## Request for Proposal (RFP)

Development of broadcast-quality two documentary videos on Born on Time (BoT) Project activities in Rangpur district by documenting the project’s innovations, successes and lessons learned to share with the relevant audience.

## Terms of reference (ToR) to develop audio-visual and photography for Born on Time project

Background:

Plan International is an independent child rights and humanitarian organisation committed to the vision of children living a life free of poverty, violence and injustice. Plan International is committed to making a lasting impact on the lives of the most vulnerable children while promoting equality for girls by analysing the root causes of inequality, and taking action to address the negative gender norms through all of our programme implementations. We empower girls and women to realise their rights in order to closing the gender gaps and increase their knowledge and confidence so that they can make decision that affect their lives. We consider the diversity of girls, women, boys and men during identifying and responding to their specific needs and interest. We work for changing the daily life of girls and women at the same time to advance their position and value in society. We engage men and boys to practice their positive masculinity that contribute to promote gender justice by challenging gender stereotyping and other root causes of gender discrimination. We focus on sustainable long-term change, but do not ignore children’s immediate needs. When disasters or conflict threatens their lives and well-being, we are quick to respond.

Plan International works in 75 countries across the world. This covers 54 programme countries across Africa, Asia and the Americas supported by fundraising operations in 21 countries , 4 liaison offices (to EU in Brussels, UN in Geneva and New York and to the African Union in Addis Ababa), as well as 4 regional offices and Plan international headquarters in the UK.

At Plan, we focus on ensuring that children who are most marginalized receive the education and protection they have a right to, and are not excluded from services or decision-making. We do this by working in partnership with communities, local and national government, and civil society organizations and encourage them to meet their obligations towards child protection and children’s rights. We work with children, their families, communities and governments to address the root causes of child rights violations and inequality. We are independent with no religious, political or governmental affiliations.

Project description:

Born on Time is a collaboration between NGO, government and corporate partners working to reduce preterm birth rate and improve newborn survival in Bangladesh, Ethiopia and Mali. In Bangladesh, gender based discrimination and inequalities significantly affect maternal health and child mortality. Besides these, low social status and other gender inequalities such as child early and forced marriage, gender based violence, and inequitable gender division of labour in households are among the key factors for preterm births. In addition to these, low level of education among women and girls, low independent mobility, as well as low decision-making capacity in households, are key factors impeding women and girls from accessing information, understanding risk factors for preterm delivery as well as accessing health care. The project is working to address the Lifestyle, Infection, Nutrition and Contraception (LINC) factors and their gender related aspect that affect preterm births through the promotion of gender sensitive healthy lifestyle changes, improved screening and treatment of infections during pregnancy, nutrition counselling and supplementation along with access to family planning counselling and services. A care component for babies born prior to 37 full weeks of gestation has been incorporated to support the LINC factor approach in selective areas.

The expected outcomes of the project are:

1. Improved availability of quality, gender responsive/ adolescent-friendly maternal, newborn and sexual and reproductive health services to prevent and care for preterm births among adolescent girls and women of reproductive age (WRA) in underserved areas.
2. Increased utilization of quality, gender responsive/ adolescent-friendly maternal, newborn and sexual and reproductive health services to prevent and care for preterm births among adolescent girls and WRA in underserved areas.
3. Enhanced utilization of evidence-based, gender-specific information on preterm birth data for decision making at various levels of the health system.

**Born on Time strives to** reach its goal of reducing neonatal mortality through a three-pronged strategy:

1. Improving health service delivery that is gender responsive and adolescent friendly
2. Empowering women and girls, and engaging men and boys, to increase uptake of MNCH/SRH services
3. Strengthening sex and age sensitive data collection and utilization

The project is working at both the health facility level and community levels. BoT provides focused antenatal care and address the risk factors LINC (Lifestyle, Infection, Nutrition & Contraception) during pregnancy by providing training and supporting facility and community-based health care providers, upgrading and equipping selected Union Health and Family Welfare Centres (UH&FWCs) to provide gender responsive and adolescent friendly MNH and SRH services. The healthcare services includes 24/7 hours safe delivery services; strengthening local level health management committees, raising awareness among adolescent girls, women of childbearing age, male partners and family members on maternal, newborn and adolescent health. The project also specifically focuses on increasing knowledge and awareness on risk factors for preterm birth by developing/adapting and implementing context specific Social and Behaviour Change Communication (SBCC) activities, establishing/revitalizing, and training support groups and community health committees, and revitalizing community referral systems.

Assignment/Scope of Work:

**Create two (2) separate powerful, engaging and compelling videos, which will profile the impact of the project interventions in the life of the beneficiaries/stakeholders of Born on Time in Bangladesh and the best practices of the project**. The videos will tell the emotive, resonant stories of the project participants so that the audience can be connected with the stories instantly.

