

04 September 2025

REQUEST FOR PROPOSAL (RFP)

Producing explainer and documentary videos on Participatory Ward Vulnerability Assessment (PWVA) for transforming local governance

Proposal submission deadline: 18 September 2025, 23:59

Interested companies/ agencies are requested to submit a technical and a financial proposal through email at WaterAid-Tender-TA@wateraid.org.

The focal person for this assignment is Md Zarif Oeishik (ZarifOeishik@wateraid.org). There will be an online pre-bid meeting at Microsoft Teams on **09 September 2025**.



Bangladesh Country Office
House 97/B, Road 25, Block A
Banani, Dhaka 1213
Tel: +88 02 58815757, Fax: +88 02 9882577



Bangladesh Country Office
House 28, Road 43
Gulshan 2, Dhaka 1212
Tel: +88 02 988 26 63

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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.
- 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 budget must include applicable AIT, however VAT can be mentioned separately at the bottom of the total budget amount. Copy of VAT registration certificate including BIN, TIN certificate, Proof of return(PSR) 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 with 'Video on PWVA' 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 September 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 and creative concept/ storyline: 30

- Composition of the team: 20
- Relevant work experience: 10
- Work plan and overall quality of the proposal: 10
- Presentation: 10
- 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 09 September 2025** to brief the objectives of the assignment. Interested entities are requested to join the meeting from [this link](#). In case of any technical difficulties, kindly inform FarhanaMahzabin@wateraid.org to receive assistance prior to the start of the session.

7. Presentation and Negotiation

7.1 Once the proposals are evaluated, only the shortlisted consultant/agency/ research firm will be contract for next process for presentation or further clarifications. However, if no communication is made with any bidder within 60 days, the proposal will be considered as unsuccessful.

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 in 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 Md Zarif Oeishik, Project Officer, WaterAid can be reached directly at: (ZarifOeishik@wateraid.org)

SECTION 2: TERMS OF REFERENCE

Background

GO4IMPact is a technical assistance programme supported by the Embassy of Switzerland in Bangladesh and the Government of Bangladesh. The overall objective of the GO4IMPact 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 strengthen local governance capacity and amplify community voices in climate resilience planning, the programme plans to produce a set of videos that explain and promote the PWVA (details is in the annex) process. The video package will consist of a short hybrid explainer that introduces the challenge of climate vulnerability and presents PWVA as a practical solution, a series of whiteboard animation videos that illustrate the detailed steps of the process, and short documentary films that capture how communities have already benefitted from using PWVA. Together, these products will serve both as advocacy tools to engage donors and policymakers and as training resources for Local Government Institutions (LGIs), NGOs, and community members. The content will also be adapted into shorter formats for digital and social media dissemination to ensure wider reach and accessibility.

Objective

The overall objective of this assignment is to:

- Conceptualise, script, direct, and produce a package of high-quality videos that clearly illustrate the PWVA process and its relevance in strengthening local climate resilience and governance.
- Deliver engaging content through a combination of formats, including a hybrid explainer, whiteboard animation videos, and short documentaries, that together communicate both the technical steps of PWVA and the real-life benefits experienced by communities.
- Develop supplementary short versions and teasers optimised for digital and social media platforms to maximise outreach, stimulate dialogue among stakeholders, and sustain engagement across local, national, and international audiences.
- Capture and deliver a set of professional photographs documenting all signature interventions and events of GO4IMPact, ensuring high-quality visual evidence (~200 final edited images) for communication, reporting, and advocacy purposes.

Scope of work

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

- Conceptualise and develop a coherent video package that illustrates the PWVA process, highlighting both its technical steps and its transformative impact on community resilience and local governance.
- Script and produce one (1) hybrid explainer video ((a concise 2-minute video combining animation and real footage to introduce the challenge, present PWVA as the solution, and highlight its potential governance impact) that introduces the challenge of climate vulnerability, presents PWVA as a solution, and outlines its potential impact on local decision-making and governance.

