Terms of Reference

for

Consultancy to Develop Green Response Quick Guide and Case Studies on Community Volunteer

Project Title: Pilot Programmatic Partnership (PPP)

Bangladesh Red Crescent Society /IFRC/German Red Cross/Danish Red Cross/Swedish Red Cross/

1. Introduction

With a population of over 172 million people, Bangladesh is one of the most densely populated countries in the world, with an average of 1,328 people per square kilometre. Over the last three decades, the country has been affected by more than 200 natural disasters. Its geographical location near the Bay of Bengal, low-lying terrain, monsoons, and significant river systems makes Bangladesh highly vulnerable to natural hazards. Two-thirds of the population live within five meters of sea level, many of them in rapidly expanding informal settlements and marginal agricultural land.

The Bangladesh Red Crescent Society (BDRCS) plays an integral role in the national civil protection system due to its legal mandate to act as an auxiliary to public authorities. It was established under the Government of Bangladesh (GoB) President's Order No. 26 of 1973, giving it auxiliary status in the humanitarian field. The BDRCS is explicitly mentioned as a national agency with specific roles and responsibilities in the GoB's Standing Orders on Disasters (SoD), issued in 2019. In addition to being part of many national-level platforms such as policy groups, advisory committees, and coordination forums, the SoD outlines BDRCS's role in risk reduction and emergency response from the national level down to the lowest administrative unit of wards. This positions BDRCS uniquely and enables its involvement in disaster risk governance and management initiatives of the government, unlike other local and international organizations.

Considering Bangladesh's risk profile, the Directorate-General of European Civil Protection and Humanitarian Aid Operations (DG ECHO), the International Federation of Red Cross and Red Crescent Societies (IFRC), and European Union National Societies (EUNS) included Bangladesh in the Pilot Programmatic Partnership (PPP). BDRCS has been implementing the PPP since May 2022, aiming to support affected people, communities, and local actors across preparedness, anticipatory/early action, and response efforts. All interventions in Bangladesh under the PPP are carried out in line with the overall situation, humanitarian needs, and the role, capacity, and scope of BDRCS and its partners. The PPP project is structured around three pillars: Disaster Risk Management (DRM), Epidemic and Pandemic Preparedness and Response (EPPR), and Risk Communication, Community Engagement & Accountability (CEA).

2. Project Profile

Project Name	Accelerating Local Action in Humanitarian and Health Crises through the Pilot Programmatic Partnership (PPP)
Project Objectives	Communities and individuals at risk, and local actors, are taking action through innovative and integrated strategies, to anticipate, prepare for, withstand, respond to and recover from crises
Project Outcomes	▪ DRM Pillar/Result 1: Communities, National Societies and disaster risk management institutions are better prepared to

	effectively anticipate, respond and recover from the impact of evolving and multiple shocks and hazards, based on a risk-informed approach. ▪ EPPR Pillar/Result **2:** Communities, National Societies and other key stakeholders, are better prepared to prevent, detect and respond to epidemics and pandemics. ▪ CEA Pillar/Result **3:** People and communities, vulnerable to, and affected by humanitarian and public health crises, are able to actively participate in decisions affecting them, and resulting in stronger community-led approaches championed widely.
Implemented by	Bangladesh Red Crescent Society (BDRCS)
Supported by	International Federation of Red Cross and Red Crescent Societies (IFRC), German Red Cross (GRC), Danish Red Cross (DRC) and Swedish Red cross (SwRC).
Funded by	European Civil Protection and Humanitarian Aid Operations (ECHO).
Project Location	The project is implemented at 4 district- Dhaka, Rajshahi, Sylhet and Cox's Bazar
Beneficiaries	**1,88,576** direct beneficiaries
Timeline	May 2022 to June 2025

3. Assignment Background

Throughout the PPP, BDRCS in collaboration with its partners, has actively championed a range of community-based interventions under the Green Response component. These initiatives have included beach cleanliness campaigns to reduce waste and promote community stewardship of the environment, as well as awareness sessions aimed at discouraging the use of plastic and encouraging sustainable alternatives. The program has also placed strong emphasis on promoting Nature-based Solutions (NBS), integrating environmental approaches into disaster risk reduction efforts. To deepen understanding and engagement, BDRCS organized training sessions for Red Crescent Youth (RCY) and staff on green practices, ensuring that they are well-equipped to advocate for and implement environmentally friendly actions. Tree plantation drives have been carried out across various locations—including camps and urban areas—to restore local ecosystems, enhance community resilience, and contribute to broader climate goals. The observance of World Environment Day, marked by sapling distributions and awareness-raising events, further amplified public commitment to environmental protection. Additionally, innovative activities such as the Green Response Olympiad helped inspire youth involvement and foster a sense of ownership among community members. Small-scale mitigation measures, aligned with Green Disaster Risk Reduction (DRR),

were implemented in selected communities to demonstrate practical, renewable and low-cost solutions that address both environmental and disaster risks.

