

## REQUEST FOR PROPOSAL (RFP)

### Developing an animation video and two (2) animated explainer videos

#### Proposal submission deadline: 18 June 2025

Interested Team of Consultant/Firm/Agency(s) are requested to submit a technical and a financial proposal through email at [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org)

The focal person for this assignment is Sabbir Rahman Khan ([SabbirRahman@wateraid.org](mailto:SabbirRahman@wateraid.org)).

There will be an online pre-bid meeting at Microsoft Teams on **29 May 2025**.



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## SECTION 1: INFORMATION TO ORGANISATIONS/INDIVIDUALS

### 1. Introduction

- 1.1 The eligible Team of Consultant/Firm/Agency(s) with required qualifications and experience are invited to submit a proposal.
- 1.2 Costs for preparing the proposal and attending the pre-bid and/or negotiation meeting are non-reimbursable.
- 1.3 The Team of Consultant/Firm/Agency(s) are expected to follow highest ethical standard in their participation in the bidding process and refrain from influencing the internal selection process of WaterAid Bangladesh.
- 1.4 Any attempt of undue influence on the evaluation and selection process will lead to cancellation of the proposal from the subsequent process.
- 1.5 Any misrepresentation of facts including the facts on professional /institutional capacity will also lead to cancellation of the proposal.
- 1.6 WaterAid Bangladesh reserves the right to amend and modify this RFP document. Also, to select the Team of Consultant/Firm/Agency(s) for providing selected goods and services cited in section-2 (article 9) as deliverables of this RFP, either for the entire content of the proposal or a part thereof.

### 2. Clarification and Amendment of RFP Documents

- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited Team of Consultant/Firm/Agency(s) amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.

### 3. Preparation of Proposal

#### Technical Proposal

- 3.1 The Team of Consultant/Firm/Agency(s) are requested to submit their proposal written in English (font-Arial, size-11). Proposals must remain valid for a minimum of 90 days after the submission date.
- 3.2 The technical proposal from the Team of Consultant/Firm/Agency(s) must give particular attention to the following:
  - Appreciation of the Terms of Reference (TOR)
  - Detailed methodology and workplan to address the objectives of the assignment
  - CV of proposed key person(s); it is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter having relevant qualification and experiences
  - Organisational/individual profile with an outline of recent experience on assignments similar to the nature of this RFP

## Financial Proposal

3.3 The financial proposal from the Team of Consultant/Firm/Agency(s) are expected to take into account the requirements for accomplishing the deliverables specified in the section-2 (article-9) and conditions outlined in the RFP documents.

Maximum budget for this assignment is **BDT 12,00,000 (Twelve Lacs only)**.

3.4 Provide a justified financial proposal consistent with the technical proposal which clearly mentions item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies, and other charges to be included under the applicable law. Copy of VAT registration certificate including BIN, TIN certificate, and bank account details should be attached with the financial proposal.

3.5 WaterAid Bangladesh will deduct VAT and Income Tax at source according to the GoB rules and deposit the said amount to government treasury.

## 4. Submission of Proposals

4.1 The technical and financial proposals should be submitted electronically to the following email address [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with '*Developing an animation video and two (2) animated explainer videos*' as the subject.

4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.

4.3 Submissions after the **deadline 18 June 2025** will be treated as disqualified.

4.4 Two different files (PDF) should be generated for technical and financial proposals, and both the files should be submitted into one zip folder. Please name the zip folder in the name of your organisation/group of individuals.

4.5 The technical proposal should not exceed 30 pages.

The financial proposal should not exceed 5 pages.

CVs should not exceed 3 pages per Consultant/Expert.

Organisational/individual profile should not exceed 10 pages.

## 5. Proposal Evaluation

5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to RFP and applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the RFP.

5.2 The final selection will be done following Quality and Cost Based Selection (QCBS). This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the technical and financial score of each evaluated proposal and then computing the relevant combined total score for each consultant/consulting/research firm(s).

