

**Terms of Reference (ToR)
for**

**Media engagement and Developing Video
Documentary on the impact “Gender
Inclusive Pathways Out of Poverty (GPOP)
for Vulnerable households in Cox’s Bazar”**

This Project is supported by the Australian Government through the Australian NGO Cooperation Program (ANCP) and World Vision Australia and implemented by World Vision Bangladesh with implementing partner Bangla-German Sampreeti (BGS) and Resource Integration Centre (RIC)

World Vision Bangladesh
December 2021

1. Introduction to the Assignment

The assignment is to **publish special feature stories in national daily Newspapers (both English and Bangla) and develop & broadcast a Talk show and a special feature story on one Television and produce a video documentary**. These reports will be supported to broadcast “Gender Inclusive Pathways Out of Poverty (GPOP)” project intervention, impact & to ensure donor visibility. This Project is supported by the Australian Government through the Australian NGO Cooperation Program (ANCP) and World Vision Australia and implemented by World Vision Bangladesh with implementing partner Bangla-German Sampreeti (BGS) and Resource Integration Centre (RIC).

Assignment	<p>The overall purpose of the assignment is to highlight World Vision’s GPOP Project, Cox’s Bazar through the approaches, best practices, activities, and achievements of the project. The final products of the assignment will be as follows -</p> <ol style="list-style-type: none"> 1) Publish 2 special feature stories in national daily Newspaper with Photo (English) 2) Publish 1 special feature story in a national daily Newspaper (Bangla) 3) Develop and Broadcast a Talk show on national TV (News Channel) 4) Broadcast 1 special feature story (2-3 minutes) on national TV 5) Produce a video documentary (4 minutes) on project progress / Impact
Identified areas / topics for the assignment	<p>The assignment will capture and highlights the best practices of GPOP Project, which includes –</p> <ol style="list-style-type: none"> 1. Improved household income amongst Ultra Poor (UP) households. 2. Improved food security and nutrition of UP households. 3. Improved financial inclusion for UP households. 4. Improved social and gender inclusion for UP households. <p>The covering area of the assignment will be Ukhiya and Teknaf of Cox’s Bazar District.</p>
Duration	Vendor will get maximum 60 calendar days to complete all process of the assignment starting from 01 February 2022.
Reporting to	The vendor will report to Project Manager, GPOP Project with the coordination of Communications Manager- Media Relations, World Vision Bangladesh and Technical Specialist – Communication, Documentation & Advocacy, GPOP Project, Cox’s Bazar

2. About World Vision

World Vision Bangladesh, a global Christian relief, development, and advocacy organization creating lasting change in the lives of children, their families, and communities living in contexts of poverty and injustice. We are committed to serving and partner with people in need. Through development, relief, and advocacy, we pursue the fullness of the life of every child by serving the poor and oppressed regardless of religion, race, ethnicity, or gender as a demonstration of God’s unconditional love of all people.

World Vision first involved with Bangladesh by responding to the cyclone victims of Bhola in 1970 during devastating tidal surges in the coastal areas of the country. Later the organization carried out relief operations in refugee camps in India in 1971. Following Bangladesh's independence in 1972, it started relief and rehabilitation programs as per the invitation of the Bangladesh Government.

Presently World Vision Bangladesh is serving around 5 million children with Health, Nutrition, WASH, Education, Livelihood, Child protection, Sponsorship, and Community Engagement in 28 administrative districts with 55 Area Programmes, 13 private non-sponsorship (PNS), and 32 grant-funded projects. The objective of this organization is ‘To achieve sustainable well-being and build a brighter future for 5 million vulnerable children in Bangladesh by tackling causes and addressing effects of poverty, inequalities and injustices.

