**Request for Proposal (RfP)**

The International Organization for Migration (IOM) is looking for a **qualified creative and media agency** to develop Audio-visual and printed materials asper below Terms of Reference (ToR):

|  |  |
| --- | --- |
| PRODUCTION INFORMATION | |
| Production Output | Development and production of   * 3 Animated videos targeting Bangladeshi workers migrating to Jordan; * 6 Online Posters; * 1 Pamphlet |
| Location | Bangladesh |
| Duration of Assignment | March –July 2021 |
| Reports Directly to | National Programme Officer, CREST Fashion |

1. **Background and objectives of the assignment:**

The International Organization for Migration (IOM), through its Corporate Responsibility in Eliminating Slavery and Trafficking in the Fashion Industry (CREST Fashion) programme, is implementing a 3-year regional initiative that aims to strengthen the capacity of fashion industry to address the risks of labour exploitation, forced labour and human trafficking of internal and international migrant workers in daily operations and global supply chains in both countries of origin and countries of production. For more information please visit: [CREST Fashion](https://crest.iom.int/news/crest-fashion-iom-partnering-fashion-industry-eliminate-slavery-and-trafficking)

IOM works directly with all actors in labour supply chains: with brands, it aims to enhance transparency in international labour supply chains and address risks of exploitation and modern slavery in their business operations. With employers and labour recruiters, the focus is to build capacity for the implementation of international standards on ethical recruitment and support services to migrant workers.

**The work with migrant workers aims at increasing access to transparent information on employment terms and conditions, ethical recruitment services and effective grievance mechanisms.**

**Against this backdrop, IOM Bangladesh is planning to produce audio visual materials to support all actors in labour supply chains with a view to bringing transparency in labour supply chains and addressing risks of exploitation of migrant workers and enhancing migrant workers’ understanding in ethical recruitment services, benefits of informed migration and access to grievance mechanism.**

**Objectives**

The selected service provider is expected to produce the following materials in adherence to IOM branding style manual.

Animated videos:

**Introductory and awareness raising animated video in Bengali Language with English Subtitle (5-6 minutes duration)**

**Description:** Aimed at aspirant migrant workers to provide them with an overview (a Pre-Employment Orientation PEO) on the process, procedures and legal aspects that migrant workers will undergo if they decide to migrate to Jordan through Bangladesh Overseas Employment and Services Ltd. (BOESL).Raising awareness on the process and benefits of safe, regular, and informed migration.

**How the video will be used:** IOM will hand over a video to BOESL

**Introductory animated video (5-6 minutes duration) for migrant workers on financial literacy and remittance management.**

**Description:** The video will inform migrant workers how to better manage their salary and how to transfer money through formal channels, and how to effectively manage the sent remittance back in Bangladesh.

**How the video will be used:** BOESL and other private recruitment agencies will use this video in their respective Pre-Departure Orientation (PDO) sessions to enhance migrant workers’ understanding in financial literacy and remittance management.

**Animated Video in Bengali Language (7-8 minutes duration) with Voice Over in (Hindi or other language in India) for employers in Jordan to facilitate Post-Arrival Orientation of migrant workers in Jordan.**

**Description:** this video will enhance migrant workers’ overall understanding about the law of the land, legal and social rights, cultural issues, work responsibilities and Do’s and Don’ts in Jordan.

**How the video will be used:** Employers in Jordan will use this video in the Post-Arrival Orientation (PAO) sessions

**Other awareness materials**

**Six (06) online posters for social media and for printing focused on safe migration process for female migrants:**

Media Format: .pdf and .jpeg

Dimension: 8.5” x 16” (print ready version 8.5” x 16” in .ai format)

Design be delivered by first 20 days of the contract awarding and printed materials to be delivered within 30 days of the contract awarding.

**One (01) pamphlet focused on safe migration process for female migrants and on PDO**

Dimension 8.5” x 16”

Four-fold

Four color

12000 printed copies

Print ready version 8.5” x 16” in .ai format in separate DVD.