- Technical proposal: 80

- Technical Proposal with detailed methodology: 30
  - Composition of the team: 20
  - Relevant work experience: 15
  - Work plan and overall quality of the proposal: 15
  - Financial proposal with a detailed breakdown: 20
- 5.3 The evaluation committee will determine whether the proposals are complete or not. The committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.
- 6. Pre-bid Meeting**
- 6.1 There will be an online (MS Teams) **pre-bid meeting at 12:00 PM, on 29 May 2025** to brief the objectives of the assignment. Interested entities are requested to notify via email to [FarhanaMahzabin@wateraid.org](mailto:FarhanaMahzabin@wateraid.org) by **27 May 2025, 17.00 hrs**, to join the meeting. The link will be provided in response to the notification email by 12:00 PM on 28 May 2025.
- 7. Presentation and Negotiation**
- 7.1 Once the proposals are evaluated, WaterAid Bangladesh will request Team of Consultant/Firm/Agency(s) with valid and complete proposals for a presentation within two weeks of the submission deadline.
- 7.2 WaterAid Bangladesh may enter into negotiation with one or more bidders before final selection. If negotiations fail, WaterAid Bangladesh will then invite those organisations/individuals whose proposals received the next highest score. If none of the invited proposals led to an agreement, a new RFP will be called upon.
- 7.3 The presentation and negotiations may include a discussion on the proposed methodology, workplan, staffing, costing, or any suggestions made by the bid participating organisation(s) to improve the terms of reference.
- 7.4 WaterAid Bangladesh and the contracted organisation/group of individuals may revise the RFP which should be incorporated final contract document.
- 8. Awarding of Contract**
- 8.1 The Team of Consultant/Firm/Agency(s) is expected to sign the final contract document within a week of communication of selection and commence the assignment within 1 week.
- 9. Penalty Clause**
- 9.1 The Team of Consultant/Firm/Agency(s) is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the team of consultant/consulting/research firm(s) fails to deliver required deliverables within stipulated time, The Team of Consultant/Firm/Agency(s) needs to inform WaterAid Bangladesh intime with valid and acceptable explanation in written. Failing to this may evoke penalty clause at the rate of 0.5% for each day of delay.

## 10. Confidentiality

10.1 Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winner has been notified with award of the contract.

## 11. Focal Person

11.1 Mr Sabbir Rahman Khan, Communications and Knowledge Management, GO4IMPact can be reached directly at: ([SabbirRahman@wateraid.org](mailto:SabbirRahman@wateraid.org))

To answer queries you may also contact Ms Farhana Mahzabin, Officer- MEL, GO4IMPact ([FarhanaMahzabin@wateraid.org](mailto:FarhanaMahzabin@wateraid.org)).

## SECTION 2: TERMS OF REFERENCE

### Background

GO4IMPact (G4I) is a technical assistance programme supported by the Embassy of Switzerland in Bangladesh and the Government of Bangladesh. The overall objective of the G4I programme is to contribute to strengthening local democracy and improving equitable and climate-resilient delivery of basic public services in water and solid waste management (SWM) in Bangladesh. This will be achieved through a systemic, adaptive and facilitative approach to strengthen the capacities of relevant actors, enhance dialogue among the stakeholders and stimulate participatory and democratic decision-making processes.

To enhance common understanding and stakeholder engagement, the programme plans to produce an animated explainer video that communicates the programme's vision, components, and benefits in an accessible and compelling format. The video will serve as a key communication product, aiming to reach local government representatives, community members, private sector, youth, and other relevant stakeholders. Additionally, two (2) explainer video will be developed which will articulate key messages and educate the audience on how G4I is working towards addressing challenges and providing solutions in domains of Solid Waste Management (SWM) and Integrated Water Resource Management (IWRM).

### Objective

The overall objective of this assignment is to

- Conceptualise, script, design, and produce a high-quality animation video that clearly and creatively communicates the purpose and key features of the G4I programme. The video should be engaging, culturally relevant, and aligned with the programme's branding and communication goals.
- Produce two (2) animated explainer videos highlighting G4I's interventions in SWM and IWRM domains.

### Scope of work

The selected agency/firm will be responsible for the following tasks:

#### **Animated video on G4I (240 seconds max.):**

- Illustrate the overall impact and strategic direction of G4I in promoting climate-resilient governance.
- Highlight how G4I is addressing local water and waste management challenges through capacity building, policy advocacy, and community engagement.
- Showcase key success stories, such as youth and women's engagement, SWM interventions, and IWRM initiatives.
- Foster a broader understanding of how G4I's work aligns with national development priorities and sustainable development goals.
- Conduct in-depth research to understand the G4I programme and its objectives.
- Develop a creative concept and storyline for the animation in consultation with the G4I team.
- Draft and finalise the script in Bangla, incorporating sample content and space for dialogue as required.
- Design original, inclusive, and culturally appropriate characters and visual settings that reflect the programme's target communities.
- Prepare a detailed storyboard outlining the visual sequence, key messages, and character interactions.

