

Platforms for Dialogue

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# Designing & Launching Virtual CRC (3D Space)

Terms of Reference

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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.

<p><b>representation of citizens' interests.</b></p>	
<p><b>Result Area 2: Improve government accountability and responsiveness through enhanced capacity building for government officials and CSO engagement.</b></p>	<p>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.</p>
<p><b>Result Area 3: Develop and introduce new tools and policy platforms to facilitate dialogue between the government of Bangladesh and its citizens.</b></p>	<p>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.</p>

## 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, corresponds to the Sustainable Development Goal 16 (promoting peace, justice, and strong institutions), and aligns with the Government of Bangladesh's 8<sup>th</sup> five-year plan.

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 managed by the British Council and implemented in partnership with the Cabinet Division of Bangladesh.

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### 1.3 P4D Community Resource Centres (CRCs)

With our CSO partners, Platforms for Dialogue helped form and launch 21 CRCs throughout Bangladesh. Each CRC was located in a physical office space in each of our 21 project districts and offered community members a place to access policy resources. The goal of the CRCs was to increasing awareness of citizen rights, promote democratic ownership, and support community, CSO, and Multi-Action Partnership (MAP) members discuss policy issues with each other.

Though most of the physical CRCs have closed or have been handed over to local volunteers, they acted as a neutral space for local citizens to access information and resources. Most notably, the primary purpose of the CRCs was to provide up-to-date, reliable and comprehensive information on the four policy tools: Right to Information, Citizen Charter, Grievance Redress System and National Integrity Strategy.

#### **The Specific Objectives of the CRC's and Current Circumstances:**

The benefits that physical CRCs promised to give were:

- CRC facilities provided information materials about social accountability tools.
- Venue for training/workshop including the projector and screen.
- Space for meetings, discussions, and events such as day observance and public hearings.
- Limited free use of the internet, computer, printer, photocopier and scanner for project related activities. For example, lodging grievance on the GRS website or searching for information about public services and policies.
- Information about Social Action Projects including budget, results and leaders' names.
- Office space for P4D staff and Volunteers.

With the closure of several CRCs along with restrictions for in-person gatherings due to Covid 19, as well as increasing public access to mobile/digital technologies, P4D has decided that creating virtual CRC spaces will offer citizens an online space to search for, gather, and share information on social accountability, access to services, and local level advocacy. The project is therefore seeking proposals to create a virtual representation of the CRCs.

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## 2.0 Description of the Assignment

### 2.1 Overall Objective

The overall objective of this assignment is to create a virtual CRC to provide a look and feel of the physical CRCs, online. This way the project beneficiaries will be able to access selected communication materials on P4D's three result areas and key information on Social Accountability Tools, by locality.

### 2.2 Specific Objectives

- (Designing) Designing CRC environment with practical look and feel to render the closest proximity to a physical CRC
- (Placement and Data entry) Placing communication materials and resources in a convenient way throughout the CRC rooms so that the visitors can access all the materials in a user-friendly manner.
- Provide localised options for information. For example, when users click on the Citizen's Charter in the CRC, they can select to view the Citizen's Charter from a specific District/Office.

(Strong online presence and maintenance) Placing the 3D CRC in such a way that the loading speed remains fast, and the visitors should never bounce due to server lag. Vendor will provide regular maintenance and support, as needed.

### 2.3 Requested Services

The CRC room will portray a virtual office with multiple rooms. The audience will be able to move through the virtual space on PC's or smartphones with simple clicks (on arrows or dots) or by touching their smartphone screen.

#### **Suggested Method of Representation:**

- The office walls will display photo frames with messages on social accountability tools and project achievements. Visitors will be able to click on them by going closer and see a full view on their device screen with additional information on the side.
- Rooms will have desks. On them, CRC communication materials will be organised in a way that can be easily opened and reviewed. The visitors can click on and view project banners, leaflets, brochures, flyers, and other relevant communication materials, with the ability to fully view each document on their device screen.
- A Facebook page will be linked to the meeting room where the visitors can enter and be redirected to the P4D Facebook page.

