

Terms of Reference (ToR) for developing phase-out Communication Product of Assasuni AP

Purpose of the Communication Product	The overall purpose of the assignment is to produce high quality communication package show casing the transformational changes that World Vision brought to the life of the most vulnerable children and their families in Assasuni for last 15 years.
Identified areas/topics for Communication Products	<p>The Communication Products will capture the transformational development of the area through the lance of</p> <ul style="list-style-type: none"> • Health, • Nutrition, • WASH, • Livelihoods, • Education, • Disaster management, and • Community Engagement of Assasuni Area Program will be the cross them that differentiate WVB work from others <p>All the mentioned products will be developed from number of union parishads named Assasuni, Budhata, Kulla, Kadakati, Borodol and Dorgapur under Assasuni Upazila.</p>
Duration	Vendor will get maximum 45 calendar days to complete all communication products including the video documentary. The Project starting from 9 May 2021.
Reporting to	The vendor will report to AP Manager of Assasuni AP and coordination with Suborno Chisim, Field Communication Coordinator, Zone-02.

I. About World Vision :

World Vision is one of the largest international , a Christian humanitarian development and advocacy organization, committed to helping children and families in poor communities improve their lives and alleviate poverty.

Prior to Bangladesh's independence in 1971- World Vision Bangladesh's efforts mainly focused on disaster relief following a cyclone in the coastal region of Bangladesh. In 1972, World Vision opened its office in Bangladesh.

In Bangladesh, World Vision operates under unprivileged children and adult through implementing 10 Area Program Clusters, 55 Area Program and 12 grant-funded projects in 31 districts and is benefitting well over 5,00,000 children and their families.

I.1 About Assasuni Area Program :

World visions area program is an unique approach to bring sustainable development for the most vulnerable children and their families. WVB's prime concern is to work with most vulnerable children and their families to ensure child wellbeing through transformational development. Since 2005 Assasuni Area Program implementing specific technical program activities on health, Education, livelihood and sponsorship Project to transformation development of communities. This Area Program is receiving fund

from World Vision Australia. The Area Program has made significant improvement of health and nutrition, Education, Livelihood and Community Engagement indicators in 6 Unions under Assasuni Upazila. Assasuni Area Program is very near to complete its journey and now this year is sustainability and transitions period FY-2020 to FY-2021. It is an integrated approach focusing on Nutrition and Economic Development to ensure not only improving knowledge and change their behavior but also have the existing resources to support them and special focus for well-being of children as well as communities. The Area Program provides children with the best chance to avoid being stunted and cognitively impaired and ensure deeper health nutrition, livelihood and Community Engagement outcomes. As the Area Program situated in disaster prone areas. Area Program also focused on disaster management safe water and child protection initiatives through Sponsorship and special project/Private Non- Sponsorship. World Vision Bangladesh worked in this area before in the name as Area Program/ Area Development Program-Community Development Program and other project towards child wellbeing.

2. Overall objective of the Communication Package :

The overall objective is to produce an Area Program **Communication Products** Package that showcase the real transformational development and child wellbeing happened in last 15 years in Assasoni and this is visible and meaningful to the external audience who has ZERO idea about development.

Specific tasks of the service provider (Vendor):

Under the direct supervision of the World Vision Bangladesh, the service provider will be required to do the following:

- a. Produce Area Program Closure Report-English (Soft Version Design only), Max 40 pages.
- b. Produce Program Closure Report in Bangla (Soft Version) 10 pages.
- c. Produce Impact Leaflet in Bangla, Content and Design (Soft printable version).
- d. Produce Impact Infographic in English, 2 pages (Soft version) for Social Media.
- e. Produce Impact Story Book in Bangla and English, Max 30 pages for each version, 6 pictures in each story, Content and Design for Printing and Social Media.
- f. Produce Area Program Video Documentary in English and Bangla not more than 5-10 minutes on Assasuni Area Program.
 - Prepare script, scenario and narration/story board for overall AP documentaries and videos
 - Compose background music for the video documentary.
 - Capture necessary video footage of different project activities (trainings, workshops, , case studies, interviews related to the Technical Programs and Community Engagement).
 - Perform appropriate video filming and shoot interviews with the Area Programs beneficiaries and stakeholders.
- g. Visit selected impact sites and interact with the local communities/ beneficiaries who have been impacted by the Aassasuni Area Program and other programs World Vision Bangladesh in Assasuni.
- h. Present a draft of the **Communication Products** for comments on contents and design.

- i. Produce the final Package of **Communication Products including** the video Documentary film both in Bangla and in English version. And send the final package in 2 tera portable hard drive to National Office, Communications.

3. Location

The service provided (vendor) will capture the best practices from Assasuni Area Program working areas. This will require close coordination with Zone 2 Communications Coordinator (as Lead), the committee members from the Area Program and Area Program Cluster staff assigned for this assignment, and Specialist- Creative Content–Communications Service from National Office.

4. Work Process

4.1 Scope of work of the service providers

The service provider should work closely with Assasuni Area Program team, the Zone 2 Communication Coordinator and National Office Communications for accomplishments of the following tasks:

- A. Study the Area Programs documents to understand the assignment of **Communication Products** to be produced on the World Vision’s Assasuni area Program.
- B. To hold preparatory discussion with Committee, Zone-2 Communication Coordinator, Director Field Operation Zone 2 and the Area Program team about the preparations to produce **Communication Products**.
- C. The service provider will submit their fieldwork and shooting plan to Zone-2 Field Communications Coordinator, World Vision Bangladesh.
- D. Conduct field recce Pre-filming visits for better understanding the scenario and the context including the proposed shooting locations.
- E. Develop storyboard/ script/narration to capture overall program documentary with the necessary approvals from World Vision.
- F. To capture video footages as agreed with World Vision and as according to the prepared script.
- G. The service provider will work at least five (05) days for filming at proposed shooting locations and ensure quality footage.
- H. To record narration and prepare background music for the videos.
- I. To translate project beneficiaries’ voice into English subtitles.
- J. To prepare draft **Communication Product package** including videos documentary and submit World Vision for final feedback before the deadline of the contract.
- K. Finalize the **Communication Product package** including the video as according to the feedback provided by the World Vision Bangladesh.
- L. To manage all necessary tools and equipment including hard drive.
- M. The service provider must preserve the soft version of the designs (.ai files), raw footages for at least two / three (02/03) months to incorporate further data/information, and submit all the designs (.ai files) of the products, raw footage of the video documentary in a portable hard drive with final product.