The deliverables of the consultant will include:

1. **Production of 8-10 minute Video documentary on Born on Time (BoT) project:** capturing the essence of BoT’s key innovations and interventions for improving people’s knowledge, attitude and behaviour regarding preterm birth prevention.

**1.**1. A shorter version (5-minute) of the above documentary.

**2. Production of a 3-5 minute Video on BoT’s Young Married Couple Group:** We want to meet Young married couples who have participated in Plan’s Born on Time programming, who understand the risks associated with preterm birth, and is taking control of their reproductive health and either deciding not to have children yet or has decided to practice spacing or birth planning. Points to be focused are- What challenges did they face in the past? How have the programs impacted their lives and those around them? Do they share their views with others? What are their hopes and dreams for the future? 3. **Producing the social media version of both of the videos in 1 minute.**

The objectives of the assignment are:

The Project is looking for a dynamic and experienced video production agency/ firm to produce the two videos working closely with BoT team.

The Consultant is required to review relevant project materials and visit field activities prior to developing the scripts.

Objectives of the Videos

**These videos will help to:**

* Support the national/international level policy-makers, donors and other stakeholders understand the preterm prevention issues, success and lessons learned, and encourage donors, stakeholders, other NGOs to scale up the program in future.
* Educate the Canadian public on maternal newborn and child health and sexual reproductive health issues in the developing world by capturing the challenges our beneficiaries face and demonstrate how Plan is working closely with these communities to empower women, girls, men and boys and show how their lives are being positively impacted.

Target Audiences to be Addressed:

Married/Unmarried Adolescents (girls & boys), Young Married Couple (wife and husband) and pregnant women, members of different community groups, community leaders, mass people, donor, GoB, and health service managers.

Language:

1. Both these Audio Visual materials will be in Bangla with English sub-title.

Locations for collect stories & shooting

BoT working areas (six upazilas) in Rangpur district.

Assignment will be carried out as below:

* After the preliminary review of the technical and financial proposal, Plan International will invite the short listed consultants/agencies for a detailed presentation. Afterwards, the final selection will be made and the winner firm/agency will be offered the assignment.
  + To understand the project requirements, the selected agency will attend a briefing session and orientation on Plan International’s gender equality guideline and child safeguarding policy.
  + Prior to developing the script, the agency will review required documents/materials and visit BoT’s field level activities.
  + Develop two detailed scripts & share with BoT Team for review; and finalize the scripts incorporating BoT’s feedbacks.
  + The agency will be responsible for translating the finalized Bangla scripts in English. So, the agency needs to propose an expert with similar previous experience of high quality English translation and English subtitles.
  + Production (Pre-production & Shooting) and Post-production:
  + The agency will use all state-of-the-art shooting and editing equipment to ensure high quality of the videos. The shooting should be in either Cine-ultra/Full HD quality (16:9) or any other similar high quality camera. So, the agency will submit specifications mentioning relative advantages.
  + The agency will arrange booking & manage shooting sites, artists, procurement, management of props, selection and hiring of all equipment and logistics. This will also include maintaining artists’ schedule and making them available on the shooting spot on time.
  + The agency will share their shooting schedule with BoT Team ahead of time.
  + After completion of rough-cut editing, the agency will have to submit that to BoT for review and will have to consider the comment at minimum possible time. Necessary re-shooting/ re-arrangement will have to be performed by the agency as per BoT's comments.
  + The agency needs to have a good plan that allows sufficient flexibility to incorporate BoT’s input at different levels (script/production/post production) to ensure desired quality with project-specific technical accuracy.
  + The agency needs to engage the voiceover artists for the videos. Before finalising the voiceover artist the agency would share 4-5 sample voice for the review of BoT team and then the team will finalise the voice.

* + The agency will be responsible for English subtitles of the videos. So, the agency needs to propose a translator with excellent English translation capacity and with similar previous experience.
  + Deliver the items as mentioned in the deliverables part to the BOT Team of Plan Int. Bangladesh
  + Request for interim and final payment to Plan International.