Simultaneously, PPP has invested significantly in mobilizing and capacitating a diverse group of community volunteers across urban wards in Dhaka, Rajshahi, and Sylhet. These volunteers have played a pivotal role in community resilience—raising awareness, disseminating early warnings, alerting of potential health alerts through Community Based Surveillance, documenting the activities and changes in the communities through the interventions from PPP and leading preparedness activities tailored to local needs. The community volunteers are considered the primary bridge between the PPP and the targeted communities as they reach the communities and connect it the program interventions. These volunteers also respond in different disasters before , during and, after with support from the ward authorities and BDRCS staff. Their grassroots involvement has not only strengthened community trust and ownership but also ensured the sustainability of BDRCS's initiatives beyond the project cycle. PPP is advocating for the institutionalization of the Community Volunteers and include the component in the BDRCS Volunteer Policy.

Against this backdrop, the consultancy will deliver two major outputs. First, it will collect the green response practices applied in the project areas and produce a quick guide on how to design and implement green response practices. The IECs need to be relevant to the Green Response initiatives, and can include infographic presentation, photographs, concept of the initiatives and an overview.

Second, it will document a series of case studies that highlight how community volunteers have been organized and train, and how they applied their knowledge and skills in real-world contexts and contributing to the community-based disaster management—demonstrating leadership, innovation, and dedication to building safer, greener communities. The case studies of the volunteers in action, showcasing their working modality, achievements and expertise will be a key document in the advocacy. The document should be a fusion of effective and relevant photographs related to the case studies and cases showcasing their expertise.

4. Objective

To promote awareness and engagement on Green Response through documenting the initiatives in IEC materials and highlighting the efforts, expertise and impacts made by the Community Volunteers in the case studies under PPP.

Specific Objectives:

- To collect and compile (in booklet) green response best practices/ initiatives/outcomes under PPP for the development of IEC materials.
- To identify and document case studies of community volunteers who have played exemplary roles in disaster preparedness and response, Health disaster response and

preparedness and community engagement and Accountability under PPP including challenges and opportunities in formation, training and mobilization.

▪ To showcase these case studies in booklet format with relevant and effective photographs that can be used for learning, advocacy, and partnership-building.

5. Tasks Descriptions

5.1.   Task of the Consultant

● Conduct a desk review of PPP documentation, reports, and green response activities.

● Engage with BDRCS field teams and volunteers through interviews or remote consultations to gather insights on implemented green practices.

● Select and document suitable activities of each green response initiative across project locations (e.g., Day observations, tree plantation, awareness events, small-scale mitigation).

● Develop visually engaging IEC products (e.g., booklet   s) aligned with IFRC visibility and communication standards.

● Review the relevant document indicating the initiatives taken for the Community volunteers' capacity development and their efforts.

● Review the Photo Voice Volunteer's case stories and point out key efforts of the Community Volunteers that need to be assessed.

● Identify a suitable number of community volunteers across Dhaka, Rajshahi, Sylhet, and Teknaf through interviews and field visits whose stories reflect meaningful engagement in PPP activities.

● Document these case studies in narrative format, supplemented by photos and quotes, and design them as a printed booklet (English).

● Present draft   materials   to BDRCS/GRC for feedback, and incorporate changes as needed.

● Finalize and submit all outputs in print-ready and source file formats.

5.2.   Task of the BDRCS/GRC

BDRCS and GRC will provide the following support to the consultant:

1. Provide necessary reports and documents for the task
2. Briefings and regular check-in meetings to align progress and expectations based on the ToR.
3. Get access to the all of deliverables including raw and final ones from the consultant. .
4. Facilitation of introductions to field staff, community volunteers, and other key informants.

5. Feedback and review of draft outputs (IEC materials and case studies), workplan, and inception report
6. Field-level coordination support if required, including security briefings where applicable.

6. Study design and methodology.

6.1. Methodology

The consultant is expected to apply a participatory and human-centered approach, ensuring the inclusion of community perspectives and experiences. They should use their expertise and available secondary data, RCRC open access resources, and relevant PPP documents for initial planning. The consultant will present and describe the chosen methods before starting any work, ensuring alignment with RCRC principles and notions of work. All the processes should maintain ethical standards, compliance and CEA . The participatory methods will aim to engage a broad range of stakeholders, including communities , Community Volunteers, Red Crescent Youth (RCY), and field staffs. The consultant will conduct the training and design the guidelines in a very innovative and visually appealing way.

