



# CORDAID BANGLADESH

Building Flourishing Communities

## Terms of Reference (TOR)

Audio Visual productions of Cordaid Bangladesh Profile

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### BACKGROUND STATEMENT

Cordaid is an international development organisation founded in Netherlands in 1914 partnering with over 800 million people living with poverty and inequality to create opportunities to realise their potential.

We have been working in Bangladesh since 1972 and established its first office there in 2013. We provide technical assistance to local partners and work in hard-to-reach areas. In Bangladesh, we have impacted the lives of more than 3.5 million people.

We are known for our community-led, human centric design and delivering sustainable impact by engaging private sector partners. We work with communities living in fragile and conflict-affected areas and post-disaster settings across Asia and Africa creating opportunities in accessing improved health care, food, and education and climate justice. We also stimulate inclusive economic growth and offer humanitarian assistance when a disaster strikes. Cordaid is a founding member of Caritas Internationalis and ACT Alliance. As of 1 January 2021, Cordaid and ICCO joined forces.

## OBJECTIVE AND PURPOSE

The main purpose and objective for making the audio visual is to present the **history and impact** Cordaid Bangladesh created since the inception while showcasing the **insights** from the ground.

## TARGET AUDIENCE

- **Primary:** Key Stakeholders
- **Secondary:** Mass people

## KEY DELIVERABLES

- **Creative Development:** Includes concept notes, script, storyboard, and visual style guide aligned with Cordaid's brand and messaging.
- **Production:** 3-minute documentary-style video filmed on location, with interviews, field footage, and integration of archival materials.
- **Post-Production:** Editing, English voiceover with professional subtitles and custom motion graphics.
- **Output Versions:** Final film delivered in HD and social-media formats, plus a 30–45 sec teaser and a clean, textless master for future use.
- **Assets & Rights:** Delivery of 30 high quality photos from different programmes, raw footage and project files, with all content cleared for unrestricted Cordaid use.

## DURATION OF THE ASSIGNMENT

- **Pre-production:** Not more than two weeks
- **Pro-production:** Not more than two weeks
- **Postproduction:** Not more than 6 weeks (about 1 and a half months)

## METHODOLOGY

- **Pre-production:** Cordaid Bangladesh will support the agency partner with the initial concept, contents, messages and concerned photos where needed. Cordaid Bangladesh will provide the agency partner with its brand guidelines as well.
- **Production:** The agency will incorporate feedback until the final design is approved by Cordaid Bangladesh. Cordaid Bangladesh will oversee the work of the agency partner and provide support as needed. If Cordaid Bangladesh feels changes are to be made to subjects and/or locations, the service provider will accommodate, within reason.
- **Post-production:** The agency partner will ensure that the final product meets Cordaid Bangladesh's values, style and brand identity. The agency partner will also be responsible for all aspects of editing, including voiceovers, subtitling and background music identification and copyright. Feedback will be incorporated until Cordaid Bangladesh is satisfied that the deliverables will achieve the purpose.

Note, all content and procedures need to adhere to Cordaid Bangladesh, be gender sensitive and adhere to Cordaid Bangladesh's safeguarding guidelines. The guidelines will be shared upon finalisation of the agency and contract terms.

## **COPYRIGHTS AND UTILISATION**

The copyright and the right of utilisation of all the materials will belong to Cordaid Bangladesh. The company will archive all the produced material for one year after the expiration of the contract and will provide the respective content on request.

## **QUALIFICATION AND EXPERIENCE**

For Individual Consultants:

1. Minimum 3 years of experience in development projects or with international organizations, especially in coastal region
2. Strong copywriting skills and ability to translate data into compelling visual stories
3. Strong ability to integrate journalism with filmmaking and strong understanding of Southern development narratives
4. Clean record with no history of abuse or misconduct
5. Portfolio of 5–7 relevant audiovisual products

For Agencies:

1. Minimum 5 years of experience in video/animation production in Bangladesh
2. At least 3 years of operation in Bangladesh's relevant business sector
3. Prior work with development projects or international organizations, especially in coastal regions
4. Strong ability to integrate journalism with filmmaking strong understanding of Southern development narratives
5. Clean record with no history of abuse or misconduct
6. Portfolio of 5–7 relevant audiovisual products