- Develop three (3) whiteboard animation videos (up to 5 minutes each) that explain the detailed steps of PWVA, group discussion, household survey, and preparation of the ward development action plan, in an engaging, easy-to-follow manner suitable for a diverse audience.
- Produce two (2) short documentary videos (maximum 2 minutes each) showcasing real-life community experiences and evidence of how PWVA has strengthened planning, prioritisation, and resilience at the local level.
- The assignment includes delivery of 6 videos in total (1 hybrid explainer, 3 whiteboard animations, 2 documentaries) together with teaser/reel versions for each.
- Ensure that the scripts and narratives are contextually relevant, visually compelling, and tailored to multiple audiences, including Local Government Institutions (LGIs), international organisations, and rural communities.
- Incorporate appropriate graphics, animations, and on-screen illustrations to simplify complex concepts, while maintaining cultural sensitivity and local resonance.
- Provide subtitles and audio in English and Bangla to ensure accessibility across audiences, including non-literate community members through the use of strong visual cues and clear narration.
- Sign language inclusion: Incorporate Bangla Sign Language interpretation to ensure accessibility for hearing-impaired audiences.
- Capture professional photographs of all signature interventions and events implemented by GO4IMPact, ensuring comprehensive coverage of activities and participants. Deliver a minimum of 200 high-quality, edited final images.
- Add suitable copyright-free background music and sound design that complement the tone, pacing, and engagement of the videos.
- Deliver all final outputs in high-resolution video formats (.mp4, 2160p or equivalent), along with raw footage, animation source files, and editable project files.
- Submit a brief production report summarising the process, key challenges encountered, and recommendations for future communication and training materials.

Methodology

Concept and Script

- Develop a clear and engaging concept note (300–350 words) for the overall PWVA video package, outlining how the hybrid explainer, whiteboard animations, and documentary films will collectively communicate both the technical process and the real-life benefits of PWVA.
- Ensure that the content highlights key themes such as participatory governance, climate resilience, institutional responsiveness, and community empowerment.
- Scripts should be developed in Bangla (with English translations) using authentic and accessible language, ensuring inclusivity and resonance with diverse audiences ranging from rural communities to policymakers.
- Align the scripts with GO4IMPact’s values and tone, emphasising clarity, participation, and evidence-based communication.

Storyboarding and Visual Development

- Create detailed storyboards for the hybrid explainer, three whiteboard animation videos, and two documentary films, capturing key steps, visual cues, and narrative flow.

- Use visual metaphors, icons, and participatory elements (e.g., maps, seasonal calendars, household surveys) to simplify technical concepts while ensuring cultural appropriateness.
- Define the style for each format: illustrative and concise for explainer, structured and process-oriented for whiteboard animations, and authentic and emotive for documentaries.

Production

- For the hybrid explainer and whiteboard animations, develop custom illustrations, graphics, and animations with professional-grade voiceover in Bangla (and subtitles in English).
- For the documentaries, capture real-life footage from communities and Local Government Institutions (LGIs) using the PWVA approach, ensuring inclusivity, gender balance, and diversity in representation.
 - A mixture of close-ups, mids, and some good establishing wides
 - Some interviews facing the camera along with most shots where the interviewee is facing sideways while speaking
 - A mixture of close-ups, mids, and some good establishing wides
 - Some interviews facing the camera along with most shots where the interviewee is facing sideways while speaking
- Manage all aspects of production, including field coordination, logistics, permissions, and community engagement.

Post-Production and Editing

- Edit all videos to ensure clarity, emotional pacing, and professional visual and sound quality.
- Add copyright-free background music, sound design, transitions, and subtitles in both Bangla and English.
- Ensure each product is consistent with GO4IMPact's communication standards and branding guidelines.

Short Versions (Reels/Teasers)

- Create condensed versions (30–60 seconds) of the hybrid explainer and documentaries, optimised for digital and social media platforms.
- Ensure that these are visually engaging, emotionally resonant, and suitable for mobile-first audiences.

