

Issued on: 13-11-2024

To

Ms./Mr.

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for Analysing Effectiveness and Providing Strategic Direction of RHRN Digital Media Interventions.**

Dear Madam/Sir,

The Right Here Right Now (RHRN) is a multi-country coalition project, funded by the Ministry of Foreign Affairs of the Kingdom of the Netherlands and executed by Rutgers. The project is continuing its second phase (RHRN2) on 2021-25, in 10 countries across the world, including Bangladesh, Benin, Burundi, Ethiopia, Indonesia, Kenya, Morocco, Nepal, Tunisia, and Uganda.

In Bangladesh, RHRN is continuing with 7 partner organisations- BRAC, Nagorik Uddyog, Naripokkho, Oboyob, RHSTEP, Wreetu Health and Well-being Foundation, Youth Policy Forum (YPF) and is being led by BRAC. BRAC's Social Empowerment and Legal Protection (SELP) Programme is currently hosting this project. The project works to preserve the sexual and reproductive health rights (SRHR) of young people aged 15-35. Its goal is to contribute in achieving the SDGs 3, 4, 5, 10, and 16, keeping the youth of Bangladesh at the forefront of all interventions to promote gender justice.

One of the key strategies of the project has been leveraging digital platforms and social media to disseminate SRHR information, counter the myths and taboos, raise awareness, and engage young people. We are trying different edutainment components to disseminate knowledge in different digital media platforms e.g., Facebook, LinkedIn, TikTok, YouTube. With the growing influence of digital media, it is crucial to assess the effectiveness of these interventions and develop strategies to enhance their impact, ensuring they are sustainable and accessible to diverse youth populations.

The study aims to evaluate the current digital and social media interventions of RHRN, identify gaps, analyse their effectiveness, and provide strategic recommendations for scaling, improving, and sustaining these efforts even beyond the project period. RHRN has Facebook, YouTube, TikTok, and LinkedIn platforms. A brief on different digital interventions by RHRN are as follows:

a. Myth busting series

A poster series and an annual 4 part article series called 'Myths vs Facts' provides bite-sized and long-format content to inform young people about harmful myths. Debunking these myths offers clear, accessible information to promote a better understanding of SRHR topics.

b.2D Animated series:

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An informative 2D animated series was developed, addressing Sexual and Reproductive Health and Rights (SRHR) issues in marginalised communities across the country. The content of the 2023 series covered topics such as the anti-pornography, physical and mental changes during puberty, and the importance of consent. In 2024, the topics include bullying and the concept of "Good Touch, Bad Touch," which are currently in the development stage. The animated series have been showcased at various RHRN national events and shared across social media platforms for wider dissemination. These have the potential to raise widespread awareness through social media.

c. Awareness videos using social media influencers

The interactive nature of social media helps teenagers to connect with critical SRHR knowledge through awareness videos in collaboration with popular social media personalities. We have collaborated with Dr. Tasnim Jara to create awareness videos on SRHR. Some selected influencers produced content on consent, gender stereotypes, gender-based violence, the impact of cyberbullying on mental health and coping strategies for stress and anxiety during life transitions. Influencers like Masuda Khan used art to convey important messages, making topics more engaging for young people. These videos will be sustained even after the completion of the project providing generations of young people with education materials on SRHR.

d. Webinars, online dialogues, online courses

The webinars, online dialogues, and courses facilitate in-depth discussions on SRHR. The online course helped young people learn about the basics of SRHR. Additionally, expert sessions such as "Empowering Women in Bangladesh: Assessing CEDAW, ICPD, and Platform for Action Implementation" and "30 Years of the Beijing Declaration: Learnings, Challenges, and The Way Forward" allow young people to hear from experts about key international treaties and their progress and challenges. These resources remain accessible online for future reference, ensuring long-term impact.

e. Infographics

the7teen.com have published 8 infographics on wet dreams, blackmail, bullying, consent, menstrual hygiene etc. The bite-sized content of infographics with images, data visualisations and minimal texts gives an easy-to-understand overview to the viewers.

The RHRN page of YPF contains 12 infographics on various topics including healthy relationships, child marriage, men's mental health, men as allies for gender equality, Commission on the Status of Women (CSW) and gender-based violence.

f. Regular social media post

The Facebook, LinkedIn, TikTok, and YouTube social media platforms function as channels where seven coalition partners of RHRN share their significant work to educate, empower, engage and advocate for young people's SRHR. The social media posts fall into four categories:

1) snippets/pictures, stories or reels of in-person workshops, events and seminars 2) educational infographics, write-ups (status updates), articles, videos, and webinars 3) resharing relevant SRHR materials from other resources/groups further engage and inform people following the page. Additionally, day celebration posters, social media campaigns and

pre-hype or post-hype materials for in-person or online events are posted on social media.

g. Gamification / microsite

Gamified content is increasingly recognized as a powerful tool to engage teenagers, particularly adolescent boys, in learning about Sexual and Reproductive Health and Rights. By integrating gamified content in the7een.com, we aim to make complex SRHR topics more relatable. This method will not only provide vital information but also will encourage adolescent boys and girls to learn about their physical and mental changes and navigate through the challenges.