- Include high-quality whiteboard/blackboard/glassboard drawing, 2D motion graphics, or other suggested styles approved by the project.
- Provide professional Bangla voiceover with an appropriate dialect, along with English subtitles.
- Add suitable background music (copyright free) and sound design to enhance the narrative.
- Sign language inclusion: Incorporate Bangla Sign Language interpretation to ensure accessibility for hearing-impaired audiences.
- Edit and finalise the animation with all necessary transitions, infographics, and sound elements.
- Deliver the final product in high resolution, including all editable/raw files, visuals, and documentation.
- Provide a final report summarising the production process, challenges, and recommendations.

#### **Whiteboard explainer video on SWM (80 seconds max.)**

- Develop a focused concept highlighting the importance of SWM, targeting local traders, schools, and waste vendors.
- Create a simple, visually engaging storyboard to effectively communicate SWM challenges and solutions, using whiteboard animation.
- Incorporate relatable characters such as a waste vendor, municipal cleaner, and community member etc.
- Add suitable background music (copyright free) and sound design to enhance the narrative.
- Provide a concise, informative Bangla voiceover, complemented by English subtitles.
- Integrate basic infographics and animated text to emphasise key statistics and action points.

#### **Whiteboard explainer video on IWRM (80 seconds max.)**

- Develop a targeted concept focusing on climate-resilient water management practices under the IWRM framework.
- Highlight practical steps for water conservation and resource management at the community level.
- Develop a script that communicates actionable messages while addressing local climate realities.
- Add suitable background music (copyright free) and sound design to enhance the narrative.
- Utilise whiteboard animation to illustrate concepts such as rainwater harvesting, greywater recycling, and flood management etc.
- Include a Bangla voiceover with English subtitles, maintaining a neutral, informative tone.

## **Methodology**

### **1. Animated video on G4I**

- **Concept and script:**
  - ✓ Develop a compelling narrative that weaves together G4I's overall impact, thematic focus areas (Governance, SWM, IWRM, Private Sector, GESI, Climate Resilience), and key community engagement initiatives.
  - ✓ Include real-life success stories, testimonials, and data-driven insights to convey impact.

- ✓ Highlight the strategic linkages with national policies and Sustainable Development Goals (SDGs).
- **Storyboarding and visual development:**
  - ✓ Develop a storyboard that visually maps out each segment, ensuring logical flow and clear messaging.
  - ✓ Create character designs representing diverse community members (youth, women, LGI representatives, private sector actors).
  - ✓ Illustrate animated graphics to depict G4I's intervention model, community mobilisation efforts, and policy advocacy.
- **Animation and visual effects:**
  - ✓ Implement 2D motion graphics and infographics to simplify complex data and processes.
  - ✓ Integrate animated text and engaging transitions to maintain viewer attention.
  - ✓ Include visual metaphors to convey G4I's integrated approach (e.g., water cycle animation, waste-to-resource cycle, participatory decision-making etc.).
- **Voiceover and subtitles:**
  - ✓ Professional voiceover in Bangla (targeted, relatable, and authoritative tone).
  - ✓ Subtitles in English for broader reach and accessibility.
  - ✓ Include sound effects and background music that align with the project's branding guidelines.
- **Reel version (60 seconds):**
  - ✓ Condensed version focusing on G4I's most impactful initiatives, designed for social media distribution.
  - ✓ Emphasise community voices, transformative change, and key statistics.
- **Submission requirements:**
  - ✓ Final video in .mp4 format (2160p, 3840 x 2160 pixels, 16:9 aspect ratio).
  - ✓ Separate reel version in .mp4 format (60 seconds max).
  - ✓ All source files (e.g., animations, graphics, music, raw footage, scripts).
  - ✓ Comprehensive project report including process documentation, storyboard, and script.

### **Whiteboard animated explainer video on SWM**

This video will focus on effective SWM practices, targeting community members, LGIs, and youth groups.

#### **Deliverables:**

- **Concept and script:**
  - ✓ Develop a concise, impactful script that conveys the significance of SWM, including waste segregation, recycling, and composting.
  - ✓ Illustrate how G4I is fostering community-driven waste management practices in project areas.
  - ✓ Integrate practical steps for households, businesses, and LGIs to implement SWM practices effectively.
- **Storyboarding and visual development:**
  - ✓ Develop a storyboard featuring relatable characters (waste workers, household members, entrepreneur, youth leaders etc.).
  - ✓ Utilise simple, visually engaging whiteboard animations to demonstrate SWM processes (e.g., waste sorting, composting cycle etc.).
- **Animation and visual effects:**
  - ✓ Incorporate minimalistic black-and-white line art with pops of color for emphasis.
  - ✓ Include simple animations of waste transformation (e.g., waste-to-resource cycle).