3. About World Vision GPOP Project, Cox’s Bazar

The Gender Inclusive Pathways out of Poverty project is supported by the Australian Government through the Australian NGO Cooperation Program (ANCP) and World Vision Australia and implemented by World Vision Bangladesh (WVB) with implementing partner Bangla-German Sampreeti (BGS) and Resource Integration Centre (RIC). It is a livelihoods initiative working with ultra-poor households in climate vulnerable communities in the Ukhiya and Teknaf subdistricts of Cox's Bazar, Bangladesh. The ongoing humanitarian crisis in Cox's Bazar has brought with it an influx of Rohingya refugees, adding to the existing economic challenges for these ultra-poor households. Child safety has also become an issue, as desperately poor families are driven to marry off their children or have them work hazardous jobs to make ends meet. The project addresses the economic, climate and child safety related challenges faced by the target communities, utilizing a 3-pronged approach of the ultra-poor graduation model, complemented with disaster risk reduction (DRR) interventions and capacity building on child protection.

4. GOP Project Profile

National office name	World Vision Bangladesh
Regional Office Name	Urban and Rural Cluster
Project name	Gender Inclusive Pathways Out of Poverty (GOP) for vulnerable households in Cox's Bazar, Bangladesh
Project Duration	July 2018 – June 2023
Project Location	8 Unions of 2 Sub-districts (Ukhiya and Teknaf) of Cox's Bazar district, Bangladesh
Project Goal	Improved nutrition and economic empowerment of smallholder farmers and their families
Project Outcomes	1. Improved household income amongst Ultra Poor (UP) households. 2. Improved food security and nutrition of UP households. 3. Improved financial inclusion for UP households. 4. Improved social and gender inclusion for UP households.
Project Direct Participants	15,871
Donor	ANCP, DFAT-Australia World Vision Australia

5. Key Objectives of the Assignment

Secure high valued media coverage and visibility of the WVB's GOP project through publications in national daily newspapers both English and Bangla, and a talk show and tv reports in a leading TV channel (News channel). In addition, a video documentary will be produced to share with the donor.

- To broadcast the project interventions and impact on WVB, WVA and WVI communication channels.
- To pursue media to promote the issue in the national and local media by their report/feature.
- To disseminate the message to a wider audience and influence, concerned stakeholders, in order to increase the branding and visibility of the GOP project/ World Vision Bangladesh.

6. Duties and Responsibilities

Key Outputs of the Consultant/ Media Agency

The media agency will be responsible for fulfilling the following key tasks for example:

- Reading background documentation and reviewing secondary information concerning GOP project intervention.

- Developing detailed plan/schedule for a field visit for data collection, beneficiaries' testimony and interview relevant stakeholders in coordination with Communications team of World Vision Bangladesh regarding content collection.
- Submitting a detailed plan for Journalists engagement and video production.
- Conducting Pre-filming visits for a better understanding of the scenario and the context including the proposed shooting locations.
- Developing storyboard/scripts to capture narration and video footage of overall project documentary as agreed with Donor, World Vision Bangladesh and World Vision Australia
- Ensuring transportation, accommodation and logistic support for collecting stories for Journalists and video production team.
- Ensuring timely publication (specific date is given in the Timeline and Duration section of this document) of the report/video clip/news footage in the national media and submitting published or aired report/video clip/ news footage to the GPOP Project Management and World Vision Bangladesh.
- Ensuring compliance with World Vision Bangladesh's Safeguarding Policy. Informed consent of participants and compliance with communication and visibility guideline of DFAT, Australia & World Vision Bangladesh. This includes the use of the names of the Donor, WVB and the project in all news articles and news clips.
- Verbal acknowledgement must also go to the Australian Government. Ideally, the program is also referenced. For example, in a speech or interview, the spokesperson should say the activity is "supported by the Australian Government (through the Australian NGO Cooperation Program)."

The service provider must preserve the raw footage for at least three (03) months to incorporate further data/information.

Before the final sign-off from World Vision Bangladesh, the service provider will hand over both the hard and soft versions of the video including the raw footage to WVB Communication/ Technical Specialist (CDA) of GPOP project, in external HDD from at their own arrangement.

