Terms of Reference

Production of Behavioural Change Communication (BCC) materials

on urban value chain

# 1 Background information

SNV Netherlands Development Organisation started its journey in 1965 as a non-profit, volunteer organisation. Currently, SNV has a long-term, local presence in 25 countries in Asia, Africa and Latin America, working in the sectors of WASH, Agriculture and Renewable Energy. SNV’s suite of services includes advising, brokering and stakeholder engagement, advocacy, results-based financing, and delegated management. SNV believes that no-one should have to live in poverty. It is dedicated to a society in which all people, irrespective of race, class or gender, enjoy the freedom to pursue their own sustainable development. For more information, please refer to our website: [www.snv.org](http://www.snv.org).

SNV in Bangladesh has been behind many sanitation improvement interventions in the country over the past five years, especially focusing in Faecal Sludge Management (FSM). Results are promising, but also show the complexity of arriving at city-wide services, requiring business development, policy changes, technical and financial solutions, as well as behaviour change by a range of stakeholders. Building on its recently concluded FSM project, SNV is currently implementing CWISE (City-Wide Inclusive Sanitation Engagement) in Southern Bangladesh, under the leadership of Local Government Authorities, City Corporation and Municipalities. The main objective of the project is to demonstrate that delivering city-wide, pro-poor, accountable, safe and sustainable faecal sludge management services is essential in improving the living environment, and contributing to the health and well-being of the urban population.

# 2 Rationale

As part of our campaign for safe and regular emptying, people’s knowledge on emptying practices has increased. While we continue to raise awareness on safe and regular emptying, it is important to also ensure that this knowledge turns to practice. Several challenges continue to impede emptying practices. Because mechanical emptying services could take time, there were instances when people’s need for emergency services during rainy seasons were not met. On occasion, people wait until their tanks are completely full. People continue to assume that manual emptying is cheaper than mechanical; but this is usually the opposite. Although knowledge on legal obligations for the regular emptying of septic tanks increased by 33.8% through our campaign, only 35.5% customers know of mechanical emptying. Further city dwellers – who are unaware of the law – turn a blind eye when they witness improper and unsafe waste disposal in nearby drains or water bodies. Therefore there is a need to increase people’s knowledge of the whole sanitation value chain, and increase their understanding on how to access emptying services from city authorities and private service providers. Part of this is understanding safety measures during emptying; i.e., the best practices for emptying, transport and disposal. As well, the benefits of reusing faecal sludge and converting it into a valuable asset.

To aid in our behavioural change communication campaign for total sanitation, **a set of BCC materials on the sanitation value chain** will be produced by SNV in Bangladesh. Video documentations are popular media and have the capacity to draw people’s attention. This **video documentation** will be developed for non-technical audiences, and will be used to reach different types of markets; i.e., education institutes, health institutes, residents in slums and building owners, etc. The same video will also be utilised for training sessions.

The video documentation will be complemented by a **booklet** that will carry the same messages and illustrations found on the video. Participants to SNV forums and/ or training on the sanitation value chain will receive a printed booklet (‘clue tool) for purposes of message recall, and to cascade information and lessons to their own organisations, households and peers.

 

For SNV, a working sanitation value chain that delivers quality services relies on the complementation of five components. Behavioural change communication (BCC) and awareness component is key in strengthening knowledge and change practices – from household to institutional level – to ensure proper daily hygiene like handwashing with soup, clean and adequate maintenance, and menstrual hygiene management. At the same time, BCC and awareness can help incentivise the use of certified and mechanical emptying service providers (providers that facilitate safe management of human waste up to the end of the sanitation chain).

To date, only 41% people living in Khulna City are aware of mechanical emptying services, and the impact poor services delivery has on their lives and opportunities. Prior to the implementation of the SNV in Bangladesh FSM project funded by the Gates Foundation, awareness level of the mechanical service was only 2%.

Low household awareness of the availability of sanitation services, and the importance of positive hygiene behaviours result in low service demand. When there is no demand, there is no market to cater to. This leads to a disinterested private sector (or the collapse of businesses). So, if there is weak demand for emptying services of septic tanks, although there is capacity and expressed willingness to pay for such services, supply is limited. Similarly, there is a need to enlarge service areas (or the market for sanitation services) to make areas more attractive for sanitation investment. That is why no less than a city-wide sanitation service is needed.

This assignment aims to increase awareness and understanding of the sanitation value chain. In addition, to make this awareness translate into action/ practice. Under the BCC & awareness component of SNV’s Urban Sanitation and Hygiene for Health and Development (USHHD), this project will tailor our sanitation messages in ways that are understandable to our target audiences, including people living in vulnerable areas.