The timeline for the assignment is as follows:

| **Actions** | **Expected Time Frame** |
| --- | --- |
| Proposal submission deadline | 29 March 2020 |
| Signing of contract with consultant (after scrutiny of proposals, negotiation and other formalities) | 06 April 2020 |
| Development and submission of draft Inception report that includes methodology i.e. implementation plan for developing audio-visual materials, quality assurance processes and other necessary script/storyboard. | 21 April 2020 |
| Submission of final inception report after incorporating feedbacks from Plan International Bangladesh | 25 April 2020 |
| Capturing videos/photos in the field | 30 April- 15 May 2020 |
| Submission of draft deliverables | 30 May 2020 |
| Incorporation of feedbacks from Plan International and final submission of deliverables | 10 June 2020 |

Submission check list:

* Technical proposal including company profile, and list of in-house AV equipment.
* Financial proposal
* Provide sample video clips of similar productions done earlier (with URL links – Youtube. Vimeo etc.)
* Legal papers (Copy of trade license, Copy of VAT registration, Copy of TIN certificates)

Parameters for selection of firm/individual to carry out the assignment:

An external advertisement will be circulated in the bdjobs. The expert may be an Advertising Firm/PR Firm, an individual or any pertinent organization having hands-on experiences on the following:

* Demonstrates a good understanding of social behavior change communication material development
* Minimum 5-7 years of experience in developing audio-visual productions especially of documenting project successes and lessons learned for NGOs and GoB for innovative campaigns on gender equality, maternal, neonatal, child and adolescent health, sexual reproductive health rights or other development issues
* Demonstrated experience in script writing to tell appealing and creative ‘short stories.’
* Strong understanding of Gender Equality, child protection and child/youth safeguarding. Specific understanding of key gender equality concepts such as , maternal, Neonatal, Child Health (MNCH)/Sexual Reproductive Health Rights (SRHR). Knowledge on developing gender sensitive tools will be an advantage
* Ability to produce high quality work under tight timeframes

Proposals will be analysed based on the following criteria:

1. Technical Proposal
   1. Concept
   2. Past work of similar video production
   3. Appropriateness to condition
   4. Implementation plan
   5. Project team – **A category** (structure and key persons)
   6. Experiences in producing audio-visual materials on maternal child and adolescent health and gender equality issues
2. Shooting Logistics
   * The agency needs to submit details of the major shooting logistics and facilities for the shooting
3. Editing facilities
   * The agency needs to submit details of the Editing facilities
4. Deliverables Items

**Items needs to be submitted in a portable hard drive (non-refundable).**

1. Master copy of product – All raw footage (unedited and without music and sub-title)
2. Master copy of product – (Final Cut)
3. Master copy with sub-title – (Final Cut)
4. Master copy without sub-title – (Final Cut)
5. Data file MP 4 - with sub-title
6. Data file MP 4 - without sub-title
7. Master VOB files on the product
8. MP4 and AVI verison of the videos for Facebook and **YouTube**.

Mode of Payment: the mode of payment will be through account payee cheque /bank transfer in the name of the firm. Plan International Bangladesh will deduct 15% VAT and also specific Income Tax at source as per Bangladesh Government rules. Advance payment to the vendor shall be done in accordance with normal procedures of Plan International Bangladesh. The payment schedule will be as following:

* 1st Payment: 30% of total budget, after approval of inception report by Plan International Bangladesh
* 2nd Payment: 30% of total budget, after submission of all draft deliverables
* Final Payment: Remaining 40% after approval of deliverables by Plan International Bangladesh

Application Procedures:

Applications for the consultancy must include the following:

1. **Technical proposal** (no more than 10 pages) clearly demonstrating a thorough understanding of this ToR and demonstrated previous experience in administering similar nature of work. The proposal should also include a proposed timeframe detailing activities and a schedule/work plan.
2. **Curriculum Vitae(s)** of key proposed staff outlining relevant experience;
3. **CVs** of other team members eg English translator, technical staff etc
4. **Financial proposal** with a detailed and comprehensive breakdown of costs for the assignment, including consultancy fees/costs, developing AV materials and other administrative expenses;
5. Sample copy of **previous work** of a similar nature undertaken;
6. A **Consulting Firm profile.**

The proposal will be scored on both technical (technical proposal and CVs) and financial (budget) aspects weighted at 80% and 20% respectively.

Interested agency/consultants are requested to submit a hard copy of the proposal and documents by 29 March 2020 to the email address [**planbd.consultant.hiring@plan-international.org**](mailto:planbd.consultant.hiring@plan-international.org) . The email subject line must be marked with the title of the assignment “Develop audio-visual for born on time project”.

For any technical queries, please contact A K M Rashedul Karim Sazzad, Administrative Coordinator at email: [**rashedul.sazzad@plan-international.org**](mailto:rashedul.sazzad@plan-international.org)**.**

**Disclaimer:** Plan International Bangladesh reserves the right to accept or reject any or all proposals without assigning any reason what so ever.

**Child Protection Policy:** The individual consultant /agency shall comply with the Global Policy Safeguarding Children and Young people of Plan International Bangladesh. Any violation /deviation in complying with Plan International’s Global Policy Safeguarding Children and Young people will not only result-in termination of the agreement but also Plan International will initiate appropriate action in order to make good the damages/losses caused due to noncompliance of Plan International’s Global Policy Safeguarding Children and Young people.