**PLAN INTERNATIONAL BANGLADESH**

**Terms of Reference (ToR) for  
Interactive Animation tool on Partnership Framework Guided by   
Plan Core Values and Feminist Leadership principles**

**1. ABOUT PLAN INTERNATIONAL:**

We strive to advance children’s rights and equality for girls all over the world. As an independent development and humanitarian organization, we work alongside children, young people, our supporters, and partners to tackle the root causes of the challenges facing girls and all vulnerable children. We support children’s rights from birth until they reach adulthood and enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national, and global levels using our reach, experience, and knowledge. For over 80 years, we have been building powerful partnerships for children, and we are active in over 75 countries.

Plan International has been working in Bangladesh since 1993. Plan International Bangladesh has the country office (BCO) in Dhaka, from where we are operating projects in Dhaka, Rangpur, Barisal, Sylhet and Chittagong divisions. Since 2017, we have a strong presence at Cox’s Bazar district and Dhaka Urban, we have more field offices at Ukhiya. Plan International Bangladesh has its programmatic coverage across all 64 districts both in urban and rural areas. However, the majority of the programs are in Barisal, Rangpur, Dhaka, and Cox’s Bazar. Plan International is providing ongoing and sustained support to children, adolescents, youth, and communities.

**2. RETIONALE:**

Plan International Bangladesh has revised its Country Strategy 2030 (CS2030), shifting from the traditional project-based approach to a programme-based approach. Plan international Bangladesh fosters equitable partnerships as Plan commitment on Localization and PLEDGE for Change through ensuring mutual accountability and meaningful engagement. Plan believes in long-term equitable relationships with its implementing and strategic partners. To guide Plan and its partners on the partnership approach, behaviours and mindsets Plan International Bangladesh developed one value-based Partnership Framework which was aligned with Feminist leadership principle later on.

As mentioned earlier The Partnership framework directs us to accelerate our partnership transformation journey which is less transection more strategic relations. This framework is developed based on organizational values, the partnership principles and guidelines depicted in global partnership document -- ‘Building Better Partnership’ and aligning to the directions of CS 2030. Four values and partnership imperatives composed the 4X4 matrix cross functional relations for positioning the partnership outcomes, each aligned with:

* **4 Core Partnership Values** (Open & Accountable, Work Well Together, Inclusive & Empowering, Lasting Impact)
* **4 Partnership Imperatives** (Co-create, Shared Ownership, Build Mutual Capacity, Accelerating Change for Girls)
* **10 Feminist Leadership Principles**

The statements placed to the Framework are not easily understandable to apply, due to conceptual complexity and high-level sentence composition. Therefore, to make it more understandable, interactive and user friendly, Plan International Bangladesh is planning to develop an interactive video tool to demystify the 16 partnership statements as guide for practicing Framework easily. With a set of orientation module stakeholders, from grassroots partners to youth-led organizations to internal teams.

**3. OBJECTIVE OF THE AGENCY:**

The main objective of this agency is an expert technical person to produce a 3.5 -minute animated video (mixed format using animation, motion graphics, character-based storytelling, and minimal live footage/text) that effectively communicates the alignment of Plan’s 16 Partnership Statements with the 4 Partnership Imperatives, 4 Core Values, and 10 Feminist Leadership Principles. The animation should simplify complex concepts into an engaging, easy-to-understand storyline that resonates with diverse audiences—especially local partner CSOs, youth-led groups, strategic partners and frontline staff.

**4. OBJECTIVE OF THE TASK/ASSIGNMENT:**

The primary objective of this assignment is to develop an engaging, informative, and accessible animation-based interactive tool that effectively communicates the revised Partnership Framework of Plan International Bangladesh, grounded in Partnership Framework and Feminist Leadership Principles. This tool will serve as a standardized resource for:

1. **Visualized Plan International Bangladesh’s** equitable partnership approach.
2. **Mutual sharing and participation of partners** – demonstrate inclusive and interactive relationship
3. **Orienting and onboarding partners**—including youth-led, women-led, and grassroots organizations—on the key concepts, values, and practices of equitable partnership.
4. **Simplifying complex frameworks** into visually appealing, easy-to-understand content that promotes better retention and ownership among diverse stakeholders.
5. **Promoting consistent understanding and application** of partnership principles across Plan staff and partner organizations.
6. **Strengthening partner engagement** by making orientation processes more inclusive, creative, and aligned with Plan’s commitment to co-creation and capacity sharing.

This tool will support the operationalization of the CS2030 Influencing Agenda and reinforce Plan’s commitment to localization, mutual accountability, safe, feminist and equal partnerships. The final video will be engaging, inclusive, easily understood by diverse audiences (including diverse partners), and usable in workshops, training sessions, digital platforms, and partner onboarding processes.