# 3 Assignment overview[[1]](#footnote-1)

The production of BCC materials on the urban sanitation value chain assignment encompasses a video documentary and a complementary booklet. Both will be used as BCC tools for market segment/ audience sensitisation. Both materials will focus on the service aspects of the entire sanitation value chain.

## 3.1 Aims

The aims of this assignment are to:

* Create an attractive set of BCC materials that breaks down complex sanitation value chain concepts to help advance safe sanitation practices, e.g., safe management of waste, regular emptying, etc.
* Generate a set of similarly-branded BCC materials to help boost recall of urban sanitation messages and positive hygiene practice.

## 3.2 Target audience

The materials’ primary audiences are people living, conducting businesses and governing sanitation practices in low-income communities, i.e., slums dwellers, non-slum residents; building owners, toilet caretakers; and different institutional level decision makers (GoB, non-GoB, Education, Health, private sector).

## 3.3 Storyline

* Series 1 (General): Engaging introduction on the sanitation value chain | Show breakdowns in the sanitation value chain because of low demand, and impact on people’s health and well-being and the living environment.
* Series 2 (Household): Focus on BCC | Showcase positive examples of households that have changed behaviour and now lead ‘happier’ and ‘healthier’ lives.
* Series 3 (Emptiers to Treatment and Re-use): Showcase 1 or 2 model cities and how increased awareness has resulted in a thriving market. | Show scale… show markets getting bigger and bigger. Stress that approach is replicable.
* [END WITH CONTACT DETAILS OF SNV + HI-RES LOGOS, ETC.]

## 3.4 Deliverables

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| --- | --- | --- |
| # | Outputs | Key requirements [all in full colour] |
| 1 | 15 minutes full vid documentary in 16:9. | With key message articulated during the first 10 seconds, narration (voice over) in Bangla, English subtitles and background music (royalty free) | HD quality | some footage interspersed with graphics.The 15 full vid documentary is organised in ways that it can be separated in three blocks (see three series below). Creative direction to be co-developed with and signed off by SNV. |
| 2 | **Series one:** focus on sanitation value chain (3-5 minutes). | As above; details to be discussed with successful agency. |
| 3 | **Series two:** focus on households (3-5 minutes). | As above; details to be discussed with successful agency. |
| 4  | **Series three:** emptiers to treatment and reuse (3 to 5 min.). | As above; details to be discussed with successful agency. |
| 5 | **All raw footage** for SNV’s documentation and use. | Approximately three hours footage | HD quality. |
| 6 | **Booklet** (23”x36” | 8 pages/16 pages). | Layout and design following SNV brand guidelines. Submit final Open InDesign files to SNV.Total paper: 1 Forma (23’’ X 36”’)Pages: 8 to 16 maximum (folds depends on design and die cut )Paper quality: minimum 120 g art paper glossy (Malaysian)Binding: glue with juice-stitch or fold depends on innovative designPrint: 4 colour ( with original set ink) both sideScript: Text will come from video script with some edit. (Only Bangla)Photos: same photo used in video ( During video editing high resolution still images will be gathered) Lamination: both: mat inner and spot coverMachine proof requiredTotal copy: 2000 |
| 7  | Consent forms. | Compilation of consent forms from all people who appear on the video and in the booklet. |

## 3.5 Work principles and some guidance notes

* The consultant (agency) is expected to work closely with SNV at all stages of the production — including the planning stage — to ensure that video content and messaging are appropriate.
* The consultant (agency) must ensure that footage and images taken reflect different environments, that interviews take place in areas with no sound interference, that there is a good mix of people, facilities, and environments to entice people to imagine (and take action) the benefits of city-wide sanitation services (and taking these to scale).
* All footage and storyboards (in the video and the booklet) should be based on interviews arranged with stakeholders, and realities encountered in project sites visited.
* All resultant outputs will be produced in line with SNV corporate branding guidelines, and other relevant standards (e.g., SNV Child Protection Policy; EU GDPR; editorial style guide; etc.).
* SNV will coordinate and consolidate the required review and approval processes, and ensure that that go/ no go moments (or approval points) are incorporated in the materials’ planning and production phases.
* Copyright and intellectual property rights: By entering into a contractual agreement with SNV on this project, it is understood that SNV will retain non-exclusive concomitant copyrights on all video formats (and photos) delivered as part of this assignment, in all media, in perpetuity.

## 3.6 Timeframe (tentative)

The total duration of the video documentary assignment and booklet production will be for 18 weeks. Services are expected to commence on the 1st week of August 2019. The tentative schedule below focuses on the video production. An editorial and production schedule for the booklet will be discussed and finalised with the successful agency.

