality youth and gender responsive public services

• Increased youth participation and expanded democratic spaces at all levels of decision making

The project is being implemented in Dhaka, Satkhira, Bagerhat, Kushtia, Nilphamari, Chittagong with the support of different partner organisations following on the below strategies-

* Capacity development of young people on leadership, advocacy and networking skills for youth-led actions.
* Developing youth led organisations and alliances for sustainable change at beyond A4I timeframe.
* Promoting social cohesion to challenge gender inequality, discrimination and exclusion.
* Promoting the culture of innovation with young people to harness creativity and sustained changes while linking with the stakeholders and private sector.

For capturing the work carried out and achievements made till date, AAB aimed to develop a Photo story book.

1. **Objective of Task:**

The aim of the Photo Story Book / Visual Diary is to capture the learnings and successes of Young People’s Programme of ActionAid Bangladesh as well as a documentation of A4I’s work with young people and their organisations. This outcome of this consultancy will be a book, with stories in text in conjunction to photographs that depict the stories. This Photo Story Book will be a knowledge product for the Young People Programme at AAB. The information in the photobook will be useful for showcasing at different programmes, communicating with potential donors, and other youth interest groups. The Photo Story Book will be in English.

**Scope of the services for Photo Story Book:**

The consultant will design and develop a **Photo Story Book** with specific responsibilities which include, but are not limited to the following:

* Illustrate engagements of young people, including the process, at partners and  LRPs over the past 3/4 years;
* Document youth-led changes and advocacy initiatives in communities and with the various service providing institutions;
* Illustrate the outcome of the capacity development initiatives facilitated by Global Platforms Bangladesh (GPB) and Partners for bringing the youth led change;
* Highlight AAB’s efforts in enabling young people to develop and exercise their leadership in community and at various decision-making structures;
* Map out the networks of young people and their organization/platforms developed for pursuing the change through advocacy with the media, community and government stakeholders;
* Capture the good practices, outcomes and lessons learnt till date to share with broader audiences;
* All outputs must be produced in English.
1. **Responsibilities of the Signing Parties**

**ActionAid Bangladesh:**

* Sharing the vision and expectations concerning requested products
* Provide content for developing the Photo Story Book and regular feedback concerning the outline, print, design etc.
* Provide support in formulating the narratives in alignment with AA agenda
* Coordinate information sharing between the young people, community stakeholders, the vendor’s production team and other relevant teams within AAB network
* Provide timely feedback on the draft outline and help finalise the publication as per AAB’s Printing and Publication Committee (PPC) guidelines
* Provide any additional support as required

**Consultant:**

* Field visit, photo and story collection
* Photo Story Develop
* Photo Story Book Printing
* Develop and share the outline capturing the objectives of the product as mentioned above and share with AAB
* Provide innovative ideas to capture the image of the learning and success of the most significant changes
* The consultant will direct, oversee, coordinate the entire process of outlining, photography, designing, editing and finally making the Photo Story Book.
* Plan and organise required field visits to capture the content required for making the PhotoStory Book (with the assistance of AAB)
* The consultant will also be responsible procuring all the required equipment for capturing high quality images from field and stakeholders including camera, lights, editing software etc. (both indoor and outdoor)
* Arrange graphics
* Provide draft design in PDF format and provide the AI file of final version including all images and videos to AAB
* Ensure drafts are shared timely manner, and that AAB feedback is incorporated before finalising the product.
* Consultant will share all the photos with AAB

**Print and publication (Tentative Specification of Visual diary):**

* 500 copy (approximately)
* Page orientation: Landscape
* Size: 10” x 11”
* Page: 100 page (50 sheets, excluding front and back page)
* Color: Multicolor
* Cover Paper : 300 GSM Art Card
* Pustan: 200 GSM Solid Card
* Jacket : 170 GSM Matt Paper
* Inner Paper : 120/150 GSM Matt Paper/glossy (as required)
* Lamination : Matt & Spot (if required) and Die cutting
* Binding : Jell Cover

(This specification can be changed for the better output of the product with the consent of AAB)

The Consultant will be responsible for the delivery of the final publication to the Young People Programme of AAB by **30th July 2021**.

1. **Consultant qualifications**

**Functional Competencies**

* The consultant should have educational background on photography/Film and Media Studies/Mass Communication.
* At least 2 years of experience as professional photographer and on developing photobook/ photo journal /visual diary etc.
* Experienced on printing and publications.
* In-depth knowledge of youth leadership, youth led change, advocacy and campaign.
* Ability to rapidly conceptualize new ideas, and express complex information in a simplified way for nontechnical audiences.