1. **Target Audience of the assignment:** 
   1. **Primary target Audience:**

* Youth and aspirant migrants & their families;
* Returning migrants & their families;
* Family level decision makers.
  1. **Secondary target Audience:**
* Government
* Employers
* Local level migration actors and service providers.
  1. **Tertiary target Audience:**
* Policy makers

1. **Scope of Work (SoW) for the service provider under this assignment:** 
   1. **Pre-production stage:**

* Consultation with IOM to get clear idea about the purpose, context, plan, key messages, production and visibility criteria and stakeholder analysis.
* Develop draft script (Animated AV), content for poster (6 online and 1 pamphlet), storyboard/line for Audio-visual production and finalize storyboard/line with feedback from IOM.
  1. **Production stage:**
* Develop all audio-visual materials according to the approved script(s);
* Produce English subtitles for all three animation.
* Hindi and Sinhala Voice-Over for PAO Animation.
  1. **Post-production stage:**
* Do necessary editing and prepare a draft version of the audio-visual materials and posters;
* Produce cut-downs for each video (30-60 seconds) for promotional use on social media;
* Do necessary correction (as required by IOM) and share with IOM for approval;
* Compose music and a common jingle which will be used both in the audio-visual materials (Stock music is not allowed) and color correction;
* Prepare the final version of the audio-visual materials and posters and submit to IOM according to the contract agreement.

Note: To finalize the draft audio-visual, service provider needs to accumulate all comments and feedbacks from IOM until having a satisfactory version.

1. **Specification of the Audio-visual (AV) Material (At least not limited to):**
   1. **Audio-visual materials:**

**Approach of the AV material:** Animated videos (informative and engaging)

**Language :** Bangla with English subtitle

**Duration :** 4 minutes (1 AV), 5 minutes (1 AV), 7-8 minutes (1 AV)

**1-minute cut-**down version of three videos for Social Media use.

**Resolution :** Full HD (1920 X 1080)

**Visibility :** According to IOM visibility guideline

**Deliverables :**

* 20 DVDs containing final mp4 version (long version and short version)
* All raw and linked footage with the project file in a portable hard drive.
  1. **Posters:**

**Approach of the AV material:**

**Language :** Bangla

**Quantity :** posters

**Resolution :**

**Visibility :** According to IOM visibility guideline

**Deliverables :** 12,000 printed pamphlets on safe migration process for female migrants and on PDO.

1. **Methodology:**

The service provider should take the consideration of the followings but not limited to:

* Consult with IOM in all stages of development and production of AV materials (animated videos & posters);
* Pretest the script and submit a report on the findings.
* IOM will provide the feedback and guideline when needed and will oversee the development and finalization of script as well as thematic support and required inputs;
* Service provider will be responsible for all aspects of editing, including voiceover (if necessary), subtitling and background music identification, copyright and submission of final version, ensuring the given communication, visibility and branding criteria from IOM.

1. **Payment guideline**

The payment will be made by two instalments against the following deliverables:

* **1st instalment (40% of total amount):** After submitting the final and approved storyboard and detail timeline of drafting and editing;
* **2st instalment (60% of total amount):** After submitting the final deliverables approved by IOM

1. **Duration/ Timeline:**

The total duration for this assignment is proposed to be approximately 8 weeks\* from signing period.

\*The above is an indicative timeline. In the proposal, Consultants can modify/add according to their perspectives/reasons.

1. **Method of Application:**

Interested service providers are invited to submit documents stated below by **28th February 2021** through e-mail to [faahmed@iom.int](mailto:faahmed@iom.int) and CC: [mruahmed@iom.int](mailto:mruahmed@iom.int) ; mentioning the title of the ***RFP: LM/CO-067/2021/004: To develop AV material*** in the subject line. Please keep the attachment size under **9 MB**.