Week 0: Contract signing with successful agency

Week 1:

* + - SNV assignment team is created (country + global).
		- Rough story outline is developed.
		- List of informants developed (+ contingency informants).
		- List of interview questions developed.

Weeks 2-4:

* + - Project briefing: purpose of the video/ aims; rough story outline; interview questions developed by SNV team.
		- Agency develops voice over script, and submits to SNV for review (three iteration rounds).
		- SNV finalises interview schedules with video documentary subjects.
		- Agency makes logistical arrangements (transport, accommodations, etc.).

Weeks 5-6

* + - Agency films and gathers/ completes consent forms.
		- SNV finalises script in Bangla.

Weeks 7-8

* + - Video editing. Submission of version 1 for SNV’s review.

Weeks 9-11

* + - First round of iteration. Submission of version 2 for SNV’s review with selected background music and voice over.
		- Agency submits recommended background music options for SNV’s selection (at least 3).
		- Agency submits recommended voice over actor options for SNV’s selection (at least 3).
		- Agency arranges translation of Bangla VO and footage interviews to English and submits to SNV for review and approval (or editing, if necessary).

Weeks 12-13

* + - Second round of iteration. Submission of version 3 for SNV’s review with selected background music, voice over and English subtitles.

Week 14

* + - Third round of iteration.

Wees 15-17

* + - Minor iteration rounds for finessing. Submission of SNV approved video documentaries (4 in total).
		- Submission of complete raw footage, and all consent forms.

## 3.7 Implementation arrangements

This project is a deliverable of the BCC & awareness-raising component of SNV in Bangladesh’s CWISE programme, which is led by Sam Husain. Oversight of the entire urban sanitation programme of SNV in Bangladesh rests on its WASH Sector Leader, Marc Perez Casas. Identified go/ no go moments, and any changes on the agreed schedule, scope and deliverables of this assignment will require the sign off of both.

Immediately after contract signing, the successful agency shall appoint a focal person to coordinate the project from its end. Day-to-day coordination of the assignment from SNV’s side will be undertaken by SNV in Bangladesh’s Communication and Knowledge Management Advisor. As project focal point, SNV in Bangladesh’s Communication and Knowledge Management Advisor shall make sure that planning, pre-, production, and post-production run smoothly, and that adequate time is given for the input and feedback of colleagues in Bangladesh, the USHHD global product owner and the WASH global communications advisor.

Payment will be made to the agreed account in three steps upon receipt of invoice with supporting bill, voucher and relevant documents/ deliverables: 1) 30% after agreement signing; 2) 40% after receiving draft version of both products (Video doc and Booklet; 3) 30% after receiving all final products. SNV will make payments in compliance with the rules of Bangladesh Government. As per income tax law, Tax will be deducted from the main budget amount by SNV (in general for national consultants 10%). VAT will be added to the main budget and kept at source (15%). Only VAT is required to be included in the total budget

## 4 Qualifications

* At least 5 years of professional experience in storyboard development, with capacity to advice in script development.
* At least 5 years of professional and technical experience in preparing shoots, taking footage, editing, and incorporating subtitles, infographics, and background music in videos.
* Possesses an extensive and specialist range of (portable) video and audio equipment (e.g., cameras, lenses, lighting, audio recording, own laptop, etc.).
* Possesses specialist video editing equipment and software to carry out the entire process of video production.
* Availability to travel to (and around) Southern Bangladesh.
* Availability throughout the duration of the project is a must.
* Excellent coordination and communication skills.
* Familiarity with development processes, the WASH sector and/or FSM services is a plus.

## 5 Application requirements

Interested parties are requested to submit their technical and financial proposals separately with a detailed agency profile, at least three work samples: video and publications (preferably focussed on development and/ or WASH), a pitch on suggested methodology (timeline of activities and milestones extending 3.6 Timeframe found on this ToR), budget proposal with breakdown of fees, and CVs of team members proposed for this video and publication deliverables.

Submit electronic copies of technical and financial proposals to bangladesh@snv.org with subject line: **Production of Behavioural Change Communication (BCC) materials on urban sanitation value chain** by no later than 13 July 2019.

For ToR-related queries, email SAM Husain, BCC Advisor, at shusain@snv.org (cc: bangladesh@snv.org).

**Applications that do not fulfil the full requirements of the application process, and/ or are received after the submission deadline, will not be considered for the project.**

1. This ToR is a draft that has been developed for purposes of the application/ recruitment process. Whilst the general framework will be retained, details may be revisited and amended based on agreements made between SNV and the successful agency. [↑](#footnote-ref-1)