

Platforms for Dialogue

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# RFP: Audio Visual Firm

Request for Proposals

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# 1.0 Background

## 1.1 General Background

Platforms for Dialogue (P4D), a European Union-funded project in partnership with the Cabinet Division, is working to improve good governance and engage civil society organisations (CSOs) and citizens in government accountability mechanisms.

With our partners, Platforms for Dialogue is increasing awareness of citizen rights, promoting democratic ownership, and supporting government officials to improve accountability and responsiveness. Implemented by the British Council, the multi-year, 13-million Euro project is a unique initiative that is working directly with both citizens and CSOs as well as the government to address reforms.

The project is propelled by a number of lively Civil Society Organisations operating at the grassroots level. P4D's key intervention is capacity building for local civil society organisations and representatives of local government bodies.

At the local level, the project supports discussions on policy issues in 21 districts. At the national level, P4D supports government institutions to deliver on ambitions set out in the 7th Five Year Plan. The project focuses on social accountability tools, including the National Integrity Strategy, the Right to Information Act 2009, the Grievance Redress System, and the Citizens' Charter.

The objectives of P4D are:

### Overall Objective:

Platforms for Dialogue is working with Civil Society Organisations and Government Officials to improve democratic ownership and improve accountability mechanisms.

### Specific Objective:

To improve good governance and engage civil society organisations (CSOs) and citizens in government accountability mechanisms.

The P4D project seeks to achieve the above-mentioned objectives by delivering the following three overarching results:

Result Areas	Comments
<b>Result Area 1: Improve CSOs' ability to influence government policy, hold government accountable, and ensure better</b>	P4D is working with 63 partner CSOs across 21 districts in Bangladesh to improve capacity through workshops, trainings, and dialogue forums, implement local social action projects (SAPs), and promote key social accountability tools (SATs). P4D is also promoting civil society engagement and dialogue with public service providers at the local level to ensure good governance and accountability.

<b>representation of citizens' interests.</b>	
<b>Result Area 2: Improve government accountability and responsiveness through enhanced capacity building for government officials and CSO engagement.</b>	P4D is working with several public training institutions (BPATC, NIMC, NILG, BCSAA) to conduct research, design policy, and provide capacity building trainings and workshops for both government officials and civil society leaders. The key focus of these partnerships is to increase sensitisation of SATs for government officials at various levels of government and provide practical tools for them to improve their ability to provide public services with integrity and accountability. Furthermore, key activities involving journalists in the 21 project districts have been completed to improve public knowledge and understanding of the SATs and ensure they're accurately reported on by local media.
<b>Result Area 3: Develop and introduce new tools and policy platforms to facilitate dialogue between the government of Bangladesh and its citizens.</b>	P4D is in the process of designing and building dialogue forums in 12 project districts. This is the culminating phase of the P4D project, where we will bring civil society and government closer together to improve dialogue and enable both parties to participate in good governance practices.

## 1.2 Project Overview

P4D is working in partnership with the Cabinet Division and the European Union to enhance transparency and accountability in public governance in Bangladesh.

The project corresponds to the EU-Bangladesh 'Strengthening Democratic Governance' framework from the EU Multi-Annual Indicative Programme for 2014-2020.

P4D activities involve the engagement of government officials from all tiers and depend on crucial coordination efforts with the Cabinet Division. P4D is conceived on the premise that the Government of Bangladesh's policy commitments be more accountable and responsive to citizen rights and preferences in decision making and service delivery.

The specific stress P4D lays upon civil society organisations as a key apparatus to strengthen democratic ownership is also aligned with a range of legislations, plans, and functions of various executive, representative, and statutory bodies.

P4D is implemented and managed by the British Council.

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## 2.0 Description of the Assignment

### 2.1 Global Objective

The overall objective of the assignment is to work collaboratively with P4D Communications team to develop story boards, animation videos based on scripts (provided by P4D team), and other audio-visual projects, as they arise, including but not limited to promotional advertisements, interview videos, and special event videos. The selected vendor will also provide payment support on behalf of P4D for all actors involved in content creation.

