Terms of Reference (ToR) for Agency Hiring

GENDER EQUALITY AND SOCIAL INCLUSION(GESI) PROMISING PRACTICES:

Purpose of the **Communication Product**	The overall purpose of the assignment is to produce high quality communication package show casing the transformational changes through male engagement for gender equality that World Vision brought to the life of the most vulnerable children and their families.
Identified areas/topics for Communication Products	Gender Equality Social Inclusion (GESI) is defined as a multi-faceted process of transformation that: ❑Promotes equal and inclusive access, decision-making, participation, and well-being of the most vulnerable; ❑Transforms systems, social norms, and relations to enable the most vulnerable to participate in and benefit equally from development interventions; ❑Builds individual and collective agency, resilience, and action; and ❑Promotes the empowerment and well-being of vulnerable children, their families and communities The focus of this assignment will be on the five GESI domains of access, participation, decision-making, systems and well-being. Find more here. All the mentioned products will be developed from Kaliganj, Dacope, Koyra, Shyamnagar sub-districts in Satkhira district, and Dewanganj, Islampur and Jamalpur Sadar sub-districts in Jamalpur district and at least two WVB working sub-districts in Thakuragaon district.
Duration	6 months

Reporting to	The vendor will report to Juliet Mondol, Manager, Brand Management and Corporate Communications, and coordinate closely with Farzana Tabassum, Communications and Graphic Design Coordinator, Nobo Jatra for quality and organizational compliance.

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.

2. GENDER EQUALITY AND SOCIAL INCLUSION(GESI) PROMISING PRACTICES: MALE ENGAGEMENT FOR GENDER EQUALITY

World Vision Bangladesh has integrated the **Male Engagement** approach as an inter-sectional theme across programming in health, nutrition and livelihoods 23 Area Programmes and grants projects. The MenCare approach is a group-based learning process to promote men's involvement in caregiving for gender equality. The MenCare approach promotes sharing household work and joint decision making between couples to facilitate transformation of traditional gender-based inequalities. The approach paves the way for women to participate in decision-making and economic activities. The Mencare approach has resulted in positive outcomes for gender equality. Husbands and wives make joint decisions on incomes, expenditure and assets. Men are sharing household and care giving work with their spouses and women are participating in household

decision-making processes. Men are also recognizing women's unpaid work and couples are equipped with the skills to resolve conflicts, communicate and create a peaceful environment for the welling of the family.

3. Objective of the assignment:

World Vision Bangladesh intends to engage a vendor to document and disseminate **the promising practices of the GESI activities within Nobo Jatra and other grant-funded projects to replicate those into other WV programmes** and this is visible and meaningful to all the internal and external audience.

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:

Sl. No.	Deliverables	Outline of the deliverables	Detail Plan of Action	Timeline
01.	6 Videos (Each video should have English & Bangla both versions- One version with English voiceover and Bangla sub	5 short videos (one video for each GESI domain) showing specific successes and lessons learned. Each video will be 3-5 minutes long. 1 overall video on the impact of male engagement approach to reach GESI mandated goals.	• Prepare script, scenario and narration/story board **and submit a storyboard and script to WV for approval before filming** • Compose background music for the video documentary • Capture necessary video footages (b-rolls, interviews) • All videos should meet broadcast quality and World Vision branding requirements • Prepare high quality, concise subtitle of all interviews in English • Edit and finalize the video documentaries based on detailed feedback from WVB	Mid-January 2022

	titles and another version with Bangla voiceover and English subtitles) N.B.: all videos will be produced from Kaliganj, Dacope, Koyra, Shyamnagar sub-districts in Satkhira district	This video will be 10-15 minutes long.	• For each video, the vendor should provide separate video files: 1 with subtitle and music and another without subtitle and music. • The music files should be submitted in mp3 files separately • At least thirteen (13) calendar days are required for video shooting • WVB consent forms are required for all interviews, video footage and photos.	
03.	Produce 10 Case studies (English)	Produce 10 Case studies (The case studies should focus on the impact of Male engagement approach on GESI (access, participation, decision	• Collect detail case studies visiting the World Vision project sites • Case studies should be written in concise, compelling English (zero error) that clearly showcases the impact of male engagement for gender equality.	Mid-January 2021

	N.B.: Mostly case studies will be produced from Kaliganj, Dacope, Koyra, Shyamnagar sub-districts in Satkhira district. Few will be produced from Dewanganj, Islampur and Jamalpur Sadar sub-districts in Jamalpur district and at least two WVB working sub-districts in	making, systems and well-being)	• Capture high-resolution photos (action-orientated, portrait, different angles). 20-25 best photos need to be produced for each story. All of the photos should be delivered to WV including Raw and Edited versions. • At least ten (10) calendar days are required for case study collection • WVB consent forms are required for all interviews, video footage and photos.	