With bite-sized text-based blogs, entertaining songs, informative explainer videos, engaging video series and infographics the website has 1100 active users.

RHRN also has a Facebook group for all its youth participants to facilitate networking, sharing and learning from each other.

We are also piloting an interactive microsite with decision-based gamified stories to increase awareness of young people on SRHR. This innovative approach utilises decision-based gamified stories, creating an engaging and interactive experience for users. Participants navigate through scenarios and make decisions within the context of SRHR, allowing them to understand the consequences of their choices.

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

RFP No: BPD/2024/RFP-2921

Closing Date & Time: 08-12-2024 02:30 PM (Dhaka Local Time)

Please submit the Proposal **on 08-12-2024 02:30 PM (Dhaka Local Time)** in **tender.brac.net**. **Any offer via email or hard copy is treated as non-responsiveness.**

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

During the participation in any tendering/enlistment process, if any Consultant/Consulting firm provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline

Payment Condition:

Mode of payment will follow the below conditions :

All payments are subject to deduction of appropriate VAT and Tax as per government rules and regulations.

- 40% - after submission and approval of the inception report
- Final payment (60%) at the submission of final report along with all remaining deliverables.

Payment would be made to the Consultant/Consultancy firm after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favour of consultant/consultancy firm.

For payment, Consultant/consultancy firm has to submit an invoice duly describing the agreed accomplishment.

It is noted that the Firm must fill up their accounts information as per instruction i) Account name ii) A/C number iii) Bank name iv) Branch name v) E-mail address vi) Routing Number. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 45 days after vetting by Programme.

Consultant/Consultancy Firm must submit 13 digits new BIN, Updated Trade license (Applicable for firm) & TIN, updated income tax certificate (applicable for both firm & Individual) with proposal and Mushok 6.3 Applicable for firm and updated income tax certificate (applicable for both firm & Individual) with invoice.

As per the Finance Act-2022, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit proof of submission of Income tax return at the time of making the payment.

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time). You are requested to affix 10Tk stamp on the bill.

Please provide team composition details with consultant's name and role for this project.

CV's are required for the consultants who will work for consultancy Firm

For approval of your account during the supplier registration process, and for any other clarification, please contact with Tazkia Razekin, BRAC Procurement Department (BPD), Phone: +8801325070202, Email: tazkia.razekin@brac.net.

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 4: Financial Submission Form (BPD 5-15)

To:

BRAC Procurement Department
BRAC Head Office
BRAC Centre, 6th Floor
75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

<insert currency and amount in both, words and figures>

The amount is including of local taxes & vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

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Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal. Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are not bound to accept any or all Proposals you receive..

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

Terms of Reference (ToR)

Analysing Effectiveness and Providing Strategic Direction of RHRN Digital Media Interventions

Introduction:

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Objectives:

The main objective of the assignment is to assess the effectiveness of the above-mentioned interventions, find out the gaps, and provide recommendations for future enhancement.

Effectiveness Analysis:

- Evaluate the effectiveness of RHRN's digital and social media interventions in promoting SRHR education for youth.
- Assess the reach, engagement, and influence of current digital and social media campaigns, including metrics such as audience engagement, reach, and conversion rates.
- Identify strengths, weaknesses, opportunities, and challenges faced by RHRN's digital and social media initiatives including the content and strategies currently in use.

Strategic Direction:

- Provide actionable recommendations to enhance the engagement, effectiveness, reach, and impact of digital interventions.
- Suggest innovative, low-cost, and sustainable digital strategies that align with youth behaviour and trends in Bangladesh's digital landscape.
- Outline ways to strengthen cross-platform digital engagement (social media, websites, mobile apps) along with contents for long-term sustainability.

Scope of Work

The study will cover the following key areas:

1.Data Collection and Analysis:

- Review existing digital platforms and campaigns (Facebook, Instagram, YouTube, etc.) used by RHRN.
- Conduct a performance analysis using quantitative and qualitative metrics (e.g., social media analytics, audience engagement surveys, focus groups with youth).
- Analyse how these platforms have contributed to increased awareness and education on SRHR among young people aged 15-35.
- Assess the alignment of digital media content with the programme's four Long-Term Outcomes (LTOs) and its responsiveness to youth needs.

