

# Terms of **REFERENCE**

## **ASSIGNMENT**

Media, PR& Documentation on “**Plastic Waste Awareness & Recycling Campaign**” In Narayanganj City Corporation.

## **OBJECTIVE**

To reduce plastic pollution and microplastic generation in Narayanganj through public awareness, behavioural change, and community-led waste management initiatives.

## **DURATION OF THE ASSIGNMENT**

One (1) working day.

## **FEE RATE AND TOTAL FEES**

The bidding agency must provide the rate and fees with a detailed Budget Breakdown following the deliverables with a work plan.

## **BACKGROUND**

Practical Action is implementing the ‘People’s Adaptation Plans for Inclusive, Climate-Resilient Urban Service Delivery in Narayanganj City Corporation’ project with support from the Global Center on Adaptation (GCA), in collaboration with Narayanganj City Corporation (NCC), funded by Global Affairs Canada. Through this work, we aim to ensure that the priorities and lived experiences of vulnerable communities guide NCC’s upcoming green masterplan, with a focus on climate-resilient urban services-such as waste management, sewerage, and urban development-placing people at the centre of planning.

## **DELIVERABLES**

The selected agency will deliver the followings:

### **MEDIA & PR**

SI	Type	Items
1	News coverage	10 TV channels and 10 newspapers with online version.

## DOCUMENTATION

Sl.	Type	Items
1	Photography	Full day event photography
2	Event live video at the venue	Full event will be live with <b>3 Cameras</b> in all displays. All Raw footages in a Portable HDD.
3	Event short AV	3.5 min short video which will cover full event with interviews with the footage captured during live projection in the LED panel
4	Reporter	2 Reporter will cover the full event to develop event report and proceeding content. An event report to be shared within 10 days of the event.
5.	E file	The final reports and publications has to be handed over in an organized E File

## REQUIRED VENDOR SKILLS & EXPERTISE

The vendor/team should have the following competencies:

### 1. Media, PR & Documentation Production

- Proven experience in photography & documentary (portfolio required)
- News/Media Coverage (portfolio required)
- Strong skills in scriptwriting, storyboarding, and voiceover integration

### 2. Project Management & Communication

- Strong coordination and communication skills with client teams
- Capacity to manage multiple deliverables within tight timelines
- Willingness to accommodate revisions (up to two rounds per deliverable)

### 3. Practical Action's Responsibilities

- Provide background materials and key messages
- Review and approve concepts, scripts, and drafts
- Provide timely feedback at each stage

## 4. Scope of Work

The selected agency will:

- Review relevant documents, videos, and resources provided by Practical Action.
- Hold discussions with Practical Action's Communications and Programme teams.
- Submit a detailed work plan, and final delivery timeline.
- Produce and deliver all outputs incorporating Practical Action's feedback and final approval.

## 5. Payment Terms

- All applicable taxes will be deducted at source.
- Payment will be made in full after submission and approval of all deliverables.
- No advance payment will be provided.

## 6. Required Competencies

At least 3 years of experience producing media & PR/video/documentary for I/NGOs, donors, or government agencies.

## 7. Submission Process

Submit a single PDF file including:

- Cover letter
- Financial proposal (with detailed cost breakdown)
- Technical proposal
- Legal documents (trade license, TIN, BIN, etc.)
- Proposals must be submitted by email to [procurement.bd@practicalaction.org.bd](mailto:procurement.bd@practicalaction.org.bd) no later than **9 March 2026**. (tentative)
- Submissions in multiple files will be **disqualified**.

## 8. Contract Cancellation

Practical Action reserves the right to cancel, amend, or defer the contract agreement.

## 9. Penalty Clause

- A 2% penalty will apply for delays in deliverables.
- Payments will be reduced for any incomplete deliverables, including missing B-rolls.

## 10. Intellectual Property

- Practical Action will own all final materials, including B-rolls.
- Vendors may only use content for public benefit with prior written approval from Practical Action.
- Content cannot be sold or reused for other entities.

## **11. Consent**

Vendors must obtain informed written/video consent from all individuals featured. Practical Action will provide a consent form template.

## **12. Branding & Style**

Vendors must follow Practical Action's branding and storytelling guidelines (logos, fonts, colors, etc.), which will be provided.

## **13. Equipment Standards**

Vendors must use professional-grade filming and audio equipment (e.g., Full HD/4K cameras, lapel/boom microphones). A list of proposed equipment must be included in the technical proposal.

## **14. Data Protection**

All footage and materials must be handled securely and confidentially. Content cannot be shared externally without Practical Action's written approval.

## **15. Backup & Archive**

Vendors must keep a backup of all footage and final products for at least 90 days after delivery and provide these upon request.

## **16. Important Notes for Bidders**

- The financial proposal must be detailed with cost breakdowns.
- Vendors are responsible for staff safety, including health precautions and accident protection.
- Vendors are responsible for their own equipment, vehicles, accommodation, and food. Practical Action will not cover these costs.
- The selected vendor will report directly to Practical Action's Communications team.