**SCOPE OF SERVICES REQUIRED**

**On Digital Content Work for SAP**

**Background**

Founded in 1933, the International Rescue Committee (IRC) is one of the world’s leading agencies working in post-conflict and development contexts, supporting communities in over 40 fragile, failed and developing states. In this capacity, we work to restore safety, dignity and hope to millions who are uprooted, struggling to endure, and wishing to advance on a path of development.

The IRC has been present in Bangladesh since 2017 and obtained registration with the NGOAB in March 2018. Since then, it has moved quickly to expand its integrated emergency health and protection response through both direct and partner-based programming focused on primary healthcare, women’s protection and empowerment, sexual and reproductive health, gender-based violence and child protection. Recently IRC has also introduced two new programs: Protection Rule of Law (PRoL) and Education.

The IRC has recently launched its new Strategic Action Plan (SAP) for Bangladesh for FY2022-2024, aligned with IRC’s global strategy100, with the vision for Bangladesh is to protect, empower and meet the needs of the most vulnerable women, children and youth through technical expertise and partnerships in the areas of integrated protection, health, education and economic wellbeing before, during, and after displacement caused by conflict and climate induced disaster. The IRC’s response strategy has primarily targeted Rohingya refugees in Cox’s Bazar, while meeting the significant needs in both refugee and host populations, as already existing vulnerabilities are compounded with cyclical monsoon and cyclone seasons that impose additional threats to the lives and protection of those refugees as well as vulnerable host populations. IRC is growing over the time its geographic coverage within Cox’s Bazar and to other parts of the country, thus expand its’ networks and partnerships around emergency preparedness and response work, reach beyond the Rohingya refugees, also targeting the vulnerable host groups in Cox’s Bazar and other parts of Bangladesh.

**Period and Place of Performance**

It is expected to start the service as early as possible after necessary process by IRC. Interested individuals/firms are requested to share proposal following the below mentioned acceptance criteria requirements. Initially the service is required to produce 3 items which will require to visit IRC’s program areas. Selected individual/firm will work under the supervision of IRC’s Advocacy and Communications Specialist and meet all the requirements.

**Work Requirements / Scope of works**

The objective of hiring individual/firm as digital content producer for producing below items –

1. A high-quality design of a brochure (3 page-both sides print with content) on the Strategic Action Plan (SAP) with photos and infographics (IRC to provide text). S/he or the team has to provide 3,000 printed copies (300gsm glossy paper with 4 colour print)
2. Design of a poster on SAP (IRC to provide text). S/he or the team will provide 3 PVC print in large size (approx. 7 ft X 5 ft), and 7 standard wooden photo frames with prints in (approx. 3ft X 2ft) sticker format (to use inside of the photo frames)
3. According to the outline provided below (necessary text will be shared by IRC communications team), develop a detailed script with story board.
4. A 4-minute video with voice over (mix of animation and real-time footages) on SAP as per the script (Please see the details below).

**N.B. Final text for factsheet and poster will be provided by IRC’s communication team**

**Video outline**

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| **Outline** | **Description** | **Method** |
| Background and IRC’s history in Bangladesh (brief) including IRC’s 3-4 significant achievement in last 3 years.  *(IRC to provide information)* | Why and how it started its journey in Bangladesh. What has been our key areas, what we have able to do so far. | 1. Drawing sketch on the whiteboard and real-time footages of IRC’s achievements  2. Voice over  3. Quote from 1/2 client |
| What is SAP?  (IRC to provide information) | Why is this SAP needed, what it means to IRC.  This part starts with a glimpse of Strategy100 and aligns SAP Bangladesh. | 1. Drawing sketch on the whiteboard with voice over or  Country Director on the camera and that shifts to voice over with drawing sketch on the whiteboard |
| Vision  (IRC to provide information) | Vision of this SAP | 1. Drawing sketch on the whiteboard  2. Voice over |
| The 3 significant shifts in this SAP  (IRC to provide information) | What are the major changes?  Elaboration of those shifts with rationale | 1. Drawing sketch on the whiteboard  2. Voice over |
| Target clients  (IRC to provide information) | a brief description of the people who we want to work with | 1. Footages from Rohingya camps, host community area, Khulna and Satkhira.  2. Voice over |
| Locations  (IRC to provide information) | All the IRC footprints | 1. Motion-graphic on the MAP of Bangladesh  2. Voice Over |
| Outcomes  (IRC to provide information) | What outcomes are expected through this SAP (Brief details) | 1. Drawing sketch on the whiteboard 2. Smiling faces of our clients 3. Voice over |
| Conclude with a photo of the diamond shaped slide of SAP (4-5 seconds of focus on the slide)  (IRC to provide information) | | Animated motion graphic of Diamond shaped slide of SAP |
| Ends with IRC’s animated logo |

**Deliverables**

1. Final design of poster (soft copy and Ai file) with 3 PVC print and 7 standard wooden photo frames with prints (as per above-mentioned measurements).
2. Final design of brochure with 3000 printed copies in 4 colour glossy papers and size of brochure will be 9"×12".
3. Approved final (by IRC) video.
4. All the raw footages, photos and Ai version of all designs.

**Acceptance Criteria**

Interested individuals are requested to submit below listed documents and information to be eligible for the evaluation process for the work.