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- A computer will be put on a desk that links to the P4D website as well as all the government social accountability websites (GRS, RTI, Citizen's Charter, and NIS). When they click on each page, they will be redirected to the respective page.
  - There will be virtual TV screens in different rooms showing the PSAs and character animation videos to better inform the visitors about social accountable tools.

## **2.4 Required Outputs**

- Necessary professional software for 3D designing, and a proposal for how to maintain the virtual space once the P4D project comes to a close.
- Top-notch WebGL platform for making interactive web sessions for the visitors and convenient data adaptation
- A strong server selection and purchase to place the virtual 3D CRC on
- Placing the Virtual CRC on P4D website
- Minimum three months of close observation of the project and fixing technical issues. On call maintenance support for the 3D virtual CRC through June 2022.
- An online inventory of resources that will be available to CRC target audience
- Increase overall project reach and engagement
- Upcoming events notices can be hung on the wall for the public to learn about project activities.
- A substitute for the physical CRC's in a convenient form

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## 3.0 Expert's Profile

### 3.1 Organisational Profile

The main requirements for the organisation that will be performing the assignment are as follows:

- Experience in successfully conducting 3D designs and interactive web placement
- Organised portfolio that clearly reflects firm's capability to perform the task
- CVs of creative and technical team dedicated to conduct the assignment with minimum of 2 years' experience implementing similar projects.
- Ability to design knowledge management system of the CRC and provide data entry services
- Demonstrated ability of analysing need-based solution of designing the product.



## 4.0 Duration and Reporting

### 4.1 Starting Period

Starting date for the assignment will be no later than 1 June 2021.

### 4.2 Foreseen Finishing Period

The final deliverable for the assignment is to conclude by 30 August 2021.

### 4.3 Work Planning

The assignment is anticipated to be conducted between 1 June and 30 August 2021. The activities to be carried out and the timeline are as follows:

Activity	June	July	August	Deliverable
Contract signed	X			
Meeting with P4D communication team for detailed brief/ commissioning	X			Provide a draft proposal on the 3D CRC design
Sorting out all the technical aspects for completing the task keeping P4D communications team involved.	X			Informing P4D communications team with the about the technical deliverables.
Sorting and gathering of resources to be placed in the 3D CRC.		X		Providing a full scope outline of the project
Design the draft 3D environment and receive feedback from P4D		X		Presenting the draft 3D design outline online to P4D communications team.
Placing all resources in the 3D CRC and receive feedback on UX		X		
Submission of the Final project			X	Placing the 3D design on P4D website

Arranging short training sessions for P4D communications team for better understanding of the resource curation on the virtual 3D CRC			X	A two hours introductory training session on how to operate (uploading and changing communication resources) the 3D virtual CRC.
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#### 4.4 Reporting and Feedback

The assignment must be submitted to the Communications Team of Platforms for Dialogue. The draft planning and draft project must be submitted to P4D at least 15 days before final submission. The draft project will be reviewed and commented on by the due authority of P4D and P4D project stakeholders. The final project is to be completed in two weeks after receiving comments and final feedback. The final project should be active on P4D website and this will be counted as the final submission.

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## 5.0 Proposal Outline

To ensure equitable evaluation of all proposals, please prepare the technical and financial proposal as outlined below. Page suggestions should be within 1 page of the recommended limit below.

### 5.1 Technical Proposal

- Understanding of the assignment: 2 pages maximum
- Methodology and approach: 3 pages maximum
- Tentative workplan: 2 pages maximum
- Profile of the organisation and team (brief organisational profile, outline of key personnel's profile, track record of relationship with key media outlets): 4 pages maximum
- Value addition: 1 page maximum

### 5.2 Financial Proposal and Annexes

- Full organisational profile: 3 pages maximum
- Profile of each key personnel, evidence of previous works, evidence of relationship with key media outlets): 2 pages per CV (max)
- Financial proposal: 2 pages maximum
- Fees/remuneration of key personnel: 1 page maximum
- Itemised cost breakdown: 1 page maximum
- Reimbursable: 1 page maximum
- Overhead etc: 1 page maximum
- Preferred payment schedule: 1 page maximum

Total page count not to exceed 28 pages.