The methodology should include:

- **Document Review**: Analyze relevant PPP reports, training materials, and activity documentation.
- **Key Informant Interviews (KII) & FGDs**: Engage with BDRCS staff, and partner representatives for insights.
- **In-depth Individual Interview**: For collection individuals experience or viewpoint with the community volunteers on the good practices to collect case studies.
- **Storytelling Approach**: Use qualitative methods to develop rich, engaging narratives that highlight individual and community action.
- **Content Development**: Create IEC materials using locally appropriate visuals, culturally sensitive messaging, and simple language for community-level understanding through using relevant Adobe Softwares.
- **Validation Process**: Share drafts with BDRCS/GRC for review and incorporate feedback in all deliverables.
- **Language**: All outputs should be developed in both English and Bangla.

7. Tasks, deliverables and payment schedule

S l	Tasks	Deliverables	Estimated Working Days	Percentage of payment
	Planning and preparatory tasks Briefing on the assignment and clarifying the key expectations	Meeting Minutes and Checklist	1 day	20%
	Inception Report Submission: Report submission, feedback and the incorporation of feedback including the recommendations of the	Inception Report including the, secondary data analyses, detailed workplan, methodology, details on the tools utilized, sample templates of the booklet and relevant IEC materials and, brief of the proposed deliverables	3 days	
	Field Based Activities and Interviews: Field Visits including meeting with BDRCS Staff, KII and in-depth interview conduction, monitoring the volunteers in action, selection of volunteers for the assessment and booklet, Completion of inception tasks and submit the deliverables	Field report with annexes such as raw data of survey and transcription of KII and the in-depth interview. The rational behind selecting a certain number of volunteers for the booklet	15 days	40%
	First Draft of the IEC Materials/booklet The primary deliverable as mentioned and agreed in the inception report, data	Primary Draft including the case narratives and infographic presentation of the IEC materials. Soft	7 days	40%

S I	Tasks	Deliverables	Estimated Working Days	Percentage of payment
	analyses, and means of verification.	copies including suitable format and AI files to stored and shared.		
	Revision and Finalization of the IEC materials and the booklet Addressing the feedback from the partners, and the integration of recommendations by BDRCS/EUNS/IFRC	Final Draft with the required annexes	4 days	
	TOTAL		**30 days**	**100%**

N.B. The timeline would exclude the period required for feedback from BDRCS, PNSs and IFRC. I

7.1. Inception Report

The inception report offers the opportunity for the consultant and BDRCS/GRC to clarify the contract and TOR.   . The inception report should not be longer than 15 pages (excluding annexes). The report will be presented by the consultant in the power point presentation based on detailed information stated in the word document, it can be in physical meeting room or online based on the availability of the project personnel. GRC and BDRCS comments are to be integrated in the report and final approval is required before proceeding with the next tasks. At the minimum, the inception report should include:

- Key data of consultancy (title, commissioner of consultancy, contractors, etc.)
- Feedback/amendment of the TOR
- Proposed tools and methodology incorporated for 2 sets
- Findings from and analysis of the Secondary Data
- Proposed workplan per unit (team, timetable, tasks, reporting, etc.)
- Suggested template for the Deliverables including   booklet   structure, and other guideline with corresponding annexes

7.2.   Field Report with Annexes:

The field report would highlight the recommendations from the KII, FGDs and In-depth interview participants and the consultant's proposal for   proposed IEC materials. The report will also provide the rational behind the proposed   booklet along with the modality. The report will also provide the narrative background for the final deliverable. Consultants are encouraged to prepare the field plan and approach prior to discussions with BDRCS/GRC   .

7.3.   Final Contents/Final Deliverable

As mentioned earlier, there will be 2 sets of deliverabls.