Key responsibilities of the GPOP Project:

- Provide relevant project documents, support/ coordination/guidance to the selected media group.
- Provide support to develop field visit schedule.
- Arrange for support team to enable field visits to occur – e.g. driver/transport, security, reliable and experienced translator.
- Arrange interviews with relevant stakeholders & direct beneficiaries.

Key responsibilities of the WV Bangladesh:

- Review and give feedback on the draft video content.
- Coordinate with all reviewers to ensures that 7comments from different reviewers are consolidated and shared with the media group in a timely manner and ensures that all comments are incorporated in the report.
- Effect payments based on agreed terms.

Key responsibilities of WV Australia:

- (where possible) Provide input and endorse the script to ensure accuracy for the English language version, articulation of the technical approach and the presentation of the evidence
- Endorse the final product.

7. Key Deliverables for the Consultant/ Media Agency

- Produce one video documentary (4 minutes) on project progress / Impact with World Vision Bangladesh branding. There will be one version with voice-over narration in English and a second version with narration in Bangla. The video content must be promoted in digital platform (social media).

- Three (2 in English and 1 in Bangla Daily) Special feature reports showcasing the impact of GPOP project and beneficiary testimonies will be published in newspapers where donor visibility is ensured. Prescribed print media are –**Prothom-Alo, Daily Star, Kaler Kontho, Observer, Dhaka Tribune, the Independent, The Financial Express, Ittefaq, Daily Sun, Jugantor, Sangbad, Samakal, Janakantha, The Business Standard, The Business Post.**
- One TV story and TV show showcasing the impact of GPOP project and beneficiary testimonies will be broadcasted in which donor visibility is ensured. Prescribed TV channel are- **Somoy TV, Channel-24, Jamuna TV, NTV, News-24, Independent TV, DBC News, Ekattor News.**

Specifically, the reports/ products should be preserved GPOP in the form of:

- The final reports/video clips/footage (hard and soft copy).
- The soft copy of the Video clips/news footage/video documentary must be submitted in AVI/MP4/ format.
- The hard copy of the Video clips/news footage/video documentary must be submitted to GPOP project.
- For video documentary, submit 2 copies DVDs of each version (Bangla and English) in MP4/MOV (1080P)
- Deliver the taken raw footage of all activities to GPOP, WVB authority in a separate portable 2TB hard drive (non-refundable)

8. Technical guidelines

- **Footage Quality:** Full HD quality
- **Sound:** Vendor must use a separate sound recorder to ensure high-quality audio, e.g. the use of a lapel microphone. Using the built-in camera microphone will not be accepted.
- **Subtitle:** Bangla Subtitle (if an interview is conducted in English) must be provided in Bangla version documentary. English Subtitle (if an interview is conducted in Bangla) must be provided in English version documentary.
- **General conditions: procedures and logistics**
The service provider will work outside World Vision Bangladesh premises, with the exception of convened meetings. World Vision will identify people for interviews, identify families, communities and institutions and facilitate contact with them. The service providers must follow the advice of World Vision while visiting the refugee camps and abide by the rules and policies of World Vision Bangladesh's security teams and our Safeguarding Policy for Children and Adults. World Vision maintains the right to pause or cancel field trips associated with the project if the service provider's behaviour towards staff, volunteers, beneficiaries or children is not in line with our policies.

9. Duration and Timelines

The whole process of the assignment should be completed within a maximum period of 60 days (including weekends and holidays). The assignment should be completed no later than 30 April 2022.