## **EVALUATION PROCESS (Pass / fail review)**

Each proposal will be first assessed whether they meet the minimal technical requirements. Screening of documents will be a desk review process. Cordaid evaluators will assess all supporting documents provided by offerors. The minimal criteria that must be fulfilled by companies in order to pass the technical requirements are as follows:

- At least 3 years of experience in the digital video production industry. Companies are to provide their business registration certificate
- At least three permanent employees with 3 years of experience in video production

## **EVALUATION CRITERIA**

Criteria	Weight (100%)
1. Quality of the story concept/idea	10%
2. Experience in filming and editing high-quality profile audio visual with INGOs/UN Agencies (at least 3)	10%
3. Experience in filming real time crisis (Flood/cyclone or any other crisis)	10%
4. Experience in making investigative videos (at least 3)	10%
5. Experience in Investigative journalism	10%
6. Portfolio	15%
7. Type of technological equipment (minimum quality of video record and production at least Full HD)	10%
8. Quality of technical proposal (artistic approach and design) assessment. (Overall impression/Impact, Inspirational Power, Visual appeal)	10%
9. Financial proposal (Only the shortlisted vendors' proposals will be opened)	15%

**The evaluation of the contractor's performance will be based on**

- Quality of produced outputs
- Compliance with the established timelines
- Be flexible to integrate, change and include ideas and comments by Cordaid in draft stage of production of visibility products.

**SUBMISSION**

**A Consultant must submit the following**

1. Portfolio with sample of similar work
2. Team profile (including CV of key team members)
3. TIN certificate copy
4. Tax Certificate/acknowledgement 2024-2025
5. NID of the organisation's owner
6. Bank Account information
7. Technical proposal
8. Financial proposal

**Agency partner must submit the following**

1. Sample of similar work
2. Company profile (including CV of key team members)
3. Trade license copy
4. TIN certificate copy
5. Tax Certificate/acknowledgement 2024-2025
6. NID of the organisation's owner

7. Bank Account information
8. 13 digits BIN Registration copy
9. Financial proposal
10. Technical proposal

**The technical Proposal Should have the following:**

- A brief narrative proving the organisation's or consultant's relevant capacity and experience (2 pages)
- An overview of the proposed approach to the assignment (not more than 3 pages)
- Short profiles of the core team, including key consultants/professionals who will be directly involved in the project (not more than 2 pages)
- Provide the list of staff and CV, including the script writer in annex.
- 3 reference letters out of which one must be from international organisations
- Quality of the samples provided: Organisations are to submit samples in accordance with the **Submission section** of the ToR.

**Submission Deadline:** EOB of May 15, 2025

**Note:** The technical and financial proposals must be submitted separately. Only the shortlisted agencies/consultant's financial will be opened after the evaluation.

**PAYMENT MODALITY**

Amount	Time
30%	Will be paid after being awarded and signing the agreement along with final script for the video
30%	Will be paid after receiving the first draft
40%	Will be made after the final delivery of all the products in due time.

**ETHICAL CONSIDERATION**

Cordaid is committed to the highest standards of safeguarding, with a strong focus on the protection of children, women, and vulnerable individuals. All project activities must comply with Cordaid's Safeguarding Policy and relevant national laws.

The selected agency/consultant must ensure that the identities of children and vulnerable people involved in the production are always protected. Detailed guidelines on code of conduct, informed consent, ethical representation, and storytelling will be shared prior to implementation.

Cordaid will assess all proposals and reserves the right to disqualify candidates where:

- a. An individual was dismissed or separated from any organisation due to a child safeguarding concern or left during an unresolved investigation.
- b. A criminal conviction related to a child safeguarding offence is disclosed or discovered.
- c. Previous employment records or references raise credible safeguarding concerns.

Cordaid maintains a zero-tolerance policy toward disrespect, abuse, exploitation, or misconduct of any kind. All consultants and subcontracted personnel must adhere to Cordaid's safeguarding standards throughout the assignment.

Cordaid's General Terms and Conditions will apply and are attached to this Call for Proposals.

**For More Information**

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Signed by



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