Terms of Reference (ToR)

for

Documentary development of H2O project

# Background

Swisscontact was established in 1959 as an independent foundation by notable figures from the worlds of commerce and science in Switzerland. It is exclusively involved in international development co-operation and has carried out its own and mandated projects since 1961.

‘H2O: A Systemic Water Entrepreneurship Project in Bangladesh’ is a project by Swisscontact Bangladesh. This project intends to create access to safe drinking water through innovative water entrepreneurship models in the severe water crisis-prone southern coastal region of Satkhira. With a focus on low-income communities, `the project has successfully established two distinct water enterprises, each operating under unique business models. One enterprise caters to a climate-vulnerable community, while the other serves a remote school. By experimenting with different models and embracing market-driven business ideas, the H2O project seeks to establish sustainable examples of safe drinking water initiatives that can be replicated across Bangladesh and beyond.

# Objective

The H2O project intends to onboard a capable entity[[1]](#footnote-2) to effectively document the project activities and impact through three individual videos and high-quality pictures. The particular objective of each video is provided below;

1. To portray the community-based co-ownership model and its outcomes
2. To showcase school-based model and the expected outcomes
3. To provide an overview of the water crisis in the southern coastal region of Bangladesh and the role of H2O project

# Geographic locations

The onboarded team must visit but not necessarily be limited to the following locations for shooting:

1. Baikari Union High School, Satkhira Sadar
2. Aitpara, Munshiganj, Shyamnagar

# Specific Activities and Targets

|  |  |
| --- | --- |
| The role of the entity: | |
| Pre-production | 1. Prepare a theme and finalise the scripts of the stories with the H2O project team. |
| 2. Based on the scripts, prepare checklists for the footages to be collected. |
| 3. Prepare and share a workplan. The workplan should include:  a. Final scripts as annex  b. Checklists of footages to be collected  c. Assigned personnel and their contacts  d. Conduct necessary pre-shoot location visits  e. Route plan along with dates  f. Complete timeline of the task |
| 4. Conduct field visit/s in the determined locations for collecting footages as necessary. |
| 5. Prepare story board based on theme, field realities etc. |
| Production | 1. Make necessary changes to the script/s and storyboard if required and update the script/s with the H2O project team. |
| 2. Conduct field visit/s in the selected locations for collecting footages as necessary. |
| Post-production | 1. Edit the available footages and photographs for developing the documentary and share the rough-cut and/or final cut with the H2O project team. |
| 2. Incorporate feedbacks until H2O project team is satisfied with the deliverables. |
| 3. Record the voice-over in both English and Bangla for the documentaries (Should be consulted with the H2O project team). |
| 4. Prepare and share the picture-lock and incorporate the suggestions made by the project team. |
| 5. Prepare sub-title for the documentary in English upon approval from the project. |
| 6. Output of the finished product in highest quality video format, preferably in .mp4. |
| 7. Propose title for the documentary. |
| 8. All raw footages |

# The role of Swisscontact:

1. Provide orientation to the commissioned entity on the specifications and requirements of the assignment.
2. Provide communications guidelines and review of the script.
3. Share relevant information (project description, communication strategy, communication guideline) with the commissioned entity as necessary.
4. Accompany the documentary team in the field visits as convenient.
5. Provide feedback and approval of deliverables.
6. Make payment to the consultant upon submission of the final deliverables.

# Target audience

The video will be mass circulated in the relevant media platforms, highlighting the water crisis scenario, the H2O project’s effort to address the issue, and its successes and learning thus far to the development sector partners, donors, and relevant public and private sector entities.

# Deliverables

1. Produce the three individual 3 to 6 minutes video documentaries (script writing, story boarding, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.) according to Swisscontact standards and the H2O project’s need. All videos produced must be of the highest quality to adequately represent the organisation. The optimal standards are: 1080 25p/1080 29.97p or 30p. All materials should be shot in 16:9, HD 1080p.
2. Relevant 100 images of raw photo footage (minimum 3072 x 2048 pixels, resolution 300 dpi) focusing on the interventions and corresponding beneficiaries.
3. Final of the documentary including graphic contents (e.g., infographics) and photographs.

*The communications agency should consult with the H2O team in each step and take approval for finalising the deliverables.*

# Payment schedule

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.** | **Deliverables** | **Deadlines** | **Payment Schedule** |
| 1. **.** | Contract Signing | 01 August 2023 | 20% |
|  | Final storyboard/script |
|  | Detailed timeline of the project (field travel, shooting, editing, etc.) |
|  | Complete shooting at the field   * Raw video files * Sample raw photos | 15 August 2023 | 40% |
|  | Final documentary including all graphic contents and photographs | 20 October 2023 | 40% |

# Reporting

The selected entity will report to the Team Leader, H2O.

# Technical and financial proposals parameters

The guideline shall ensure uniformity of proposals submitted by all consultants and transparency of the evaluation process. The selection criteria is divided into two parts:

* Technical Proposal (70% of the total possible score);
* Financial Proposal (30% of the total possible score).