- N.** Before final sign off from World Vision, the service provider will hand over the designs (.ai files) of the products, raw footages of the video documentary to Zone-2 Field Communications Coordinator or National Office Communications team.

4.2 Responsible of World Vision

World Vision will assure monitors and scrutinize the quality of aspects of the Communication Product; In addition, World Vision (the Zone-2 Field Communication Coordinator) will help the service provider to coordinate the field activities through its field staff and beneficiaries. However, following will be specific responsibilities:

- a. Identify the thematic cases for documentation.
- b. Organize a coordination meeting with Assasuni Area Program and Area Program Cluster team.
- c. Coordinate with Area Program staff for the field visit to capture the stories, photo-shoot and to capture the footages for video documentary.
- d. Provide feedback when and where necessary.
- e. Payment to the service contractor as per agreement.
- f. Give inputs to draft Communication Product and finalize the whole package.
- g. World Vision will go through the overall editing process.
- h. Assasuni Area Program Team will provide all relevant and necessary information of surveys, evaluations to formulate the Communication Product.
- i. World Vision reserves the rights to take any necessary decision including rejecting the entire process and/or assignment if requires.

5. Deliverables

Outline of Deliverables

- Area Program Closure Report-English (Max 40 pages, Soft Version Design only),
- Closure Report-Bangla (10 pages content and design soft version),
- Impact Leaflet-Bangla (4 pages content and design soft version),
- Impact Info-graphic-English (2 pages content and design soft version),
- Impact Story Book English and Bangla (60 pages book content and design soft version)
- Video documentary on World Vision's Health Nutrition WASH, Livelihood Technical Programs, Community Engagement, Education, Child Development Program, Disaster management and other projects highlighting the approaches, best practices, success, achievements and real impacts in the Assasuni Area Program focal areas.

Specifications of Deliverables

- a)** Submission of final design of Closure Report in English, soft version in ai, outlined EPS and PDF file.
- b)** Submission of final design of Closure Report in Bangla print ready soft version in ai, outlined EPS and PDF file.

- c) Submission of final design of Impact Leaflet in Bangla print ready soft version in ai, outlined EPS and PDF file.
- d) Submission of final Impact Infographic in English soft in ai, outlined EPS and PDF file.
- e) Submission of final Impact Story Book in Bangla and English, print ready version in ai, outlined EPS and PDF file.
- f) Submission of final master video in Bangla and English in at least 2 TB portable hard drive (Non-refundable).
- g) Video format must be in MP4/MOV (1080 P).
- h) All Raw footages, background music, voice over file, all project files (Premier pro + After effect) must be submitted in the same hard drive.
- i) The service provider will deliver the products to Zone 2, Barisal, Bangladesh

6. Technical guidelines and specifications (helpful for budgeting) :

- Closure Report in English, Max 40 pages should be designed with adobe illustrator software.
- Closure Report in Bangla, 10 pages should be design with adobe illustrator software.
- Leaflet in Bangla should be design with adobe illustrator software.
- Impact Infographic in English should be design with adobe illustrator software.
- Story Book in Bangla and English, English should be design with adobe illustrator software.
- **Number of Video Documentary:** One video Documentary in both English version and Bangla version **edited in Premier pro software.**
- **Duration: 5-10** minutes
- **Location for shooting:** Different Union of Assasuni Upazila under Satkhira District
- **Footage Quality:** At least 4K quality
- **Sound :** Vendor must use separate sound recorder to ensure sound quality. But not the built-in one sound of camera, also avoid the noise of the sound. **Background music track must comply with copy right.**
- **Subtitle:** English Subtitle (if any interview is conducted in Bangla) must be provided in English version documentary.

7. General conditions: procedures and logistics

The service provider will work outside World Vision 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 be abiding by the rules and policies of World Vision's Safeguarding Policy for Children and Adults.

8. Service Provider's qualifications: Contractor must have at least 2-3 years' experience of developing audio-visual content. Working with World Vision for developing such content will be preferred.

9. Standard procedures in the delivery of the products

- a. Copyright of film and all raw materials belongs to World Vision.
- b. All materials in support of the implementation of the task will be provided by World Vision office upon assignment of the concrete tasks.

c. In case of late delivery of services and unsatisfactory performance on behalf of the service provider, World Vision may refuse to accept delivery of all or part of the services and claim liquidated damages as per World Vision's special terms and conditions.

10. Time duration of the assignment

The selected contractor will be working under World Vision contract of services for a period of 45 calendar days (1.5 month).

10. Payment: WV will disburse full payment once the contractor submitted all the deliverables

11. Monitoring and evaluation of the assignment

The contractor will work in close cooperation with the Communications department of World Vision's National Office and Zone-2 Field office located in Barisal.

Quality check of products is critical for world vision and all products has to be international quality and brand standard. Failure of reaching that standard has negative implications on the eligibility of the agency.

International products are well available in websites.

12. Reservations and Confidentiality:

World Vision Bangladesh reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines.

The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political or religious beliefs in the documentary movie which is the subject of this contract.