

Terms of Reference (ToR)

For Consultancy Firm/Media Organization

Video Documentary on Climate Change and its Impact on Industrial Workers focusing on RMG and Leather Sectors

1. Background

Climate change is no longer a distant threat—its effects are already being felt acutely in the lives of industrial workers in Bangladesh, particularly in the Ready-Made Garments (RMG) and Leather sectors. These sectors, which are vital to the national economy and employment, are highly vulnerable to the rising incidence of extreme weather events, poor air quality, water scarcity, and heat stress—all of which are intensifying due to climate change.

For workers, prolonged exposure to high temperatures inside poorly ventilated factories and tanneries leads to heat exhaustion, dehydration, and long-term health complications, including respiratory and cardiovascular diseases. Leather workers are particularly exposed to chemical hazards, which worsen under high humidity and heat conditions. Flooding, which frequently affects industrial zones like Gazipur, Narayanganj, and Savar, often leads to factory closures, wage losses, and unsafe commutes, severely affecting workers' livelihoods and job security. Furthermore, the lack of climate-resilient infrastructure compounds these vulnerabilities, increasing occupational risks and reducing overall productivity.

In the workers' communities and neighborhoods, the impacts of climate change are also severe. Many industrial zones are surrounded by densely populated informal settlements where workers and their families live in substandard housing conditions. These areas often lack adequate drainage, sanitation, and healthcare facilities. Floods contaminate drinking water sources and increase the spread of waterborne diseases like cholera and dengue. Air pollution from tanneries and factories, worsened by stagnant heat, affects not only the workers but also children, the elderly, and other vulnerable groups in nearby communities.

Moreover, climate-induced disruptions—such as power shortages, water crises, and transportation breakdowns—have ripple effects throughout the industrial ecosystem, disproportionately impacting women workers who often shoulder both factory duties and unpaid care work at home. This reinforces systemic gender inequalities and deepens economic precarity for working families.

In response to these escalating threats, Bangladesh Labour Foundation (BLF) is committed to promoting climate justice that centers on the voices and rights of workers. BLF seeks to produce a 12–15-minute professional video documentary that illustrates these multidimensional impacts, documents the stories of affected workers and communities, and calls for collective action toward a just transition and climate-resilient industrial future. The documentary will serve as a powerful advocacy tool to influence policymakers, employers, brands, and civil society actors, both nationally and internationally.

2. Objective

The documentary seeks to inspire, engage, and mobilize stakeholders through a powerful visual narrative, going beyond simply informing.

- It aims to humanize climate data by sharing the real-life stories of industrial workers, particularly in the RMG and Leather sectors, to foster empathy and highlight the urgency of climate justice.
- It will promote climate-conscious workplaces by illustrating how environmental stressors intersect with factory conditions, occupational safety, and workers' rights.
- The documentary seeks to catalyze a just transition dialogue among brands, suppliers, trade unions, and policymakers for inclusive and equitable climate adaptation strategies.
- It aims to empower workers as frontline climate witnesses and agents of change through participatory storytelling and grassroots interviews.
- The documentary will support rights-based climate advocacy by serving as a compelling visual resource for policy debates, public campaigns, and educational efforts.
- It will bridge the local-to-global narrative gap by connecting Bangladeshi workers' climate struggles to international audiences and emphasizing shared accountability in global supply chains.

3. Scope of Work

The selected consultancy/media organization will be entrusted with the end-to-end design, development, and delivery of a compelling video documentary that captures the realities of climate change through the lens of RMG and Leather sector workers. The scope includes the following core tasks:

Conceptualization & Creative Direction

- Collaborate with BLF to develop a strong central theme, narrative arc, and tone for the documentary, rooted in climate justice and workers' rights.
- Design storyboard that interlaces together facts, field visuals, worker testimonies, and policy calls-to-action.

Stakeholder Coordination & Field Planning

- Identify and coordinate with key stakeholders—workers, union leaders, factory managers, climate experts, and affected community members—for interviews and site access.
- Select appropriate filming locations in climate-vulnerable industrial zones including factories, tanneries, and residential neighborhoods.

On-Location Filming & Field Documentation

- Conduct high-quality video shoots capturing environmental conditions, workplace dynamics, and community contexts.
- Record impactful testimonies from workers (with a focus on women, migrants, and marginalized groups), community leaders, and experts.

Ethical and Inclusive Storytelling

- Ensure informed consent and privacy of all participants, especially workers and children.
- Adopt a gender-sensitive, rights-based approach to representation, avoiding stereotyping or exploitation.

Editing, Narration, and Production

- Edit the footage into a 12–15-minute documentary that integrates live action, data visuals, infographics, and background score.
- Provide voice-over narration (in Bengali), with English subtitles and professional sound design.
- Produce a 2-minute teaser and a 1-minute vertical version for social media campaigns.

Branding and Visibility Alignment

- Incorporate BLF's branding guidelines and advocacy messaging throughout the film.

- Ensure compatibility of final products for multi-platform use (online, offline, broadcast).