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| **Eligible documents** | 1. *A Certificate of updated Business Registration or* ***Trading License*** *in Bangladesh (Mandatory for Individuals/consultancy firm/companies).* 2. *TIN (Mandatory for all)* 3. *VAT Registration Certificates/* ***Business Identification number (BIN)*** *(Mandatory for all). (Provider should have ability to process invoice in Musuk 6.3). Individual consultant must have to submit BIN number.* 4. *Intent to bid form,* ***completed and signed*** 5. *IRC Conflict of Interest & Supplier Code of Conduct,* ***completed and signed*** 6. *Filled Vendor Information Form, completed and signed.*   ***Please find VIF form, Conflict of Interest, Code of Conduct in*** [***here***](https://rescue.app.box.com/v/VIF-COC-COI-ITB)  ***Bidders must submit above mandatory documents and other mentioned documents with necessary signature along with proposals. If in any case supplier fails to provide any of the mentioned mandatory documents, supplier may considered as disqualify for further evaluation process.*** |  |
| Criteria 1:  **Profile and Detailed concept proposal** | Refers to Bidders company/individual profile with Detail methodological/technical aspects of carrying out the work along with the storyboard.  Provider need to provide their individuals and organizations profile with details of their understanding of the work and how they will conduct the digital content of work. Committee will review their methodology and will score out of 10% marks. | 10% |
| Criteria 2:  **Past Experience and Team composition.** | Refers to Bidders ability to demonstrate relevant experience and technical knowledge of the services required, experience working with UN, NGO, or GO especially in **producing audio-visuals and designs, Script writing, printing IEC (Information education and communication) materials** **in Rohingya Humanitarian Crisis context.**  Gender balanced team with CV (who will be working in this project) with fluency both in Bangla and English.  Minimum **5 years or more** working experience in **audio-visuals and designs, printing, Script writing.** Only valid proof (**PO/contract, project details /publications reference, web link, content**) of Audio Visual, Design, printing work script writing experience certificate/ POs for last five years will be considered for evaluation scoring.  **More qualified gender balanced team with highest relevant experience/skills will be scored highest.** | 30% |
| Criteria 3:  **Time-bound work plan** | Refers to availability and capacity of immediate commencement/ mobilization of resources (skilled team/materials) to start the work.  With consideration of Covid-19 movement restriction Provider need to provide a detail work plan with timeline on what activity will start when and by when work will be completed. provider need to submit a details alternative plan on how provider will mitigate the risk of any movement restriction imposed by local government.  **Good details with realistic timeframe will get highest score.** | 10% |
| Criteria 5:  **Presentation of top ranking provider/supplier** | **Based on the evaluation score of criteria 1, 2, 3 only the top ranking suppliers who will score 30% and above out of 50% will be invited for presentation**. In presentation individual/consultancy firm will demonstrate their understanding on the Scope Of work (SOW) requirements and skills, competencies and relevant experiences to deliver the work in a timely manner. Based on their presentation and ability of well demonstration evaluation committee will provide score out of 10. | 10% |
| Criteria 6:  **Financial proposal** | Financial proposal will be open only for providers/suppliers who will successfully pass in technical evaluation.  Consultant fees, breakdown of activity costs etc. All prices should be inclusive of Tax/Vat charges as per the government policy and rules.  **Lowest price will get highest score.** | 40% |

**N.B. copy rights of all these products will be reserved for IRC**

**Clarification of Bidding Documents:**

A prospective Bidder requiring any clarification of the Bidding Documents may notify the Purchaser in writing at [**BD.clarifications@rescue.org**](mailto:BD.clarifications@rescue.org)**.** The request for clarification must reach the purchaser not later than **17th November, 2021 before 3.30PM**. The Purchaser will respond by e-mail providing clarification on the bid documents by **18th November, 2021**.

**A Pre-bid meeting** will be held on **Zoom virtual meeting** (Zoom conference meeting) on **17th November *2021, starting at 2.30 pm and finishing time 03.30 pm,*** *w*here all interested bidders are invited. To attend such Zoom meeting, all interested bidders are requested to send their Email address to [**BD.clarifications@rescue.org**](mailto:BD.clarifications@rescue.org)by **17th November *2021*** within 1.00 pm. IRC will then send the Zoom Link through email to attend and ask for any clarification during the meeting.

**Deadline of proposal offer submission:**

Interested bidders are requested to submit their proposal (both financial and technical) with necessary supporting documents mentioned above as a PDF copy through email with necessary attachments **before 05.00 PM of 25th November’ 2021**. After this mentioned date and time, no bid offer will be accepted.

Proposal Submission email address: [**BD.procurement@rescue.org**](mailto:BD.procurement@rescue.org)**.**

**(email attachment document size shouldn’t be more than 20 MB, in case of larger file, bidders can upload documents in google drive share the link in their proposal submission email:** [**BD.procurement@rescue.org**](mailto:BD.tenders2@rescue.org)**.)**

**IRC Cox’s Bazar Office address:** 1st floor, Sayeman Heritage Residence, Baharchora, Cox’s Bazar.

# IRC Core Values & Commitments:

The IRC workers and partners/consultants must adhere to the values and principles outlined in IRC Way - Standards for Professional Conduct. These are Integrity, Service, and Accountability. In accordance with these values, the IRC operates and enforces policies on Adult Safeguarding, Child Safeguarding, Anti Workplace Harassment, Fiscal Integrity Anti-Retaliation and Combating Trafficking in Persons.

IRC is committed to ensuring that consultant is suitable to work with children and women / girls and have the knowledge s/he needs to uphold and abide by the IRC’s Child and Adult Safeguarding Policy.

Level of interaction with clients: Frequent direct contact with clients

IRC recognizes that gender equality is fundamental to the achievement of our organizational mission. As such, IRC is committed to the promotion of gender equality in all aspects of our operations and programs. Our organizational policies, procedures and actions demonstrate this commitment.

IRC highly expect that, the consultancy firms or freelancer consultancy teams will consider their team compositions as a diversified and gender balance team.