

Terms of References (ToR)

Consultancy Service to produce Media Content and Communication Materials to Raise Awareness on Women Rights, Ending VAWG and Changing Harmful Social Norms

1. PROJECT BRIEF:

Program/project title	Creating Spaces to Take Action on Violence Against Women and Girls
Geographical coverage	Netrokona, Rangpur, Dinajpur, Faridpur, Tangail and Dhaka in Bangladesh
Program/project lifespan	2016-2021
Ultimate Outcome	Reduce violence against women and girls and child, early and forced marriage in Bangladesh, India, Indonesia, Nepal, Pakistan and Philippines

2. INTRODUCTION:

Oxfam is an international confederation of 20 organizations working collaboratively in more than 90 countries to build a future free of poverty injustice, as part of a worldwide transformation movement. Since the beginning of the organization's involvement in Bangladesh, Oxfam has aimed to build a vibrant and inclusive society in which women and men can enhance their knowledge, competencies, and leadership in the pursuit of resilient social structures through democratic accountability – with a focus on enhancing women's and girls' lives and promoting their rights. To confront the structures that perpetuate injustice and keep people impoverished, we work closely with communities, partners, and women's rights organizations. Together, we aim to persuade individuals in positions of power to ensure that women struggling with poverty can have a voice in crucial choices that affect them, their families, and entire communities.

Creating Spaces to Take Action on Violence Against Women and Girls (henceforth **Creating Spaces**) is a five-year project supported by Global Affairs Canada (GAC) and Oxfam Canada that takes a stand in six Asian countries to reduce violence against women and girls (VAWG), including child, early, and forced marriage (CEFM).

From 2016, Creating Spaces has worked with 24 community-based partners approximately have reached thousands lives to deliver our experience in developing networks of change, boosting capacity, and creating spaces for women and girls to feel safe, valued, and included. To achieve our goal in Bangladesh, the initiative is collaborating with five national NGOs as implementing partners.

3. PURPOSE OF THE DOCUMENTARY

Project is in require of a proficient visual storyteller to narrate the work of the creating Space Project; raising awareness on putting an end on VAWG, women rights, changing harmful social standards – in an enlightening however oversimplified and imaginative way that would capture intrigued of the key stakeholders and general people. There will be two videos and It will be a continuation of the previous video documentary produced by this project. There will be one a legacy video and subsequent multimedia content also.

During the COVID19 lockdown, Oxfam in Bangladesh adopted a ‘new ways of working’ approach where use of technology, social media and online platforms became the key medium to reach out to its targeted audiences. To build capacity and awareness as a part continuation of its existing work, Creating Space project is planning to involve creative organization to develop animation/ videos that can help reach out to wider stakeholders of Oxfam.

The process for creating the documentary will involve:

- i. development of the info-graph based on agreed script/story board
- ii. design of documentary screenplay.
- iii. final compilation and editing of the animation

AUDIENCES:

The user/audience of the film/documentary will be:

- Mass people from local level, national level, and international level
- Development Partners and Civil Society
- Donor community

SCOPE OF WORK:

1. Main deliverables

The main deliverables of this visibility and communication material are:

- Three high quality Full HD Videos (max 5 min, with or without voiceover, with subtitle) on above noted issues.
- Ideation, pitch points, script with info graph-based report
- Upload-able/ web versions of the above video documentaries

2. Other:

- Approved work plan for the tasks

- Approved Script/s
- Submission of rough cut
- Editing, adding subtitles, incorporating changes from Oxfam, if necessary the donor's feedback.
- Submission of the final cut
- Provision of original editing file of final document and provision of all raw footage for further usage
- Aired/Social media versions

3. Working language:

Voice over in Bangla with sub-tile in English,

4. Equipment:

The visual storyteller will be required to have his or her own equipment and be available work as per schedule prepared jointly with OXFAM.

5. Specific requirement

- The videos should be submitted in high quality in file format(s) to be agreed before final sign-off.
- The consultant must obtain informed consents from the subjects/interviewees. Oxfam will provide consent form and guideline.
- Ensure visibility/logo of the Global Affairs Canada (GAC) and Oxfam
- Consultant will be obliged to return the received amount of payment paid in advance if the production fails to comply with Oxfam's standard. Oxfam holds all rights to terminate the contract at any point of time in case of violation of agreement

6. Ownership and Usage

All animation and related contents will be the exclusive property of project parties (GAC and Oxfam) with unfettered right over its usage, reuse, reproduce and sharing in any manner and that the contracting individual will neither claim any legal ownership or copyright over these photographs nor will they use, share, sale, exhibit or barter any of the photographs for any purposes whatsoever, whether commercial or non-commercial. However, Oxfam, partners and donor will ensure credit of the consultant's work whenever the visual material are used.

