



Request for Proposal

To design, develop, and implement a hygiene behavior change campaign in selected garment factories in Savar and Gazipur area

1. About VisionSpring

VisionSpring, a pioneering, global social enterprise, creates access to affordable eyewear, everywhere. We expand the optical market, using innovative distribution strategies to sell radically affordable eyeglasses to customers earning less than \$4/day. In 2019 alone, VisionSpring reached 1.3 million people with the corrective eyeglasses they need to sustain productivity, learn more in school, stay safe on the roads, and enjoy a higher quality of life. Since our founding in 2001, VisionSpring has reached 6.9 million people, generating a cumulative \$1.5 billion in increased income earning potential at the household level.

2. About Clear Vision Workplace Project

Focusing mainly on garment factory workers, VisionSpring developed and implemented the Clear Vision Workplace program to increase workers' use of eyeglasses in industries that are central to advancing Bangladesh's economic growth. Vision correction enhances worker well-being by reducing headaches, fatigue, and feelings of frustration. Addressing blurry vision also helps businesses relying on worker productivity and meeting quality standards to compete in a global market. A recent study published in the global health journal, *The Lancet*, demonstrated that corrected presbyopia (age-related near vision) can increase productivity by 22%.¹

SUCCESS FACTORS of Clear Vision Workplaces program:

- a. VISION CHAMPIONS FOR SUSTAINABILITY: We train factory employees to become "Vision Champions," who raise vision awareness, identify people with vision errors, and dispense reading glasses following the initial vision camp.
- b. WONDER GLASSES: We understand that workers can be fearful about having their eyes checked, so we host vision screenings that are friendly and welcoming, while counselors answer questions and concerns.
- c. DIGNITY OF CHOICE: Workers choose from a variety of frame styles that are fashionable and gender appropriate.
- d. ACCURATE DIAGNOSIS AND FOLLOW-UP: Workers receive prescription or reading glasses based upon an optometrist's diagnosis. Counselors and a Customer Success Manager help people who have never had glasses before to establish proper wearing habits.

¹ [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30329-2/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30329-2/fulltext)

- e. PARTNERING FOR SUCCESS WITH FACTORY MANAGEMENT: Our team assures managers that workers receive quality care, while keeping time off the factory floor at a minimum.
- f. AWARENESS AT WORK AND HOME: Mobilization is key to participation; we provide materials to get workers excited about workplace sight tests and promote eyeglasses wearing.

3. Brief overview of VisionSpring's Covid-response project

Like the global economy, the ongoing coronavirus pandemic has affected Bangladesh's garment sector. Many factories have experienced order cancellations leading to a reduction in the number of workers. Factories in production struggle to keep the workplace and workforce Covid-safe. Although sector specific morbidity and mortality data is not available, anecdotal observations have suggested that garment workers lack the knowledge, behavior, and access to facilities and supplies to maintain recommended infection prevention practices. With the support of leading brands, VisionSpring has taken a three-pillar approach to help workers stay COVID-safe so that they can continue to work and make a decent living during this difficult time. This includes:

- **Pillar 1:** workplace supervisors actively prevent the spread of COVID through providing and ensuring wearing of appropriate quality of masks, routinely remind workers about prevention at work and at home, provide and require handwashing, adopt practices to accommodate sickness and prevention.
- **Pillar 2:** frontline service providers actively prevent the spread of COVID through conducting household awareness and prevention campaigns, hostels sell affordable 2 –ply cloth masks and promote safe practices with residents to reduce cross-contamination, pharmacies sell 2 play cloth masks and promote safe behavior with customers.
- **Pillar 3:** factory workers prevent the spread of COVID in their homes and communities by using masks in public, wash hands with soap and follow hygiene etiquette, sharing supplies and knowledge with their families, and stay at home and seek care when they feel sick.

VisionSpring has developed several sub-projects being implemented through local partners to ensure that the three-pillar approach is implemented properly in the field to achieve desired outcomes.

4. Specific objectives of the hygiene behaviour change campaign

It is now widely known that most people know about recommended Covid-specific hygiene behaviors such as frequent washing of hands with soap, wearing of masks in public, and maintaining social distance to reduce the risk of being infected. However, this knowledge is challenging to transfer into practice. For garment factory workers it is even more true because of the crowded factory atmosphere that they work in and their over-crowded residences.

To promote recommended hygiene practices, the specific objectives of this assignment is to design, develop and implement a hygiene behavior change campaign in selected garment factories in Savar and Gazpur areas to promote how to turn Covid-specific **hygiene knowledge into practice**.

The campaign will target the workers in their workplace (Pillar 1) with an intended goal of converting the workers as change agents for their community (Pillar 3). Additionally, training the factory work supervisors to become active drivers of change (Pillar 1) through their supervisory role. The behavior change campaign

also reinforces Pillar 2 – bringing hygiene habits back home - so that a comprehensive package can bring a lasting change to protect the workers being affected by infectious diseases.