	Thakuragaon district.			
04.	Produce 'Storybook' (English)	The story book will comprise 5 narrative stories taken from the most compelling case studies featuring the five GESI domains.	• Design story book (max 30 pages) following World Vision Branding guideline and provided specification • 6 photos to use in each story • Photos should include short 100-word captions in concise, compelling English (zero error) • Print 500 copies of high-quality (coffee-table book) story book as per specification **Specifications:** Story book Size : H: 8.25 inch X W: 9.25 inch Inner paper : 220 gsm solid card Cover jel paper : 150 gsm art paper Extra cover paper : 300 gsm solid card Print : 5 color both side print Lamination: Jel cover mat & sport Binding : Book binding with pasting board as per sample	January 2022
05.	Print Impact Report		• Print 500 copies of high-quality Impact Report as per specification (Cover: 356 gsm Art Card with Matt & Spot Lamination, Inner: 200 gsm Matt Paper, Leaves: 10, Color: 5 color (full) [Size: H: 11 inch, W: 8.5 inch]	

			• WV will provide the design	
06.	Mass media dissemination	03-05 most compelling stories will be shared on national television and print media guided by National Office Media desk.	• Engage and coordinate with media agencies • Ensure the 03-05 most compelling stories are shared on national television and print media in consultation with the approval of WVB	(January-February) 2022
07.	World Vision	Boost contents shared across WVB Facebook page.	Boost the 06 videos and 10 case stories shared across WVB Facebook page over the period of time. (The Reach should be 1 million)	Over the period of contract
08.	Event Management (Venue: Lakeshore) N.B.: World Vision will coordinate with hotels to arrange food for the guests.	2 Events - 1. A launching event of the impact report and the storybook. Donors, stakeholders, government representatives, etc. will be invited to attend the event. (guests' number: 200) 2. A national level learning sharing and closing event will be hosted by WV Bangladesh. Key government representatives, media, NGOs, INGOs, and stakeholders will	1. **Stage**: customized 24 inch (W), 12 inch (H) with branding (attach picture) 2. **Backdrop**: 24 inch (W),10 inch (H) with Wooden board 3. **LED**-18 inch (W), 8 inch (H) with platform (with animated designs for the screen) 4. **Sound**: Conference Sound System, 1 podium mic, 2 cordless mics, 2 lapel mics, stand mics (if there is any cultural program) 5. **Visibility**: • 08 stand banners with wooden board [4 inch (W),8 inch (H)] • 2 Entry Cut-Out • Customized Registration Booth with banner • Customized book unveiling logistics	1. February 2022 2. April 2022

		be invited. GESI's link to SDG 5 and SDG 10 will be shared with GESI's successes and lessons. (guests' number: 100)	• Zoom and internet Connection, Live Streaming, photography, videography • Rapporteur, Volunteer/Asher • Interpreter (Bangla to English) (8 devices) • Customized Podium • 06-08 Arm Chair (if panel discussion requires) • 10 sofas for Chief Guests • Gift Pack (folder, diary, pen, GESI storybook, GESI impact report, fridge magnet) (for specification please see below: **Appendix A**) Microsoft Word 97 - 2004 Document • Agency will design the visibility materials 6. **Media engagement** including drafting press release in English and Bangla	

1. Location

All the mentioned products will be developed from Kaliganj, Dacope, Koyra, Shyamnagar sub-districts in Satkhira district, and Dewanganj, Islampur and Jamalpur Sadar sub-districts in Jamalpur district and at least two WVB working sub-districts in Thakuragaon district.

2. Work Process

4. Scope of work of the service providers

The service provider should work closely with World Vision Communications for accomplishments of the following tasks:

A. Study the GESI documents to understand the assignment of **Communication Products** to be produced.
B. Hold preparatory discussion with Communications Department, World Vision Bangladesh.
C. The service provider will submit their fieldwork and shooting plan to Communications Department, 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 **thirteen (13)** days for filming at proposed shooting locations and ensure quality footage.
H. The service provider will work at least **ten (10)** days for collecting case studies.
I. To record narration and prepare background music for the videos.
J. To translate project beneficiaries' voice into English subtitles.
K. To prepare draft **Communication Product package** including videos documentary and submit World Vision for final feedback before the deadline of the contract.
L. Finalize the **Communication Product package** including the video as according to the feedback provided by the World Vision Bangladesh.
M. To manage all necessary tools and equipment including hard drive.
N. 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. And send the final package in 2 tera portable hard drive to National Office, Communications.
O. 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 National Office Communications team in 2 tera portable hard drive to National Office, Communications.