**5. SPECIFIC DELIVERABLES:**

The agency will be responsible for designing, developing, and delivering an **animation-based interactive tool** that:

* **Pre-production:**

1. Attend an inception/consultation meeting with the Plan International Bangladesh team to understand the context and goals
2. Develop a creative concept/storyboard script based on the final Partnership Framework (Explaining 16 statements aligned with imperatives, values, and feminist leadership principles)
3. Propose character/storyline design and tone (e.g., narrative-driven, metaphor-based, or journey-based animation)
4. Submit a finalized production plan, equipment list, timeline, team members, and resource sheet
5. The agency will provide up to three (3) revision rounds at each stage (script, storyboard, animation draft).

* **Production:**
* **Produce a 3.5-minute animation video using:**
  + 2D animation with motion graphics (with basic character illustrations or symbolic visuals)
  + Light infographics/visual text integration
  + Narration in English and Bangla Both (voice-over)
  + Background music and licensed audio
* Integrate Plan’s branding, logo, color schemes, and visual guidelines
* Visualize the alignment between the 4 Partnership Imperatives, 4 Values, 10 Feminist Leadership Principles, and 16 Statements in a clear, intuitive way
* **Tone**: Professional, inclusive, empowering, youth and feminist-centered
* **Post-production:**

Produce a **professionally edited animation video (3 minutes)** featuring:

* + - Deliver a final and edited animated video in HD (1920x1080px), with:
* .mp4 and .mov version
* Subtitled version (.str) (Bangla & English)
* A 30-60 second teaser version optimised for social media
  + - Branding and visibility of Plan International Bangladesh
    - All deliverables must be reviewed and approved by Plan International Bangladesh

**6. TIMELINE OF THE ASSIGNMENT:   
01 September 2025-25 October 2025**

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| --- | --- |
| **Activity/Deliverable** | **Timeline** |
| Submission of detailed work plan and pre-production materials to procurement | 23 August, 2025 |
| Agency meeting with Partnership and Communication team | 25 - 30 August 2025 |
| Agency work will start for production | 01 September 2025 |
| Submit 1st Draft | 25 September 2025 |
| Submit 2nd Draft | 12 October 2025 |
| Submit final production | 26 October 2025 |
| Final Dissemination | 02 November 2025 |

**7. WORK MODALITY:**

* Plan International Bangladesh will:
  + Provide the full **Partnership Framework align with Values and Feminist Leadership Principles**, Plan International visual branding guideline, and sample messaging
  + Provide slides for content that will detail the Partnership Framework, Values and Feminist Leadership Principles (for understanding only).
  + Review and approve scripts, animation drafts, and voice-overs
  + Ensure contextual alignment with the Feminist Leadership principles and partnership language
* The selected agency will:
  + Manage all technical aspects of production, editing, voiceover, animation, and packaging
  + Ensure child-friendly, gender-sensitive, accessible, and inclusive messaging
  + Ensure ethical, non-discriminatory, and rights-based storytelling

**08. TECHNICAL PROPOSAL:**

The agency will provide a technical proposal following technical logistics and human resource support for the work. The agency must share a detail work plan with timeline.

**Required Technical Capacity:**

* Detail profile of Agency and technical team
* Detail of proposed Software’s and Tools
* Methodology and workplan with a timeframe
* Previous work experience and work sample in similar work.

Expected competencies:

The selected agency/agency must demonstrate the following competencies:

* Relevant experience in animation production, especially development and humanitarian programs.
* Proven track record in:
  + Creative concept development
  + Script writing and storyboarding
  + High-quality Animation production (4K) for UN & INGO’s
  + Audio-visual editing, voice-over, subtitling
* Strong understanding of gender-sensitive and children and girls’ rights-based visualization.
* Commitment to ethical storytelling, ensuring informed consent, dignified representation, and child safeguarding.
* Familiarity with humanitarian contexts, preferably in Bangladesh.
* Compliance with Plan International’s policies on:
  + Gender Equality
  + Child Safeguarding
  + Protection from Sexual Exploitation and Abuse (PSEA)

**Expected sequence of works:** The awarded agency/agency will be invited to a discussion session for providing further clarity about the assignment/task. Based on that a work plan and template will be approved for the work.

**09. FINANCIAL PROPOSAL**

The financial proposal should provide a **clear and itemized budget** for the assignment, expressed in Bangladeshi Taka (BDT), and aligned with the technical proposal.

**Required Components:**

* Detailed breakdown of costs by line item (e.g., scriptwriting, animation production, voice-over, editing, revision rounds)
* Fees for professional services (agency, animation artists, editors, voice artists)
* Logistics costs (if any)
* VAT included as per Government of Bangladesh (GoB) regulations (Plan will deduct VAT and Tax at source and deposit to the government)
* Cost of final deliverables (raw and final files in required formats)

**10. MODE OF PAYMENT:**

The payment will be made in three instalments:

|  |  |  |
| --- | --- | --- |
| **Instalments** | **Percentage** | **Timeline** |
| First instalment | 20% | Submission of the script of animation and action plan with timeline |
| Second instalment | 40% | Submission of the first draft of animation video |
| Final instalment | 40% | Upon written acceptance of the final report by Plan International Bangladesh |

Plan International Bangladesh will deduct VAT and Income Tax at source as per Bangladesh Government rules and deposit to bank on behalf of the agency.