- ✓ Integrate key SWM statistics to reinforce messaging.
- **Voiceover and subtitles:**
  - ✓ Conversational, persuasive tone in Bangla.
  - ✓ English subtitles to broaden reach.
- **Submission requirements:**
  - ✓ Final video in .mp4 format (80 seconds max, 2160p).
  - ✓ Separate reel version in .mp4 format (30 seconds max).
  - ✓ All source files (e.g., animations, graphics, music, raw footage, scripts).

### **Whiteboard animated explainer video on IWRM**

This video will focus on IWRM, highlighting the importance of water conservation, responsible usage, and climate adaptation.

#### **Deliverables:**

- **Concept and script:**
  - ✓ Develop a compelling script that educates on IWRM principles, such as rainwater harvesting, greywater recycling, and flood control etc.
  - ✓ Showcase G4I's initiatives in promoting sustainable water management and reducing water-related vulnerabilities.
- **Storyboarding and visual development:**
  - ✓ Illustrate key water management concepts (e.g., water cycle, community-based water monitoring) using simple, engaging whiteboard illustrations.
  - ✓ Include characters representing diverse water users (farmers, women, youth, LGI officials).
- **Animation and visual effects:**
  - ✓ Integrate step-by-step visual guides on water conservation practices (e.g., Reverse Osmosis (RO), rainwater harvesting setup etc.).
  - ✓ Include visual indicators of potential climate-related water risks (e.g., flooding, drought etc.).
- **Voiceover and subtitles:**
  - ✓ Educational yet engaging tone in Bangla.
  - ✓ English subtitles for wider dissemination.
- **Submission requirements:**
  - ✓ Final video in .mp4 format (80 seconds max, 2160p).
  - ✓ Separate reel version in .mp4 format (30 seconds max).
  - ✓ All source files (e.g., animations, graphics, music, raw footage, scripts).

All raw footages and ambient soundtracks captured/ created for this documentary; including but not limited to project files, motion graphics files, title cards, audio files, and any other assets used during the whole production process **must be submitted in a portable SSD.**

### **Deliverables & timeline**

The assignment should be completed no later than **7 September 2025** after signing the agreement. The assignment is preferred to be accomplished within 60 working days unless there are valid reasons for extension and approval by the authority. **The following template should be submitted with the technical proposal.**

Table 1: Template for deliverables and timeline setting

Deliverables	Description	Timeline
<b>Pre-production</b>	•	
<i>Please add more rows if required</i>	•	
<b>Production</b>	•	
	•	
<b>Post-production</b>	•	
	•	
<b>Project conclusion</b>	•	
	•	
Final animation video on Resourcing function	• .mov/ .mp4 file/etc. of the videos	
A final report, not exceeding 1000 words.	Summarising the work done, challenges faced, and insights or recommendations for future projects of a similar nature.	

### Intellectual Property Rights (IPR)

All drafts and outputs design files should be submitted to WaterAid Bangladesh. The ownership of the photo, logo, information, and messages/texts/other materials for production rests with WaterAid Bangladesh. These will remain the property of WaterAid Bangladesh and must not be published or shared with a third party by the consulting agency. Any changes in the agreed-on deliverables must be approved by WaterAid Bangladesh. Ensure safe storage and handling of related assets following the General Data Protection Regulation (GDPR) of WaterAid.

### Expected competency

Interested agency is expected to have the following competencies and experience:

- At least 3 years of experience in animation production, storytelling, and illustration.
- Proficiency in industry-standard software such as Adobe After Effects, Illustrator, Photoshop, Animate, and Premiere Pro.
- Understanding of Bangladeshi cultural context, dialects, and community dynamics.
- Access to professional Bangla voiceover artists and sound designers.
- Strong project and time management skills, with a proven track record of delivering on time and budget.
- Capacity to integrate client feedback through a collaborative and transparent process.
- Strict adherence to quality control and copyright compliance.
- Commitment to maintaining confidentiality of project materials.

## Mode of payment

The payment will be made in following four instalments:

Instalments	Percentage	Schedule for payment
First	10%	After signing the contract. Acceptance of the proposal with methodology.
Second	10%	After receiving pre-production related deliverables (e.g., storyline, script, moodboard etc.).
Third	40%	After receiving the zero drafts of the animation video and two (2) explainer videos.
Fourth	40%	After receiving the finalised versions with feedback duly incorporated (along with all the raw files).

## Confidentiality:

The consultant/agency to be developed along with associated assets/findings is a product of WaterAid and is in a development stage whereas confidentiality should be exercised by all party involved in the design process.