Duration - Expected Start Date: 01 Mar 2022

End Date: 30 April 2022

Work plan & Timetable (tentative - to be developed by Consultant / Firm)

Activities	Working days
Kick off meeting with GPOP project sector specialist group and potentially include WVA representatives	1-5 Mar 2022
Conduct pre-field visit for data collection/ information	6-8 Mar 2022
Documentation (such as – concept development, scripting, planning, others) and other preparatory work	9-12 Mar 2022
WV review of 1st draft of preparatory work including script	13-17 Mar 2022
Revise and adjust the script based on WV feedback	18-19 Mar 2022
WV review of 2nd draft of preparatory work including script	20-22 Mar 2022
Field visit for data collection/ information, take interview and video shooting	03-08 Apr 2022
Report Publish (Print media - Newspaper)	08-20 Apr 2022
Aired Report (Electronic media- TV news)	10-20 Apr 2022
Submission of 1 st draft of video documentary	09-13 Apr 2022
Submission of 2 nd draft of video documentary after feedback	13-18 Apr 2022
Submit final report, video documentary, news of GPOP project	19-29 Apr 2022
Develop Plan for Talk Show	01-10 Apr 2022
Finalize subject and Guests	11-13 Apr 2022
Broadcast Talk show in TV	13-23 Apr 2022
Bill submission	30 Apr 2022

10. Assignment Location/s

Ukhiya and Teknaf sub-districts of Cox's Bazar.

11. Payment

As per WVB policy.

12. Monitoring and Evaluation of the Assignment

The media agency/consultant will work in close cooperation with the Communications department (NO) and the team members of GPOP Project, Cox's Bazar.

13. Competencies, Required Skills and Experience

- The consultant(s) and/or the media agency should have proven knowledge in media engagement experience.
- The team must understand the challenges and opportunities to capture video shoots from the community people who are fully unknown about the shooting process. They have the expertise to conduct investigative interviews and documentation with the community people, local elected representatives, government officials, and other stakeholders.
- The team should be able to manage specified time and resources and to work under tight deadlines.
- Importantly, the team must be willing to work in remote areas and have experience in working with indigenous minority groups and with the extremely poor. The members of the team must also have strong experience in undertaking similar working experiences in rural Bangladesh.

14. To Apply

Applications (in English) must be sent by email to wvb_scm@wvi.org by **XXX Feb 2022**, at 16:59 Bangladesh time indicating **‘Media engagement and Developing Video Documentary on the impact of GPOP Project’** in the subject line. It should contain the following elements:

- i. Consultant profile: To include organizational and legal details, Core competencies of organization/ individual, relevant experiences, a statement of confirmation that the applicant is a registered company, with its own business bank account, and its own professional liability insurance.
- ii. Detailed proposal to complete the entire assignment: To undertake the assignment they have to prepare a proposal within three (3) pages considering the terms and conditions in the ToR.
- iii. Detailed work plan and a detailed timeframe story collection, video capture and airing: including quality control during the story collection and documentary preparation.
- iv. Indication of availability (in relation to start and end dates)
- v. A statement regarding the legal, financial and professional independence of the consultant(s)/firm from World Vision Bangladesh and a declaration of any real or perceived conflict of interest with any of the project stakeholders.
- vi. The selected Consultant(s)/ firm will be required to undergo Child Protection screening, training and adhere to WVB's safeguarding Policy.
- vii. For consulting firm/agency/organization copy of VAT registration certificate and valid TIN are to be presented;
- viii. Samples of previous work (showreel) should be attached.
- ix. Technical and Financial Proposals should be separate and the analysis will be done based on QCBS method.

15. Evaluation Criteria

A selection committee will evaluate both the technical and financial proposals of the consultants/ media agency based on set out evaluation criteria as follows. A cumulative weighted-scoring method will be applied to evaluate the proposal. The award of the contract will be made to the consultant/ media agency whose offer has been evaluated and determined as responsive/ compliant/ acceptable with reference to this TOR.

Evaluation criteria

Proposal	Criteria	Weight
Technical	Understanding of the ToR	30%
	Experience in conducting similar works for reputed organization	40%
Financial	Value for Money and cost-based selection (QCBS) procedure	30%
Total		100

16. Management of Applications

World Vision Bangladesh (WVB) will not be able to acknowledge or reply to all applications received. Applicants being considered will hear from WVB within 5 calendar days after the closing date of this request for application either for additional information or a face-to-face presentation.

Contact: (Please mention contact of Comms team for clarification, either project comms or National comms)

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