Submission Requirements

- Final videos in .mp4 format (2160p, 3840 x 2160 pixels, 16:9 aspect ratio).
- Short teaser/reel versions in .mp4 format (30–60 seconds each).
- All source files (including raw footage, voiceover, music, graphics, and editing project files).
- Final photographs in high-resolution JPEG format (minimum 300 dpi) and RAW files.
- A brief production report (maximum 1000 words) summarising the process, key insights, and recommendations for future communication efforts.

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, a curated

selection (~200 edited images), 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 **30 December 2025** after signing the agreement. The assignment is preferred to be accomplished within 70 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
Pre-production	•	
<i>Please add more rows if required</i>	•	
Production	•	
	•	
Post-production	•	
	•	
Project conclusion	•	
	•	
Final videos	• .mov/ .mp4 file/etc. of the videos	
Photography	Coverage of all signature interventions and events in Satkhira and Naogaon; delivery of ~200 final edited images in high resolution (JPEG + RAW).	
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 photographs, 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 film production, storytelling, and visual content creation, preferably including short films, advocacy videos, or social campaigns.
- Proficiency in industry-standard software such as Adobe Premiere Pro, DaVinci Resolve, After Effects, or equivalent tools for video editing, sound design, and post-production.
- Strong understanding of Bangladeshi cultural context, dialects, and community dynamics, especially in rural and urban governance settings.
- Access to professional Bangla voiceover artists, on-site sound recording, and sound designers.
- Demonstrated ability to manage full production cycles, from scripting to post-production, with strong project and time management skills.
- Proven capacity to integrate client feedback through a collaborative and transparent process.
- Strict adherence to quality control, copyright compliance, and usage of licensed assets (e.g., music, footage).
- Commitment to maintaining confidentiality of project materials and all content produced for WaterAid.

Mode of payment

The payment will be made in following four instalments:

Instalments	Percentage	Schedule for payment
First	40%	Upon submission and approval of pre-production deliverables, including the final script, creative concept, visual references, proposed locations, and production schedule.
Second	60%	Upon submission and acceptance of the final versions of all deliverables (hybrid explainer, three whiteboard animations, two documentaries, teasers/reels), with all feedback incorporated, and submission of all raw footage, audio files, and project source 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.

Annex:

Some design precedents:

Animation video:

- <https://www.youtube.com/watch?v=Sjvpwl2OjtU>
- 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>

Brief on Participatory Ward Vulnerability Assessment (PWVA)

The PWVA is a community-based tool designed to identify local vulnerabilities to climate change and disasters. It emphasizes participatory engagement, where communities share their experiences, problems, and priorities through discussions and surveys. This process ensures that local knowledge is integrated into development and adaptation planning.

The main objectives of PWVA are:

- To identify environmental, social, and livelihood problems of communities.
- To assess which wards, households, and groups are most vulnerable to climate change impacts such as floods, cyclones, salinity, drought, and waterlogging.
- To analyse the socio-economic conditions of affected households.
- To prepare ward-level vulnerability profiles and development action plans that can guide government and non-government organizations in resource allocation and planning.

The PWVA process involves two parts:

1. **Ward Development Planning** – Through participatory discussions, communities identify disaster-prone areas, climate impacts, and local problems, then prepare ward-level action plans.
2. **Vulnerability and Socio-economic Analysis** – Household surveys and community assessments are conducted to create vulnerability lists, identify high-risk groups, and understand economic impacts.

After the completion of the two parts, both are merged to prepare ward-level PWVA report.

PWVA not only strengthens community participation but also ensures that local development needs and disaster risk reduction measures are aligned with higher-level government planning. The outcome is a Risk Reduction Action Plan (RRAP), which integrates disaster preparedness, climate adaptation, livelihood support, and infrastructure development.

In summary, PWVA is a people-centered, bottom-up planning process that empowers communities, improves disaster risk management, and supports sustainable local development.

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">- Name of the organisation and job title- Duration- Key responsibilities
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. A mention of the per-second cost for each type of video would be appreciated.
- **Calculation Format (please maintain below format for your financial budgeting)**

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

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