The bidder is required to submit a technical proposal (maximum of 10-12 pages). The technical proposal should include the following elements:

1. A draft storyline for the documentary
2. Detailed plan as per requirement stated in section 4
3. Previous experience/proof documents of undertaking similar assignments
4. Samples of previous works (YouTube or Google Drive links should be included in the proposal)
5. Profile (background, experience, etc.) of proposed personnel for the assignment

Along with the technical proposal, the bidder is required to submit a financial proposal as a separate PDF file. The financial proposal will be opened only for the agencies scoring 70% and above in the technical proposal. The financial proposal will be evaluated based on i) the competitiveness of the financial offer; and ii) relevance and consistency with the technical proposal.

# Scoring criteria

The scoring criteria will be as follows:

**Table 1: Scoring criteria for proposals**

|  |  |  |
| --- | --- | --- |
|  | Criteria | Weight |
| Technical Proposal | Background and experience of the bidder (Evidence  documents and sample work link) | 30 |
| Human Resource involvement planning for this assignment | 10 |
| The efficiency of the proposed work plan | 15 |
| Proposed draft script and storyboarding | 15 |
| Financial Proposal | Value for money | 30 |
| **Total** | **100** |

The following criteria will be applicable for evaluation of the potential entity[[2]](#footnote-3):

* Quality and cost-based evaluation will be conducted by an evaluation team as per Swisscontact’s policy.
* The bidder achieving the highest score in the proposal will be awarded the contract, provided both parties reach an agreement on the final budget. If there is no agreement on the final budget, then the bidder with the second-highest score will be considered.

# Required qualifications

* Must have more than 03 years of proven experience in film production.
* Extensive experience in producing development work-related documentaries for organisations with the aim of reaching out to both local and international audiences.
* Excellent technical capacities (FHD video and high-quality pictures) to ensure the highest quality production.
* Additional experience/s in development communication will be an added advantage.

# Rights to ownership

Rights to all the images, video clips and other graphic contents prepared by the agency under this contract are to be owned by H2O project of Swisscontact. These photographs, footages, and contents, digital or printed, shall not be transferred to anyone outside Swisscontact whether free of charge or at cost. The contents remain the property of Swisscontact, even after the completion of the contract.

# Required documentation

In addition to the technical and financial proposals, it is mandatory for bidders to submit necessary documents demonstrating their legal, taxation and financial statuses. The documents, should be part of the technical proposal and include the following:

1. A certificate of incorporation (for individual companies - a trade license)
2. Joint stock registration certificate (if applicable)
3. An organizational organogram of key personnel, inclusive of the names of such personnel
4. Tax Identification Number (TIN)
5. VAT registration number/BIN
6. Personal CVs for independent consultant highlighting qualifications and experience
7. Contact details of referees which shall be organizations for whom you have produced films or documentaries
8. Proof of Return Submission.
9. Other valid papers (Provided by Government institutions)

*\*The vendor must bear all Annual Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the financial proposal.*

# Submission guideline

* **Technical Proposal:** Interested consultants/firms should submit the technical proposal via email ([bd.procurement@swisscontact.org](mailto:bd.procurement@swisscontact.org)).
* **Financial Proposal:** Interested consultants/firms required to submit the sealed envelope containing hard copy of financial proposal.

Hard copies should be submitted to the address below:

**Sr. Officer – Procurement**

Swisscontact Bangladesh

House 28, Road 43, Gulshan-2, Dhaka 1212, Bangladesh

The subject line: **“Documentary development for H2O”** must be mentioned on the envelopeand e-mail.

The deadline for submission is **12 July 2023 before 05:00 pm**.

* ***Swisscontact is an equal-opportunity employer. We strongly encourage women-led entities to apply.***

**Virtual meet with all bidders:**

H2O team will conduct a virtual meeting on **05 July 2023** to discuss the ToR and answer questions about the project.

All interested entities are requested to send an email of confirmation to [bd.procurement@swisscontact.org](mailto:bd.procurement@swisscontact.org) by **04 July 2023 before 5:00 PM**, and a virtual meeting link will be sent beforehand.

***Note for bidders:*** *The assignment is open to receive proposals from individual consultants, freelance filmmakers, creative agencies, and AV production houses. This assignment may require close involvement of the filmmaking individual/agency/production house with the water entrepreneurs and their respective establishments. The dates of the launching of the water enterprises may vary/change. The assignment holder may need to stay overnight in places near the enterprises to capture real-time activities. There are minimal chances of recreating scenes, as the activities will take place in real time.*

1. Entity: An agency or independent consultant [↑](#footnote-ref-2)
2. *a) Swisscontact has no obligation to award the contract to any applicant if the proposals submitted do not match the quality and/or the budget requirements of Swisscontact*

   *b) Swisscontact has no obligation to provide any further information to bidders or any other third party about the evaluation process and its results* [↑](#footnote-ref-3)