**11. SUBMISSION OF PROPOSAL:**

The proposals (Technical + Financial) should be submitted electronically to the email address: [**planbd.purchase@plan-international.org**](mailto:planbd.purchase@plan-international.org)on or before **23 August, 2025** with an email title ‘**Submission of offer proposal for Partnership Animation’** as subject line.The proposals should be submitted in an MS Excel or PDF format through email.

**Preparation of proposal**

The technical part of the proposal should not exceed **10** pages and will contain the following:

* Detailed technical and financial proposal.
* Detailed timeframe (including dates for submission of first draft, dissemination of findings and final report).
* Account of experience about conducting other relevant projects
* CVs of the team leader and key members of the team which reflect relevant experience to conduct the study (Annex).

The financial proposal should clearly identify, item wise summary of cost for the assignment with detail breakdown. The budget should not contain income tax as a separate head; it can be blended with the other expenditure, as it will be deducted from the source. However, VAT can be mentioned in the budget as per government regulation. The organization will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. The agency is expected to provide justified budget, which is consistent with technical proposal.

**12. INTENDED USERS:**

* **Partner Organizations** – for feedback, training, and internal practice.
* Used by Plan International Bangladesh and Plan National Offices
* Training and orientation for Plan staff, youth networks, and partner organizations
* Knowledge product for donor presentations and internal knowledge sharing
* Hosted on Plan’s official platforms, workshops, and YouTube channel

**13. ASSIGNMENT COMPLETION TIMETABLE:**The assignment must be completed and delivered on or before **25 October 2025.**

**14. SUPERVISION/ MANAGEMENT OF ASSIGNMENT:**

The agency will be required to work closely with Plan International Bangladesh. The agency will be directly accountable to the Plan International Bangladesh focal person. The agency will keep the focal person continually informed on the progress of the assignment updates via email.

**15. PENALTY CLAUSE:**

The agency is expected to provide services within the stipulated period as well as submit the final deliverables while maintaining the quality standards outlined in **Section 5**. If the quality is not maintained as mentioned in **Section 5**, Plan International Bangladesh will deduct 5% of the total agreement amount. If for any reason, the agency fails to deliver services within the stipulated time, the agency needs to inform Plan International Bangladesh in time with a valid and acceptable explanation. Failing to do this may evoke a penalty clause at the rate of 1% for each day of delay.

**16. CONTACT PERSON:**

For any technical issue related to the project, please communicate, [Enamul.Haque@plan-international.org](mailto:Enamul.Haque@plan-international.org)

**17. ETHICAL CONSIDERATION:**

Plan International is committed to ensuring that the rights of those participating in data collection or analysis are respected and protected, by Ethical Framework and our Child and Youth Safeguarding Policy. All bidders should include details in their proposal on how they will ensure ethics and child protection in the story, video and still photo collection process. No one would be forced to provide information for the expected outputs/deliverables of this assignment.

**18. BINDINGS:**

Plan International Bangladesh will have full, exclusive rights to use, reproduce, modify, adapt, and distribute the final animation and all associated materials in perpetuity, across all platforms, for any non-commercial or commercial purpose aligned with Plan’s mission.

**19. NEGOTIATIONS:**

Once the proposals are evaluated, Plan International Bangladesh may enter into a negotiation with one or more than one agency for final selection. If negotiations fail, Plan International Bangladesh will invite a agency whose proposal was received and was the next highest score to negotiate a contract. If none of the invited proposals led to an agreement fresh, Requests for Proposals (bidding documents) will be called.

**20. AWARD OF CONTRACT:**

**Risk Management:** The agency is expected to commence the assignment within one week of signing the contract.

Since animation timelines can slip, the agency must include risk management measures such as backup animators, flexible review windows, and contingency planning to ensure on-time delivery. While penalty clauses apply for delays, the priority is to ensure timely completion of deliverables. The Agency team must take all reasonable measures to mitigate any potential risks to the delivery of the required outputs of this assignment in time meeting the expected quality.

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

**22. Global Policy Safeguarding:** The agency shall comply with the Global Policy Safeguarding of Plan International Bangladesh. Any violation /deviation in complying with Plan’s child protection policy will not only result-in termination of the agreement but also Plan will initiate appropriate action in order to make good the damages/losses caused due to non-compliance of Plan’s Child Protection Policy.

**23. Non-Staff engaged by Plan International Inc. (PII) Code of Conduct:** The agency shall comply with the Non-Staff engaged by Plan International Inc. (PII) Code of Conduct of Plan International Bangladesh. Any violation /deviation in complying with Plan’s Non-Staff engaged by Plan International Inc. (PII) Code of Conduct will result-in termination of the agreement.

**24. Anti-Fraud, Anti-Bribery, and Corruption:** The agency shall comply with the Anti-Fraud, Anti-Bribery, and Corruption of Plan International Bangladesh. Any violation /deviation in complying with Plan’s Anti-Fraud, Anti-Bribery, and Corruption policy will result-in termination of the agreement.

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