Please note that, a pre-briefing meeting will be held at 11.00 am on 23rd February 2021 by Microsoft Teams. Please [**Click here**](https://eur02.safelinks.protection.outlook.com/ap/t-59584e83/?url=https%3A%2F%2Fteams.microsoft.com%2Fl%2Fmeetup-join%2F19%253ameeting_YWFlOTUwMzEtNzQ5MC00YzIzLWIyODgtYjI1NTg5OGJiOTQ5%2540thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%25221588262d-23fb-43b4-bd6e-bce49c8e6186%2522%252c%2522Oid%2522%253a%252261d50b70-dd2f-45c8-912c-ed7ab4a95920%2522%257d&data=04%7C01%7Cfaahmed%40iom.int%7C7b3858a7a31d4ac5451d08d8d18dadcb%7C1588262d23fb43b4bd6ebce49c8e6186%7C1%7C0%7C637489753723201790%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2FqWk0YCr4Caqs8S8alIH66h84DepHrFoenUqIUSGIX4%3D&reserved=0) to join the meeting. planned before 5 working days of the submission deadline.

1. **Required Documents:**

**Service providers** need to submit a technical and financial proposal separately in single email.

***Each Submission Must Include the Following:***

* 1. **Technical Proposal must contain:**

1. **Profile of the service provider:** A summary of the organization and CV of the experts including records on past experience in similar assignments and name of the references.
2. **Methodology** with detailed work plan and timeline along with samples of previous work;
3. **Creative concept** with tentative work plan with options.
   1. **Financial Proposal must contain:**
4. **listing all costs associated with the assignment. In particular, the financial proposal should itemize the following**:
   * Associated human resource costs
   * Variable costs inclusive of transportation costs, production & post-production equipment’s etc.
   * All associated cost needs to be show in local currency (BDT).
5. **Professional and Related Experiences:**

**The proposed team from the Service provider should have following competence:**

* Must be an expert who has completed a minimum Master’s degree in communication and or related field with at least 5 years of relevant professional experience.
* Sound knowledge and demonstrated capacity in developing communication materials, designing and producing AV for development organization.
* Solid understanding of safe migration, Remittance management and labour migration issues in Bangladesh.
* Demonstrated ability to draw lessons from relevant international, regional and national practices and processes.
* Excellent presentation, oral and written communication skills both in English and Bangla.
* Proficiency in English and Bangla and good analytical, drafting skills.
* Ability to deliver according to a short timeline while maintaining the quality of the output.

The Proposal should be written in **English**.

**Evaluation Criteria and Weight:**

|  |  |  |
| --- | --- | --- |
| Criteria | Required areas | Score |
| Eligibility | **a.** Consultancy firm/ service provider should have minimum 5 years of relevant business experience  **b.** Consultancy firm/service provider need to be submitted the updated legal  documents (Copy of Trade Licence, TIN  certificate and BIN Certificate)  **c.** For Foreign Consultancy Firm should have to Submit Legal Documents of Business Permission or Government approved or registered Certificate., Business Identification Number (or Papers), Tax Certificate | **PASS /FAIL** |
| Technical Evaluation | a. **Organization Profile -------- 10**  **b. Methodology -------------------------------------20**  **c. Work Plan -----------------------------------------8**  d. **Sample of relevant work experience -----15**  (consulting firm submit at least 3  sample works along with proposal)  e. **Expertise of Resource --------------------------7**  - Team Leader /Key Management expertise  - Other resource expertise  f. **Client List – (at least 10 client) -----------------10**  [ firm should share the list of clients of the following categories of organization   * UN Organizations/ Diplomatic mission * INGO/Development Partners * International Organizations * Government /reputed Organization etc] | **70** |
| Financial Evaluation | Price Proposal/ Cost of the Proposal | **30** |
|  | Total Score | **100** |

**Any attempt for persuasion will be considered as a disqualification.**

**ONLY SHORTLISTED CONSULTANTS/CONSULTANCY FIRMS WILL BE ASSESSED.**

**ORGANIZATIONS WILL BE RESPONSIBLE FOR ANY TAX OR VAT ISSUES IF APPLICABLE.**