

## Terms of Reference (ToR)

### For Case Story Book Development and Printing (5.1.7.5) & Photo Documentation Book Development and Printing (5.1.7.6)

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#### 1. Background

Oxfam and 3 other co-applicants, Housing and Building Research Institute (HBRI), Bangladesh Environmental Lawyers Association (BELA) and Jagorani Chakra Foundation (JCF) are implementing the project titled ‘Promoting Sustainable Building in Bangladesh’ with financial support from The European Union. The project is implementing in Jashore, Savar and Dhaka with an aim to generate market transformations in the construction sector, promoting ABs (Alternative Bricks) and other green construction technologies amongst consumer and producer groups for wider replication and commercialization across Bangladesh through an enabling policy environment.

The project has plan to produce, print and disseminate a variety of information, education communication, behavior change materials to showcase the various changes initiated and complemented through the project. Keeping alignment of this strategy the project has adopted a plan to develop a Case Story & Photo Documentation Book to go for wider dissemination in different public events (national and regional) to complement the mass awareness and marketing campaigns and capacity building initiatives as well as exchanges good practices.

#### 2. Objectives & Rationality of the Initiatives

The project has initiated multiple changes that will be duly inscribed in the case story book and photo documentation book for effective knowledge management, and shall further be disseminated among the mass audiences to promote replication and commercialization of ABs. The major objectives of developing the case story book and photo story book building and printing are:

- to capture the significant stories/changes/events/initiatives highlighted the project for effective knowledge management as well as promote replication of ABs;
- to uphold entrepreneurs/users’ initiatives and learnings using ABs in the construction works;
- to demonstrate a business model for wider sensitization, replication, and commercialization of AB;
- to showcase policy initiatives and policy success to reveal the idea of SCP;
- to sketch for a ‘Final Project Guidebook’ illustrating key statistics, findings, and policy analyses from various research and studies of the project;
- to illuminate the existing brick making practices as well as examples from other alternative building materials and technologies.

#### 3. Printing Specifications

**Number of Copies:** 3000 copies (minimum)

**Number Case Study:** 15-20 (500 Words maximum)

**Number of Photos:** 80-100

**Paper Size:** A3

**Paper Weight:** 180 gsm for case studies & 300 gsm for Photo pages

**Color:** 4 color printing

**Cover:** Hard Cover

**Bindery Method:** Wire-O Binding: joined pairs of wire loops are inserted through holes that have been punched near the spine of the book’s cover and pages.

## 5. Methodology

Evidence based case study/ies should limit to the **maximum of 2000 word** with the relevant picture, if possible, to demonstrate the contribution of the project. Case studies may develop from:

- Interview of the relevant expert
- Research findings and way forward under the project
- Outcome of any event/action/plan/initiative/change by the direct or indirect support
- Policy loopholes, policy initiatives, and policy success in related to project target
- Community empowerment and environmental justice including administrative relief activity
- Lessons learned from any intervention/initiative
- Business model development
- AB materials and technologies
- Best practices of the project

## 6. Deliverables from the Assignment

- Submit inception report including detailed action plan for the assignment
- Soft copies of photos should be shared with Oxfam where all the photos should be as JPEG files at the highest possible resolution. Those photos will become the properties of Oxfam and its allies featured in the photos, and will be used by Oxfam for any purpose it may needed
- Deliver all photos, data and information collected from the field to Oxfam (both hard and soft copy)
- Final case study and photo documentation book (soft copy and hard copy)
- All associated and design and printing related works
- Dissemination of Final case study and photo documentation book to the stakeholders as per suggested by Oxfam

## 7. Role of Oxfam:

Oxfam will provide orientation on the theme of AB and about the overall expectations from the consultant for better understanding about the project. Oxfam will assist to provide the list of organizations, community, individual to be captured.

## 8. Copyrights

Oxfam and EU in the shots have copyright on any pictures captured. Oxfam usage rights apply to all Oxfam, media outlets or other organizations and partners. Oxfam will ensure, where ever possible, that the name of the photographer.

## 9. Qualification of the Applicant

- Strong track record of producing similar publication
- Strong familiarity and networking relationship with media and other relevant stakeholder for this assignment
- Strong analytical and documentation skills
- expert in copy editing with quality writing/storytelling skills
- Good interpersonal communication skills in both English and Bangla
- Strong English & Bangla drafting and communication skills.
- strong photo documentation skills

## 10. The General Terms and Conditions:

- All soft and hard copy of the assignment product will be treated as the property of Oxfam
- The photographer must ensure free, prior and informed consent from all subjects. Where a person is under 18, we require this consent from their parents or guardians.
- All information gathered during the assignment or in relation to the assignment about Oxfam, its partners, allies, and its work is confidential. Images and information may not be published or distributed without direct permission from the agency photographed.
- The photographer must ensure that any sensitivities or concerns are clearly recorded and communicated with Oxfam. If the person wishes to use a pseudonym, do not record their actual name.
- The photographer should maintain the principles of child protection policy.
- The consulting agency/consultant shall have no opportunity to alter the timeline and planning of deliverables agreed as per contract.
- The consulting agency/consultant must ensure standard quality control during data collection, processing and reporting.
- The consulting agency/consultant shall have the responsibility to rewrite, modification the entire content, sections of issues till satisfaction of quality required by Oxfam.
- In case of any deviation, Oxfam shall have the right to terminate the agreement at any point of the entire assignment period.
- The consulting agency /consultant shall be bound to pay back the full amount to Oxfam paid in case of any deviation, dissatisfaction of quality and other point mentioned in the agreement.

## 11. Time Frame:

The overall time frame of the assignment is 30 days from agreement signing.

## 12. 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 **“Assignment of Case Story & Photo Documentation Book Development and printing for SWITCH-Asia Project”** by 20 April, 2019 at [hrbd@oxfam.org.uk](mailto:hrbd@oxfam.org.uk) (Any kind of persuasion for obtaining fellowship will be considered as non-qualification of the applicant.)

Topic	Maximum Limit	Page
<b>Technical Proposal</b>		
Cover Page	1 Page	
Table of Content	1 Page	
Understanding of the Assignment ( <i>Without copying from the ToR content</i> )	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
<b>Financial Proposal</b>	
Budget Details: <ul style="list-style-type: none"> <li>Consultancy days and fees (days should be mentioned for key member of the team)</li> <li>Travel and accommodation</li> <li>Unit cost for per item's telecast (there might be different rates for different channels)</li> <li>Any other expenditure (please mention nature of expenditure)</li> <li>Mention 15% VAT and incorporate 10% tax within total cost</li> <li>Total amount</li> </ul>	

## Evaluation Criteria

Criteria	Weight
<b>Technical</b>	<b>70</b>
<b>1. Expertise of the consultant/organization</b>	
Understanding of the ToR	10
Experience in developing photo documentation activity	10
Experience of work on similar theme	10
<b>2. Methodology</b>	
Technical capacity	10
Cast	10
Media Linkage	10
<b>3. Team Composition</b>	
Experience of technical persons	10
<b>Financial</b>	<b>30</b>
<b>Total</b>	<b>100</b>

## How to Apply

**The individual/firm must submit the following documents along with Technical & Financial Proposal (including VAT/TAX):** The financial proposal should include **15% VAT ONLY**. Oxfam will **deduct 10% Income Tax** 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.

*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)