

Terms of Reference, October 2021

COVID-19 related Communication Materials for the RMG workers' in Chattogram

Seeking design assistance to develop marketing campaign assets for Public Health messages about Covid-19.

About WSUP

Water & Sanitation for the Urban Poor (WSUP) helps transform cities to benefit the millions who lack access to water and sanitation. WSUP was created in 2005 as a response to the urban explosion that has left many cities unable to provide basic services, such as access to a toilet or drinking water, to low-income communities. WSUP works alongside local providers, enabling them to develop services, build infrastructure and attract funding so that they can reach low-income communities. To ensure that services can reach as many people as possible, and will exist over the long term, we have a strong focus on financial viability. WSUP Bangladesh was established in 2007 and since then, has been working in partnership with cities, utilities, the private sector, and municipalities. WSUP in Bangladesh is currently working with institutions such as schools, Ready Made Garment (RMG) factories, city authorities, utilities, town authorities, local government departments, and communities with an aim to transform the cities. Find out more about WSUP www.wsup.com

About the Project

WSUP in partnership with funder has recently launched a project in Chattogram to support the RMG factories and their working teams. The project will reach RMG workers working in selected factories, as well as their families/households within the local communities they live in.

The project aim

To provide certain water and/or sanitation infrastructure, and also to increase awareness on positive hygiene behaviours and practices.

* This brief is to support the awareness activity through the development of marketing and message promotion campaigns.

* WSUP is looking for a firm/individual with campaigns/communications expertise and experience (working with advertising/marketing) to design and supply materials for this awareness and communication campaign.

The objectives of this campaign

- To increase protection against Covid-19 for the factory workers and enable them to return to work safely and securely.
- To improve understanding and adherence to the national and/or local COVID-19 safety protocols
- To raise awareness of the importance of COVID-19 vaccination
- To motivate the targeted RMG workers and their families to register for COVID-19 vaccination.
- To promote and educate the positive health benefits of proactive practices such as handwashing

Scope of work

WSUP is seeking an experienced design/communications/marketing agency to create marketing materials to promote the above objectives. Within an ongoing project supported by funder, WSUP is focussing on RMG factory workers and their families/communities in low-income areas of Chattogram.

Audience insights

The campaign, in order to motivate vaccination registration, will need to demystify the negative associations/rumours or misinformation surrounding the decision to be vaccinated.

Proposed campaign assets

Within the agreement with the funder and WSUP have agreed the following communication assets be part of the campaign:

- short videos (e.g. animation or live-action),
- certain printable materials and
- potentially to explore short audio.

Campaign activation

The communications mix has yet to be agreed, and the proposed campaign assets are based on a few channels we believe to be suitable to reach low-income residents of Chattogram, specifically;

- used by Community Mobilisers (engaged by WSUP) in their door-to-door and/or local mobilisation work with the RMG factory workers and their families/communities Themobilisers will also have a tool to show the video or audio (e.g. tablet or smartphone).
- there is the opportunity to disseminate/broadcast campaign messages within specific RMG factories through their PA and video systems.

Target audience

The focus of the campaign is to connect with RMG factory workers and their families/communities in low-income areas of Chattogram. This will be predominantly adults, including many female RMG factory workers, as well as their immediate families and/or neighbours. RMG factory workers have completed a minimum of Primary Level education. The campaign is set to continue until mid-March 2022.

What we want our audience to do and know

Do: RMG factory workers and their families/community to register to get vaccinated

Learn/Know the personal protective measures against covid transmissions – such as handwashing, mask use, surface cleaning, and regular testing.

A summary of required design/creative work is available in the *expected deliverables* section below.

Visual identity & copyright issues

All materials should comply with our visual identity. Full details of WSUP's visual identity can be downloaded from here: <https://wsup.sharefile.com/d-sa199ea35e49412ca>

We can provide vector versions of the WSUP logo and the skyline motif. We will also need to credit the relevant funder, WSUP will provide the necessary logo.

WSUP will hold the copyright of all the materials developed throughout the assignment and the materials used (including figures, sounds, music, etc.) in the development process must not breach the "copyright protocol" embedded in the online means/channels such as you-tube, Facebook, etc.

Expected timeline

- Proposal to WSUP: 24 October 2021
- Award and sign contract: on/before 31 October 2021
- Expected final deliverables to WSUP: 30 November 2021

Assumptions:

- Assume at least two rounds of amends.
- The planning, designing, and development of multiple materials can be done concurrently.
- The successful agency on being awarded the contract will work with WSUP to establish an agreed, t comprehensive and realistic timeline

Expected deliverables

Design work

Message(s)	Format	No. of versions	Size / duration (per version)	Additional comment
<i>COVID-19 safety protocols / practices and promotion of COVID-19 vaccination</i>	Sticker (graphics and text)	6	2.5 inches x 6.5 inches	The audience will be low income residents of Chattogram, predominantly adults. Visual/pictorial ideas will be preferred.
	Leaflet (graphics and text)	2	A5 minimum	
	Video (WAV format)	10	15 seconds	Animation or live-action - including visual and audio
	Audio (mp3 format)	2	75 seconds	Includes creation of audio script and recording with 2 or more voices

Printing work:

1. 30,000 units sticker style – CMYK colouring (Gloss finish)
2. 20,000 units paper (suggest A5), for use as a leaflet – CMYK colouring (Gloss finish)
3. Delivery of all printed materials to the WSUP Chattogram office.

Expected technical proposal

WSUP is expecting a technical proposal with at least four segments- proposed methodology, proposed timeline, previous work showcasing similar jobs/projects for example in “Communication for Development” (C4D). The technical proposal will carry 80 out of the 100 points for evaluation where the point distribution will be as follows-

Proposed Methodology	10
Proposed Timeline	25
Similar Experience	20
Experiences in Communication for Development	15
Overall Arrangement of the Proposal	10

Expected financial proposal

- The financial proposal will carry 20 points out of 100 and must be organized in a self-explanatory manner being clearly annotated.
- Itemise costs for all the design and development are requested distinctly from printing/publishing costs.
- Please include all applicable TAX, VAT, and any other relevant levies; financial proposals without these will not be accepted.
- The selected firm/individual will receive an upfront portion of the contract value amount upon signing and the remainder will be paid after acceptable completion of the assignment.

Submission of the Proposal

Please send your proposal by 5 pm on 24 October 2021 to: wsupbangladesh@wsup.com and write to hrahman@wsup.com for any further queries regarding the terms of reference.