1. Quick Guide Booklet   for the Green Response: The contents are subject to suggestion from the consultants based on the field activities and further discussions with BDRCS/IFRC/GRC/DRC/SweRC. The IEC   ) should contain a balance mixed   of infographic details and   narratives. The contents should user friendly and based on the Bangladesh context   . The contents should be prepared both in Bangla and English. Apart from these the contents should include the efforts related to Green Response designed by PPP highlighting the activities and impacts of the interventions. The final deliverable will have to be approved by BDRCS/IFRC/GRC/DRC/SweRC. The deliverable should be inline with the PPP communications and branding guidelines of BDRCS and IFRC and that are to be delivered by the PPP team.
2. Case Study   Booklet highlighting the Community Volunteers, should include some case stories that best portrays the efforts, expertise of the Community Volunteers and the impact of their efforts on the communities. These portrayals must include relevant and catchy photos. The consultants are encouraged to take photos if they find any relevant situation and motion while visiting the fields and observing the activities of the communities. The booklet should also include background and rationale behind the contents, and an overview of the overall efforts. The booklet should be inline with the BDRCS and IFRC   communications and branding guidelines that are to be delivered by the PPP team. The contents in the booklet should be developed in a user-friendly manner in both Bangla and English.

8. Copyright

The deliverables and its content will be copyright of BDRCS   . All reports should include PPP visibility and be prepared following BDRCS and IFRC communication standards. For any redistribution or reproduction of part or all the content will need BDRCS's written permission. Using the contents by the consultant on any social media platforms (other than of BDRCS, IFRC, GRC, DRC, SweRC and BDRCS' relevant partners) or in any media without the consent of BDRCS, is completely prohibited.

9. Consultant Profile

The selected consultant/consulting team should meet the following criteria:

- Proven experience (minimum 5 years) in developing IEC materials and documenting community-based practices, community awareness campaign in the disaster and public health domain.

- Master's degree in the field relevant to the assignment including Communications and Journalism, Social Science, Development Studies and DRR.

- A team composition (Lead Researcher/Consultant, Reporting expert, graphic designer, content developer) of experts with proven experience in IEC materials, contents in the humanitarian and development context.

- Experience in documenting and writing case studies in the humanitarian or development sector.

- Proficiency in both English and Bangla; understanding of local dialects in project locations is an asset.

- Skills in visual content design (e.g., Canva, Adobe InDesign/Illustrator, or similar tools).

- Familiarity with Red Cross Red Crescent Movement and community engagement principles preferred is desired

- Ability to deliver high-quality outputs under tight deadlines and with limited supervision.

10. Proposal Submission Guidelines:

The technical proposal should consist of the following sections and the given page limit, along at least 03 samples of similar work.

Topic	Page Limit (max.) excluding Annex
Technical Proposal (Mark 70%)	
Cover Page	01 Page
Table of Content	01 Page
Understanding of the study- Background, scope and key question etc. (Not just copy and paste from the ToR)	02 Pages
Proposed Methodology (methodological approach e.g. method; design of those methods; ; proposed visual toolkit/representation method; data quality assurance, ethics, limitation of the study etc.)	03 Pages
/Work plan schedule (grant chart)	01 page
Experience in leading similar study work (Provide at least 3 examples [link/ attachment, pictures] of similar work, agency, and time of conduction) with 01 reference for each	01 page
Team composition along with its rationale [CVs and mentioned Certification should be attached in Annexes]	02 pages
Any other relevant information (if required only)	01 page
Financial Proposal (Mark 30%)	
▪ Detailed budget (excluding meeting/workshop costs/food and venue costs) ▪ Consultancy working days and fees (days should be mentioned for a key member of the team) ▪ Any other expenditure (please mention nature of expenditure) ▪ Please calculate 15% VAT and 10% Tax with a total budget. ▪ Total amount [Note: The proposed budget should be carefully reviewed, rational, and supported with clear justifications]	

Along with the technical and financial proposals, the following documents need to be submitted:

For Individual /Consultants:

- A profile/CV of a maximum of 2 pages of all proposed members, highlighting related completed certification and assignments with client names, contact persons, and contact numbers.
- Copies of NID, TIN, BIN, VAT Registration and Trade License, as applicable.

11. Review quality and ethical standards

The consultant should take all reasonable steps to ensure that the study is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the consultancy is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner, and contributes to organizational learning and accountability. Therefore, the Consultant/s should adhere to the Principles, Code of Conduct, media standards of the IFRC and BDRCS brand guidelines and IFRC Safeguarding policy.

12. Penalty Clause

If the consultant fails to complete the services after the agreed delivery schedule and scope without any valid and well-documented reason (subject to BDRCS/GRC management approval), a deduction for damages will be applied to the invoice at a rate of 0.5% per day, up to a maximum of 7.5% of the total contract value, for a maximum period of 15 working days. Any fractional part of a day will be treated as a full day. If the consultant fails to complete the work, services, or delivery of training /materials/items with quality after 15 working days of the delayed delivery period, without valid and well-documented reason (subject to approval), the contract will be considered void and null.