2.Stakeholder Engagement:

- Interview relevant stakeholders, including youth, social media managers, and partner organisations, to understand their perspectives on digital effectiveness.
- Identify youth preferences and feedback on digital SRHR content.

3.Review of Best Practices:

- Identify global best practices from at least 4 international organisations in using digital and social media for SRHR promotion.
- Assess how these practices can be adapted to the Bangladesh context.

4.Recommendations:

- Provide strategic guidance on optimising digital engagement tools and campaigns.
- Recommend tools, content formats, and platforms that are more effective in promoting SRHR among youth.
- Suggest partnerships and collaborations that could enhance digital SRHR promotion.

4.Methodology

The study will employ a **mixed-methods approach** combining quantitative and qualitative research tools. The consultant is expected to discuss and take suggestions from our global partners e.g., Rutgers/RNW Media and consider their guidance in the study (the meetings will be arranged by BRAC). The key methodologies include:

- **Digital analytics review** measuring (quantitatively) the reach, engagement, and effectiveness of digital interventions. (social media and website performance metrics).
- **Content analysis** Review user comments, shares, and feedback to assess content relevance and effectiveness.
- **Surveys and polls** targeting the youth population to gauge perceptions, preferences, and engagement.
- **Focus group discussions** (FGDs) 3-4 with young people, social media managers, and campaign strategists.
- **In-depth interviews** 7-8 with stakeholders (partners, digital experts, etc.).
- **Comparative analysis** of global best practices in digital SRHR education.

The consultant can suggest methodology based on the needs and experience.

5.Deliverables

1. **Inception Report:** Outline of the methodology, work plan, and research tools.
2. **Interim Progress Report:** Initial findings and insights from data collection and analysis including a stocktaking of digital activities completed to date and their coverage preferably in a tabular format.
3. **Final Study Report:** The report must address all the comments and suggestions from the interim report and will include the following in the final report:
 1. Detailed analysis of the effectiveness of RHRN's digital interventions.

2. Strategic recommendations for enhancing and sustaining digital engagement.
 3. Actionable roadmap for the future of RHRN's digital SRHR interventions
 4. Validation workshop to share the findings and recommendations with the RHRN partners (BRAC will bear the workshop cost)
 5. A summary report for publication with key findings and recommendations for publication
 6. Concise notes of all conducted interviews and FGDs (including audio recordings)
4. **Presentation of Findings:** Present the findings and recommendations to RHRN and relevant stakeholders in a national level workshop. The workshop costs will be borne by BRAC.

Timeline:

The assignment to be carried out for 30 calendar days from the date of contract sign. But the key tasks are to be completed by December 2024.

Expected competencies of the consultant

1. A degree in Digital Media/ Communication/ Social Sciences, or a related field.
2. Demonstrated experience in developing strategies on diverse thematic areas of social development
3. Track record of analysing effectiveness of digital media tools and a valid mechanism to assess the impact
4. Proven experience in digital media analysis, preferably within the SRHR or social development sectors.
5. Strong analytical and strategic planning skills, with experience in digital media metrics and data-driven decision-making.

Submission of proposals:

A proposal will include the following:

1. Cover letter
2. A technical proposal highlighting - a coherent literature review, proposed methodology,
3. academic qualification of the consultant team, relevant experiences.
4. A work plan for the assignment
5. A financial proposal (with appropriate budget breakdown and a summary top sheet). The budget should include - all the remuneration and consultancy fees, consultation cost including inception and methodology validation workshop). The costing for the national level dissemination workshop of the study findings will be borne by BRAC.
6. Sample of similar works or recently completed relevant study report for INGOs/NGOs

Ethical considerations

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The research must follow the Safeguarding policy of BRAC to demonstrate the highest standards of behaviour and sensitivity to child right, gender inclusion and cultural contexts. Voluntary participation must be ensured, whereby the research objectives will be clearly explained to all the stakeholders. The consultant will obtain informed consent forms from all stakeholder consulted and notify them of their rights to confidentiality. The consultant must be sensitive to cultural norms during interactions with stakeholders. The final report will preserve anonymity and confidentiality of the stakeholders.

Coordination and Reporting

The consultant will work in close collaboration with the Country coalition lead - BRAC, along with other partners. BRAC will provide direct supervision, will review the progress of the study milestones and ensure quality of the deliverables. All documents, data and reports produced during the assignment are to be treated as confidential and restricted for public use. The consultant must submit all original documents, consent forms, data sets and financial bill vouchers etc. to BRAC when and as required within deadlines.

Payment schedule

All payments are subject to deduction of appropriate VAT and Tax as per government rules and regulations.

- 40% - after submission and approval of the inception report
- Final payment (60%) at the submission of final report along with all remaining deliverables.



BPD/2024/RFP-2921

Thanking You
For BRAC

Tashnuba

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