The consultant may, however, use the visual material to promote or showcase their work with due credit to GAC as donor, Oxfam as a client with letter's prior permission. The Oxfam and GAC also be entitled to use and reproduce the photos made under this consultancy.

PROPOSAL EVALUATION:

1) Technical Evaluation

- The visual storyteller should have a professional experience of minimum 06 years preferably in developing professional video and/ or animations.
- The visual storyteller needs to demonstrate his/her work, preferably taken in diverse situations;
- Demonstrated work experience on developing visual story on women's rights, VAW, CEFM, norms change etc.
- The visual storyteller must be appropriately sensitive towards gender, values and norms of community people, civil society, local administrative and policymakers. Photography by its nature is invasive, therefore aggressive or insensitive visual materials might reflect negatively on Oxfam.

2) Financial Evaluation

The applicants also need to submit the financial proposal highlighting the cost per day accordingly OXFAM will only open the financial proposals from consultants whose technical proposals meet the above-mentioned criteria.

Evaluation criteria:

Area(s)	Criteria	Weight
Technical- 80	Understanding of the TOR	10
	Strong skill and expertise on carrying out similar assignment (based on provided evidence)	20
	Quality, creativity and innovation of reference work submitted	20
	Management structure and qualifications of key personnel & team composition	30
Financial- 20	Competitive pricing and overall reasonable, justifiable financial proposal	20
Total		100

Timeline:

The validity of the consultancy agreement will be from January to 25th March 2021.

Tasks/ deliverables	Outputs	Tentative Timeline	Payment Percentage
Understand the assignment and detail	Work plan	Within three working days of signing contact	30%

technical plan (work plan) for completing assignment.			
Prepare a script and submit infographic-based report	Step by step presentation with narrative	Within 2 weeks after approving workplan	
Develop/ finalize icons and Images for each character for the animation video	List and types of ICONS	Within 10 days after approving workplan	
Key deliverables (draft version)	-Full HD videos with audio/voice recording, subtitle	Within 15 days after approving script	30%
Incorporating feedback and finalization of product	- Full HD videos with audio/voice recording and subtitle after incorporating feedback	Within one week of providing feedback	40%

Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through email in PDF form duly signed by mentioning subject line "**[Creating Space Project] Consultancy on Proving Support to Develop Media Content and Communication Materials by 03 October 2021.**"

Any kind of persuasion for obtaining consultancy will be considered as non-qualification of the applicant.

Topic	Page (Max)	Limit
Technical Proposal		
Cover Page	1 Page	
Table of Content	1 Page	
Understanding of the Assignment (Without copying from the ToR content)	3 Page	
Proposed Methodology	2 Pages	
Work Schedule	1 page	
Team composition along with its rationale	2 pages	
Any other relevant information (if required only)	3 pages	

Total	13 pages
Financial Proposal	
Budget detailing out	
Consultancy days and fees (days should be mentioned for key member of the team)	
Travel and accommodation, any other expenditure (please mention nature of expenditure)	
15% VAT, Total amount	

HOW TO APPLY

The individual/firm must submit the following documents along with Technical & Financial Proposal (including VAT): The financial proposal should include **15% VAT ONLY**. Oxfam will **deduct Income Tax and VAT as per government rules and policy** at source from the agreed consultancy amount. Technical and financial proposals should be submitted separately along with sample copies of previous work on documentary on development work.

In order for your proposal to be accessible by Oxfam, the size of the proposal submitted via email should not be greater than 4MB.

For Consultancy Firm

- Maximum 2-page Firm profile highlighting related assignment completed with client name, contract person and mobile number
- Lead Consultant's (who will lead the assignment) Maximum 2-page CV highlighting related assignment completed, role in of the completed assignment
- Other Team members' (who will involve in the assignment) one paragraph short CV highlighting related assignment completed and role
- Firm's Certificate, TIN and VAT registration

For Individual Consultant

- Maximum 2-page profile highlighting related assignment completed with client name, contract person and mobile number along with detailed CV
- TIN certificate and any other relevant document (if necessary)