Final Packaging and Handover

- Submit raw footage, consent forms, and final videos in HD format.
- Deliver a media kit including captioned social media clips and others

4. Geographic Coverage

Filming will cover selected industrial hubs in:

- RMG Sector: Gazipur, Savar, Narayanganj
- Leather Sector: Savar Tannery Industrial Estate, Gazipur

5. Target Audience

The documentary is designed to reach and influence a diverse range of audiences across local, national, and international levels. Each target group will engage with the documentary from a distinct perspective, making it a powerful tool for awareness, advocacy, and policy change. The primary and secondary target audiences include:

- Industrial Workers and Their Communities
- Trade Unions and Worker Organizations
- Factory Owners, Managers, and Industry Associations
- Government Ministries and Regulatory Bodies
- International Brands, Buyers, and Auditors
- Development Partners and Donor Agencies
- Civil Society, Media, and Academia
- General Public and Youth Audiences

6. Key Deliverables

Deliverable	Description	Deadline
Inception Report	A brief outlining methodology, work plan, filming locations, stakeholder engagement strategy, and risk mitigation measures.	Within 7 days of contract signing
Finalized Script & Storyboard	A detailed script in both English and Bengali with proposed scenes, key messages, interview flow, and visual cues approved by BLF.	Within 10 days of inception report
Field Shoot & Raw Footage	High-resolution, labeled video recordings from all locations and interviews, with signed consent forms for all on-camera participants.	By Day 25
Full-Length Documentary (12–15 min)	Edited video with professional narration in Bengali, English subtitles, background music, and integrated graphics, optimized for HD and social media use.	By Day 35

Teaser/Trailer (2 min)	A short promotional version capturing the essence of the documentary for advocacy, events, and media outreach.	By Day 35
Social Media Clip (1 min, vertical)	A mobile-optimized version for platforms like Facebook, Instagram Reels, and TikTok with strong visual appeal and key messaging.	By Day 40
Media Kit & Supporting Files	A complete package including raw footage, subtitle files, teaser scripts, project synopsis, consent forms, and promotional captions or poster designs (optional).	By Day 45

7. Duration

Total duration of the assignment: 45 days from the date of contract signing.

8. Qualifications of the Firm

The consultancy/media organization applying for this assignment must demonstrate a strong combination of **creative capacity, technical expertise, and contextual understanding** to effectively deliver the documentary. Minimum required qualifications include:

- Minimum 5 years of professional experience in producing high-quality documentaries, short films, or advocacy videos for NGOs, development partners, or international campaigns.
- Demonstrated experience in developing multimedia content on labour rights, environmental justice, gender, public health, or community resilience issues.
- Access to and proficiency with professional-grade filming, sound recording, lighting, and editing equipment. Ability to produce content in HD quality with clear audio, cinematic visuals, and dynamic editing.
- A core team comprising a director, scriptwriter, cinematographer, sound designer, editor, and graphic designer/animator. Inclusion of gender-sensitive and multilingual professionals will be prioritized.
- Experience working with vulnerable communities, including women workers and informal sector populations. Strong ethical commitment to consent, privacy, and non-exploitative storytelling.
- Ability to conduct fieldwork in RMG hubs, tannery zones, and low-income residential neighborhoods under challenging environmental or logistical conditions.
- Ability to work collaboratively with BLF, trade unions, community representatives, and other stakeholders to shape the narrative and ensure content accuracy.

9. Proposal Requirements

Interested consultancy firms or media organizations are requested to submit a comprehensive proposal package that clearly demonstrates their understanding, capability, and approach to delivering the assignment. The proposal must include the following components:

A. Technical Proposal

- Organizational Profile
- Understanding of the Assignment

- Proposed Methodology and Work Plan
- Proposed Team Composition
- Portfolio of Past Work

B. Financial Proposal

- Detailed Budget Breakdown
- Validity and Payment Terms

C. Administrative Documents

- Legal Documents
 - Copy of valid Trade License, Incorporation Certificate (in case of limited company), TIN Certificate, Up to date TAX Return, BIN Registration, and NID of authorized signatory (if applicable).
- Declaration of Ethical Conduct
 - A brief statement confirming the firm's adherence to ethical practices, gender sensitivity, data protection, and non-discriminatory storytelling.

10. Intellectual Property Rights

All intellectual property rights related to the content produced under this assignment—including video footage, interviews, scripts, voiceovers, animations, and final edited versions—will be the sole and exclusive property of the Bangladesh Labour Foundation (BLF).

The selected firm shall:

- Transfer full ownership of all raw and final materials to BLF upon completion of the assignment.
- Not use, reproduce, modify, share, or distribute any part of the content—raw or edited—for commercial, promotional, or personal purposes without prior written approval from BLF.
- Ensure third-party content clearance, including copyright-free music, animations, and images, and obtain necessary permissions for all filmed subjects and locations.
- Maintain confidentiality and data protection, ensuring that no sensitive or personal information is disclosed or misused at any stage of production or thereafter.

BLF reserves the right to use the documentary and related materials for advocacy, education, campaigns, and public dissemination across all platforms, both nationally and internationally.

11. Submission Deadline

Submit proposals electronically to office@blfbd.com by 20 June 2025 with a Subject line: Proposal for Video Documentary on Climate Change & Workers – [Your Organization Name]