**TERMS of REFERENCE**

**For**

**Media content development and designing advocacy and communication materials**

# Background

# ActionAid Bangladesh (AAB) is undertaking a project titled "Addressing Climate Justice and Gender Disparities in Shyamnagar Upazila of Satkhira District." This initiative, funded by ActionAid Sweden/ForumCiv, focuses on empowering women to take leadership roles and ownership in mitigating the impacts of climate change. The project operates within three unions: Shyamnagar Sadar, RamjanNagar, and Atolia, located in Satkhira District.

# The primary objective of the project is to enhance the social and economic empowerment of women by facilitating their access to essential services and involving them in decision-making processes. To achieve this, various activities are planned, including a comprehensive study to understand the role of women in addressing climate change and its impacts.

# To comprehensively explore the role of women on the frontlines of climate change impacts, a researcher group or academician must undertake various activities. The project aims to investigate how climate change affects women's livelihoods and households. Additionally, it seeks to identify climate-resilient livelihood options and necessary support mechanisms, as well as devise adaptation strategies at the community and household levels. This study promises multifaceted outcomes contributing to the overarching goal of enhancing women's social and economic empowerment.

# Objective

The project " Addressing Climate Justice and Gender Disparities in Shyamnagar Upazila of Satkhira District " led by ActionAid Bangladesh aims to establish a clear objective focused on the activity of developing and publishing impactful advocacy and communication materials. Through the creation of diverse mediums such as video documentaries, case story books, the project aims to raise awareness about the challenges faced by women in accessing food security and sustainable livelihoods amidst the impacts of climate change. By highlighting the resilience demonstrated by women, these materials will serve as powerful tools for advocacy, promoting gender equality, and inspiring positive change in policies and practices related to agriculture, food systems, and climate adaptation. By effectively disseminating these materials, the project aims to advocate for gender-responsive solutions, amplify the voices of women, and catalyze positive change in policies and practices to ensure sustainable and equitable food systems for all.

# Output of the work

The expected output of the work will be need and discussion based. However, this will be mostly focused on-

1. **Collecting the audio-visual contents** from the project area including:

* interviews, case stories of women farmers. - the consultant will decide/propose on number of interviews based on number of case stories and within a month.
* collecting and editing 20 case stories from each of the three unions. Specifically, 8 stories will be gathered from each of Ramjan Nagar Union and Shyamnafar Sadar Union, and the remaining 4 stories will come from Autolia Union.

1. **Designing the photo story book -**

* The content will be the case stories of women farmers that will be interviewed, comprising of 200 pages (tentative)

1. **Preparing Process Documentation videos including:**

* Capturing and recording(one video) considering the step-by-step procedures and activities related to various agricultural processes i.e., BAOFER) (duration: 5-7 minutes/each).
* Editing video interviews of grassroots contributors and experts and inserting english subtitles.

**iv) Social media boosting of contents.** We are expecting budget of around 20,000/- BDT comprising of 5 case stories from photo story book and the video documentary.

**v)** Consent forms will need to be managed by the vendor during the shoot.

Final product will be agreed based on review by the AAB team / assigned focal person to a respective task. The consultant / firm may have to revise design / re-edit multiple times (but no more than 5 times) if required.

# Competency

* + Creative, flexible and can conceptualize complex scenarios to present in an easy-to- understand format
  + Proven track record of similar work experience in photography, videography, and publication
  + Understanding of development sector organizational culture, values, and ways of working
  + Working experiences with Non-Governmental Organization (NGO) will be an advantage.

# Time frame and Duration

The validity of the consultancy agreement will be from 01 September 2024 to 31 October 2024.

# Payment Modality

ActionAid Bangladesh is committed to pay BDT. 800,000 (including VAT & Tax) to the consultancy agency upon completion of the task. ActionAid Bangladesh will deduct income tax at source as per the rules of the Government of Bangladesh, and it will be deposited to the treasury. After deducting VAT and Tax, total payment will be released, which will be transacted through an A/C payee cheque to the awarded party. The financial proposal must include VAT and Tax calculations. Payments will be made after signing the agreement following a schedule mutually agreed by both parties. No other benefits shall be admissible beyond what is stipulated in the contract.

Payment will be made according to the following installments.

|  |  |  |
| --- | --- | --- |
| **Installment** | **Amount** | **Timeline** |
| 1st Installment | 30% of the total amount | After signing the agreement |
| 2nd Installment | 40% of the total amount | After submission of final draft of the video of process document and story book to AAB |
| 3rd Installment | 30% of the total amount | Submission of all deliverables and resources produced for this assignment and financial documents to AAB |

# Code of conduct:

The consultancy agency must follow ActionAid Bangladesh’s Code of Conduct and adhere to a) Child Protection Policy, b) Sexual Harassment Exploitation and Abuse (SHEA) Policy, c) Prevention of Sexual Exploitation & Abuse (PSEA) Policy, d) Data Protection and Privacy Policy and other policies and safeguards. In addition, but not limited to, the agency must adhere to the Money Laundering Prevention Act-2012 and Anti-Terrorism Act-2009 (amended in 2012 & 2013) of the Bangladesh Government.

# Copyright and Ownership:

All deliverables and resources acquired or produced for this assignment will be treated as exclusively owned by ActionAid Bangladesh and consequently confidential; therefore, no part of it can be sold, used, or reproduced in any manner by the agency.

# Termination of Contract:

ActionAid Bangladesh may terminate this agreement at once in occurrence of any irregularities, non-compliance or problems related to any terms and conditions as agreed upon in this agreement.

# Management and Reporting:

The consultancy agency will be supervised by Shabbir Rahman, Manager- Communication (E: Shabbir.Rahman@actionaid.org, M: +880 1681523496).

**Submission of the Proposal:**

Interested partner/agency is requested to submit technical and financial proposal, by the email to [**aab.jobs@actionaid.org**](mailto:aab.jobs@actionaid.org)

**The EOI/proposal should include:**

* Interested partners are requested to submit a proposal outlining their approach and a budget for fee using daily fees and other relevant expensed related to the task.
* A CV or CV’s more than one partner in the team.
* An example of similar work done.

The **deadline** for submission of the **Proposa**l is **Sunday, 01 September 2024**

**Disclaimer:** ActionAid Bangladesh reserves the right to accept or reject any or all applications without assigning any reason thereof.