### 2.2 Specific Objectives

- To create 4 short PSA advertisements (30-40 seconds each) using character animation. These videos will use previously developed avatar characters. Samples will be provided.
- To develop high quality animation and recorded video for promotional purposes.
- To provide audio-visual support at special events, including, but not limited to collecting high quality video and audio, managing post-production of footage for publication on social media, and live-stream support when requested.

### 2.3 Requested Services

The services that will be required in order to conduct the scope of work are as follows:

#### Preparation:

- Consult with P4D Communications Team prior to drafting AV products
- Provide story board ideas prior to development for promotional content production.
- Obtain approval from P4D Comms prior to story development for creative projects.

#### Implementation:

- Ensure high quality of animation/videography
- Seek feedback and update changes requested by P4D
- Develop videos in a timely fashion and meet deadlines
- Work flexibly to accommodate changes or special requests from our partners

### 2.4 Required Outputs

- High-quality audio-visual production and animation videos
- Support handling actor payments on behalf of P4D for all AV work.
- AV support and excellent customer service at in person events (pending health restriction)

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## 3.0 Organisational Profile

### 3.1 Company Profile

The main requirements for the organisation that will be managing audio-visual production for P4D are as follows:

- Experience in successfully producing animation and recorded video in Bangladesh.
- Demonstrates successful implementation of project-based video work, with desired experience working with justice sector and/or government support projects.
- Excellent personnel who can manage our workload, provide high quality animation and recorded video, and manage event A-V needs with post-production editing for promotional purposes.

### 3.2 Personnel Profiles

Please provide the CVs of the team leader and key team members. The skills and experience required are as follows:

Team Leader (primary contact for P4D Communications Team)

- Minimum 7 years of AV and digital media experience.
- Bachelor's degree in relevant area, Master's degree preferred.
- Experienced in designing animation videos, recorded video, and/or video production, preferably on social justice issues.
- Experienced in managing quality assurance and client requests.
- Experienced managing AV projects from beginning to end, with clear client communication and team management skills.
- Strong time management skills.

Director of Photography

- Minimum 5 years of experience filming and directing video production projects.
- Bachelor's degree in relevant area.
- Experienced in designing and producing animation videos and/or recorded video. Experience in post-production.
- Specific experience related to filming videos or creating animation videos on social justice or governance issues preferred.

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## Team Member(s)

- Minimum 3 years of AV and digital media experience.
- Bachelor's degree in relevant area.
- Experienced in designing and producing animation videos and/or recorded video. Experience in post-production.
- Each team member should be accountable for their speciality, with minimum 3 years of experience in their field (animation, videography, post-production, etc.).

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## 4.0 Duration

### 4.1 Starting Period

Starting date for the assignment will be no later 01 July 2021.

### 4.2 Foreseen Finishing Period

All animation and AV work for the project will conclude by 15 June 2022.

### 4.3 Work Planning

The activities to be carried out and the timeline are as follows:

Activity	June	July-Sept	Oct-Dec	Jan-March	April-June	Deliverables
Contract Signed	x					
Mini PSA Animations (4)		x				Complete 4 short PSAs based on scripts provided by P4D. All videos will use avatar characters provided by P4D.
AV work including, but not limited to event AV support and recording, promotional videos, interview videos, production of videos taken from smartphones, and production of video taken from online events.		x	x	x	x	Promotional videos, promotional animations, interview videos, event videos.



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## 5.0 Proposal Requirements

### 5.1 Letter of Interest and Organisational Profile

Provide a letter explaining why you are interested in working with P4D, including how your past experience can be an asset to our goal of promoting social accountability tools and project activities. Include justification that your organisation meets the requirements in section 3 (company profile and personnel profiles must be included here).

### 5.2 Financial Proposal

Provide a financial proposal detailing the maximum estimated costs associated with:

- Short animation videos (30-40 seconds)
- Long animation videos (up to 2 minutes)
- Promotional video production (filming, editing, post-production, actors, voice overs, etc.)
  - up to 2 minutes
  - up to 5 minutes
- In-person event AV support (projection, quality recording of video and sound)

### 5.3 Work Samples

Provide samples of both animation and video footage of recent work. PSA content related to social justice issues or access to justice are preferred. Maximum of 5 samples should be provided with links for viewing.

Letters of recommendation from past clients welcomed, but not necessary.