**Behavioural Competencies**

* Ability to be flexible and respond to changes as part of the review and feedback process;
* Strong interpersonal skills, able to communicate and work with diverse people;
* Participate effectively in team-based, information-sharing, collaborating and cooperating effectively with others;
* High ethical standards and commitment to the values of mutual respect, transparency, equity and justice, solidarity and humility;
* Must be focused and result oriented.
1. **Contract Period**

This contract will be effective for a period of 60 days starting from 1st June 2021 and ending by 30th July 2021.

1. **Payment**

VAT and Tax will be deducted from source as per rules and regulations of GoB unless the vendor produced evidence of the TIN. If the vendor provides evidence then, the entity will be responsible for making the payments associated with Tax to the Government of Bangladesh and provide the copy of the receipt to AAB.

AAB will pay the amount in favour of the vendor through Bank transfer or A/C Payee Cheques. Payment will be made in the following three instalments;

|  |  |
| --- | --- |
| Instalment  | Amount |
| 1st instalment  | 40% of the agreed budget after signing of the contract |
| Final instalment | Remaining 60% after satisfactory quality check by AAB after submitting the final production, incorporating the feedback and comments. |

1. **Deliverables:**

i. Proof reading of the final word file of the story book.

ii. Machine proof version before final printing.

iii. Printed version of the story book.

iv. Final design file (AI & PDF).

v. All the raw photos and stories.

1. **Reporting to:**

Officer- Communication

**Copy to:** Programme Officer- A4I Project

1. **Expiry of agreement and negotiable flexibility:**

There will be an MOU between AAB and the Individual Consultant/Consultancy firm for two months. Considering the initiative as proactive and responsive, activities can be amended and elaborated based on the properly documented negotiation between the two parties. The Agreement will be invalidated after expiry of duration unless further extension is made by AAB. AAB also reserves the right to amend or change or cancel the agreement at any time.

In the event of a major natural disaster, war or major civil or political unrest this agreement may be renegotiated and jointly revised between the two parties recognizing any consequent change in the environment for implementation.

1. **Requirements for submitting the proposal**

The proposal will be assessed on basis of a comprehensive score on Technical and Financial proposals

The Technical proposal should include-

• Brief on relevant experiences

• Company profile with list of relevant experts (designer, storywriter, photographer, proof-reader)

• Relevant work sample

• Draft design layout (proposed)

• A Gantt chart of deliverables (proposed)

The Financial proposal should include-

• Price quotation for designing and publication of the photo story book with a detail breakdown.

1. **Outline of the technical proposal**

It is mandatory that the proposal should maintain the following format:

|  |
| --- |
| Topic |
| Title  |
| Understanding of the Task including conceptual framework |
| Technical aspect of the proposal |
| Operational plan |
|  |
| Submitted by: (with contact details) |

Detailed CV’s of the team members, it is desirable that the proposal should contain the above mentioned sections only. No company informal/brochure/list of previous assignments should be included in either the body or the annex of the proposal.

1. **Outline of the financial proposal**

The budget of the task should be broken down in details as like the following format:

|  |
| --- |
| Consultancy fees |
| Communication and transportation cost |
| Printing and material cost |
| Reporting cost |
| Miscellaneous (stationeries, printing, etc.) |

The Individual Consultant/Consultancy firm may **include/exclude** any necessary heads from the above-mentioned format. All the pages of the financial proposal should be **signed** by the Individual Consultant/Consultancy firm.

1. **Scoring**

Technical proposal: 60%

Financial proposal: 40%

1. **Submission of the proposal**

Interested Consultant(S)/Consultancy Agencies are requested to submit their Technical and Financial Proposals through **e-mail**. **aab.jobs@actionaid.org**

Interested Consultant(S)/Consultancy Agencies should include the name and detail contact address of the consultant/team. Detailed CVs of the team members should be included in the annexure of the technical proposal.

The **deadline** for submission of **Proposa**l is **Thursday, 20 May 2021.**

1. **Reserve the rights**

AAB reserves the right to reject any proposal or cancel the proposed activity without showing reasons.

1. **Confidentiality**

The output produced by this assignment will be treated as AAB and consequently confidential. So, the above mentioned output or any part of it can’t be sold, used or reproduced in any manner by the assigned organization / individual without prior permission from AAB.