P. Adhere strictly to World Vision Bangladesh compliances including Do No Harm during fieldwork, safeguarding policies and obtaining hard copies of informed consent forms from all participants interviewed, photographed or on camera. These forms will have to be submitted to World Vision along with all final products.

Q. To provide a **low-res pdf (under 10 MB)** of the design materials (e.g: storybook).

4.2 Responsibility of World Vision

World Vision will assure monitors and scrutinize the quality of aspects of the Communication Product; In addition, World Vision 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.
c. Coordinate with field 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. World Vision 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.

Specifications of Deliverables

a. Submission of final design of printing materials in English, soft version in ai, outlined EPS and PDF file. Also, provide a **low-res pdf (under 10 MB)** of the design materials.

b. Submission of final master video in Bangla and English in at least 2 TB portable hard drive (Non-refundable).
c. Video format must be in MP4/MOV (1080 P).
d. Photos must be provided as original high quality .JPG files only
e. All Raw footages, background music, voice over file, all project files (Premier pro + After effect) must be submitted in the same hard drive.
f. Submission of written communications products (case studies, photo captions) in concise, compelling English that requires no final edits from World Vision.
g. Submission of consent forms used during interviews and shootings.
h. The service provider will deliver the products to World Vision Bangladesh National Office.
i. **Submission of all raw materials to WV at the end of the consultancy**

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

- Case Studies: The case studies need to be detailed with data, quotes from different level stakeholders like government representatives, WV staff and facilitators, showing impact in the individual's lives as well as community.
- Photos: Must be high resolution and captured by DSLR
- Story Book in Bangla and English, English should be design with adobe illustrator software.
- Number of Video Documentary: 06 video documentaries in both English version and Bangla version edited in Premier pro software.
- Duration: 5 videos (3-5 minutes), 1 video (10-15) minutes
- Location for shooting: Kaliganj, Dacope, Koyra, Shyamnagar sub-districts in Satkhira district, and Dewanganj, Islampur and Jamalpur Sadar sub-districts in Jamalpur district and at least two WVB working sub-districts in Thakuragaon distric
- 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:

- Outstanding videography and photography skills
- At least 5 years' experience in producing international quality audio-visual content, media management and event management.
- Proven and successful past work with World Vision or other development agency in developing such content will be preferred.
- Availability to travel immediately, upon signature of the contract
- Applying Agencies should have a crew i.e. not one man/women show.

9. Standard procedures in the delivery of the products

a. Copyright of films, documents, photos and all raw materials belongs to World Vision. The vendor may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from 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 180 calendar days (06 months).

11. Payment: Please find the payment modality.

After signing the ToR and submitting inception report: 30% payment

After providing the Story Book and 06 videos (approved by WVB): 30% payment

After completing all the deliverables: 40% payment

12. Monitoring and evaluation of the assignment

The contractor will work in close cooperation with the Communications department of World Vision.

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.

13. 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.

Agency Selection Criteria

GENDER EQUALITY AND SOCIAL INCLUSION(GESI) PROMISING PRACTICES: MALE ENGAGEMENT FOR GENDER EQUALITY

Sl.	Criteria	Points/Marks
01.	Understanding of TOR	20
02.	Team composition and technical capacity	20
03.	Work Plan	20
04.	Experience of Similar task	20
05.	Innovativeness	20
	Total Points (PASS MARK: 70)	

<u>The point of contact for technical queries:</u>

Juliet Mondol Manager, Brand Management and Corporate Communications, World Vision Bangladesh mobile: +8801719394803 | email: juliet_mondol@wvi.org

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APPNEDIX A

Gift Pack (folder, diary, pen, GESI storybook, GESI impact report, fridge magnet)

Specifications:

1. Folder: Material: 350 GSM art card Size: Height: 17 inches (including pocket height 4.5 inches) Width: 18.5 inch (including 0.5 inch backbone) Pocket: Height: 4.5 inch, width: 09 inches , both edge depth: 0.25 inch

2. Notebook: Height: 8.5 inches, Width: 5.5 inches Cover and Back: 300 gsm art card (matt lamination) Inner: 100 gsm offset (48 leaves) Chapter break: 06 leaves (150 gsm matt paper) Spiral 0 binding

3. Push Action plastic gel pen WV Logo printed

4. Fridge Magnet Material-White Acrylic 8 mm white, Printing- Digital (4 color) high quality magnet should be inside a pocket of the material