5. Scope of Work

It is recommended that the selected agency will follow a scientific and proven [behavior centered approach](#) that can be adapted in the context of garment factory in Bangladesh and replicable in similar contexts. The specific scope of work may follow the below sequence:

A = Assessment – the agency will make a rapid assessment of the garment factory context in Savar and Gazipur area in which the campaign will be conducted. VisionSpring can facilitate access to the factory. The assessment can include literacy level and socio-cultural backgrounds of the workers, working conditions, available facilities, spaces, etc in which the campaign will be conducted.

B = Build – based on the rapid assessment findings, the agency will develop the campaign design, timing, use of spaces, materials to be used including audio and video materials, determine effective touchpoints, etc.

C = Create -- based on the assessment and build phases the agency will create, field test and finalize campaign materials aiming at knowledge into practice, determine mode of delivery, train the workforce to be employed to deliver the campaign, etc. The materials will be co-branded by the agency and VisionSpring, which must be in line with the recommended behavior change issues by the World Health Organization (WHO) and IEDCR of Bangladesh.

D = Delivery – the agency will produce all campaign materials (including audios to use through PA systems of the factories, audio-visuals, posters, displays, etc for triggering behavior change and reinforcement. The agency will also conduct the campaign in the selected garment factories.

E = Evaluate – The agency will conduct an evaluation of the campaign to determine its effectiveness and recommend adjustments for future campaigns. VisionSpring is interested in supporting campaigns that have proven to change behavior in similar contexts before. With this in mind, we ask that vendors specify two things in their proposals:

- 1) demonstrate the outcomes your agency believes will represent the success or failure of your efforts;
- 2) establish methods your agency will use to measure whether or not these outcomes have been achieved.

6. Deliverables

The agency will produce and deliver the following deliverables:

- a. A set of campaign materials that will include audios, audio-visuals, hard and soft copies of posters and other display materials used in the campaign
- b. Deliver the campaign in a mutually agreed time-frame.
- c. A 5-minute audio-visual documentary in Bangla with English sub-title of the whole campaign.

7. Expected Competency of the agency

The agency should have at least 5 years of experience in conducting similar campaign focusing on hygiene behaviour change. The agency should provide evidence of at least 5 similar campaigns that the agency has developed and implemented.

8. Timeframe

It is expected that the agency will propose a timeline for the campaign. The design, workplan, and the campaign delivery will be approved by VisionSpring in writing.

9. Mode of Payment

The payment will be made in three instalments:

Instalments	Percentage	Timeline
First instalment	10%	After signing of the contract and acceptance of the inception report
Second instalment	40%	After approval of the campaign design and all campaign materials.
Third instalment	25%	After successful delivery of the campaign
Final instalment	25%	Upon receiving the final product including the audio-visual documentation of the campaign

Applications for the campaign must include the following:

1. Expression of interest demonstrating how the agency meet the selection criteria (1-2 pages)
2. Technical proposal of the campaign including proposed activities schedule and work plan with timeline (not more than max 6 pages)
3. Financial proposal (separating core costs and rates of team members)
4. CV(s) of all proposed team members
5. A copy or weblink of at least five previous campaign undertaken of similar nature
6. Names and contact details of at least 2 reference who can be contacted for relevant experience
7. Copy of VAT registration certificate (for firm) and TIN certificate (For individual).
8. A profile of the agency(if applicable).

10. Evaluation criteria and scoring

Criteria	Score
Design of the campaign	40
Competency and capacity of the agency	30
Financial proposal	30

11. Preparation of proposal

The proposal should be divided into two parts and submitted in two separate folders i.e. technical and financial. The technical part of the proposal should not exceed 10 pages and will contain the following:

- Detailed campaign design.
- Detailed timeframe
- Account of relevant experience.
- CVs of the team leader and key members of the team.
- Copy of VAT registration certificate.
- Copy of valid TIN certificate and bank account detail.

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 costs, as it will be deducted from the source. However, VAT can be mentioned in the budget as per government regulation. The organisation will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. The consultant/consulting firm is expected to provide justified budget, which is consistent with technical proposal.

12. Submission of proposal

The technical and financial proposals should be submitted electronically to the **email address:** aftab.opel@visionspring.org with the Campaign Proposal. Proposal submitted to any other email account except this and in hard copy will be treated as disqualified. Submissions after the deadline **5 February 2021** will be treated as disqualified. Two different folders i.e. technical and financial should be submitted into one zip folder with a covering letter. The proposals should be submitted in pdf format.

13. Contact person

Aftab Opel, Acting Country Director VisionSpring Bangladesh
aftab.opel@visionspring.org

14. Bindings

All documents, papers and data produced during the assessment are to be treated as VisionSpring's property and restricted for public use. The contracted agency will submit all original documents, materials and information to VisionSpring.

15. Negotiations

Once the proposals are evaluated, VisionSpring may enter into negotiation with one or more than one agency for final selection.

16. Award of contract

The agency is expected to commence the assignment within one week of signing contract.