## Safeguarding:

The selected consultant/agency must adhere to the WaterAid's global code of conduct and safeguarding requirements as Safeguarding standard and policies at WaterAid which is found here [www.wateraid.org/uk/safeguarding](http://www.wateraid.org/uk/safeguarding).

## Annex:

Some design precedents:

Animation video:

- <https://www.youtube.com/watch?v=Sjvpwl2OjtU>
- [https://www.youtube.com/watch?v=wF\\_HlqnWEwU](https://www.youtube.com/watch?v=wF_HlqnWEwU)

Animated explainer video:

- <https://www.youtube.com/watch?v=8FFto5bR5Fo>
- <https://www.youtube.com/watch?v=Byh8NYvZnwo>

## SECTION 3: PROPOSAL SUBMISSION TEMPLATE

- 3A. Forwarding letter format
- 3B. Suitability for the Assignment
- 3C. Understanding of the Assignment
- 3D. Implementation Strategy
- 3E. Team Composition
- 3F. Relevant Experience
- 3G. Company Profile
- 3I. Ethical Practice

### 3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on '[*Subject*]'

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signature:

Name:

Title:

Name of Organisation:

Address:

## Technical Proposal

### 3B. Suitability for the Assignment

(please mention competencies of your organisation that strongly support for this assignment in maximum one-page)

### 3C. Understanding of the Assignment

(please provide one-page concept note on over all understanding of the assignment)

### 3D. Implementation Strategy

#### - Methodology

(please describe about the methodology/approach to be adopted or applied to collect, analysis, evaluate the data)

#### - Deliverables

(please specify the major deliverable to be achieve from the study)

#### - Work Plan

(please provide detail work plan with work chart)

### 3E. Team Composition

(please provide short BIO of the proposed key team members in below format)

#### - CV of Proposed Key Team Members

Name	
Role of this Assignment	
Academic Background	
Professional Summary	<i>(a brief overview summarising your expertise for the proposed position. Mention your years of experience, key sectors, and expertise for the proposed position)</i>
Professional Experience	<i>(please mention your last five relevant experiences for the proposed position; it can be either narratives or tabular format)</i> <i>Professional Experiences should include the following:</i> <ul style="list-style-type: none"><li>- Name of the organisation and job title</li><li>- Duration</li><li>- Key responsibilities</li></ul>
Publications	<i>(please mention maximum five relevant publications and provide accessible links to the output. In the case of a confidential project report, share the link to the executive summary of the report)</i>

### 3F. Relevant Experience

*(relevant services carried out in the last three years That best illustrate qualifications)*

Using the format below, please provide maximum 10 examples for which your organisation, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Name of the assignment	Digital link (if available)	Completion date	Client name with contact details

### 3G. Company Profile

*(Please attach portfolio and other relevant documents maximum 15 Page)*

## **SECTION 4: (FINANCIAL PROPOSAL SUBMISSION FORM)**

**4A. Summary of budget/costs, including narratives**

**4B. Legal Document**

#### 4A. Summary of budget/costs, including narratives

(The financial budget summary should be prepared in line with below guidance)

- A separate forwarding letter for financial proposal may or may not be submitted.
- Budget for the assignment should be broken down into individual items covering all logistical, travel, accommodation, staff, equipment and other costs.
- The financial proposal should clearly identify, item wise cost for the assignment with necessary details. **The budget must be including applicable AIT; however, VAT can be mentioned separately at the bottom on total budgeted amount.** WaterAid Bangladesh shall be deduct VAT and Tax at source as per government rules.
- Apart from the activities mentioned in this RFP, the consultant is expected to list any other/additional services WaterAid shall be receiving under this agreement.
- **Calculation Format (please maintain below format for your financial budgeting)**

Name of item/deliverables	Unit Price	Total Price
<b>Component -01</b>	XXXXX	XXXXXXXXX
a.		
b.		
c. (please add more rows as required)		
<b>Component -02</b>	XXXXX	XXXXXXXXX
a.		
b.		
c. (please add more rows as required)		
<b>Component -03</b>	XXXXX	XXXXXXXXX
a.		
b.		
c. (please add more rows as required)		
<b>Sub-Total (including AIT)</b>	<b>XXXXX</b>	<b>XXXXXXXXX</b>
Applicable VAT 15%	XXXXX	XXXXXXXXX
<b>Gross Total</b>	<b>XXXXX</b>	<b>XXXXXXXXX</b>

#### 4B. Legal Document

Please attach all updated legal documents mentioned below:

- Copy of Trade License
- Copy of TIN certificate
- Copy of BIN certificate
- Copy of PSR (last tax return submission acknowledgement slip) and
- Bank Detail or Copy of Cheque Leaf

