

Terms of Reference

SWEEP Animation - Bangladesh

Water & Sanitation for the Urban Poor (WSUP) wants to create a 90-120 second animation on WSUP's ground-breaking enterprise development model, SWEEP, in Bangladesh.

Find out more about WSUP www.wsup.com

About WSUP's work

In Bangladesh, nearly half the population living in urban areas have no access to improved sanitation facilities, impacting their health, safety, dignity and economic opportunities.

Many cities have no plan for faecal sludge management (FSM), and do not know how they can change this or why it is important to safely manage sanitation.

To tackle this challenge, and to overcome the issue of high upfront capital costs, we've established a public-private partnership called SWEEP. The SWEEP model creates opportunity for private enterprise to enter the sanitation market. So far, SWEEP has benefitted 1.8 million people and removed 32 million litres of human waste from communities across Bangladesh.

Currently, investment in sanitation is being offered by international financing institutions through funding for vacuum tankers and treatment plants in over 90 new locations. To maximise this opportunity and to address the growing demand for such services, new enterprises need to be supported to enter the sanitation market.

To do this, WSUP is introducing a new SWEEP light-touch model which aims to bring enterprises to the market and to profitability quicker.

Scope of work

The aim of this project is to showcase:

- the journey of SWEEP based on our experiences in 3 cities: Dhaka, Rangpur and Chattogram
- what is it that makes a SWEEP enterprise successful
- how a light-touch model will allow WSUP to advance enterprise development, working with new municipalities and smaller towns – describing the light-touch model / offering.

We are looking for a consultant to create a 90-120 second animation that demonstrates the above points.

We may require a voice-over / narration to explain the different steps involved. This would need to be in English but we may also need one in Bangla.

The film will primarily sit on our website and YouTube channel, but we will also use it for social media.

WSUP will create a script and will work with the consultant to develop this further.

Style

Check out this game 'The Bottom Line' which is a simulation for anyone interested in running a sanitation business. The style of the animation could be similar.

<https://www.wsup.com/the-bottom-line/>

Here is another animation that was created in-house for World Toilet Day

<https://twitter.com/WSUPUK/status/1328337025842483200?s=20>

For more about SWEEP, please check out previous 2 films:

- <https://www.wsup.com/blog/enabling-the-private-sector-to-provide-affordable-sanitation-services-in-bangladesh/>
- <https://www.wsup.com/blog/a-vision-of-a-green-city-can-improved-sanitation-help/>

Visual identity

The film should comply with our visual identity. This includes:

- Any text on the screen should be in Arial.
- The only colours that should be used for text / graphics are light blue (RGB: 0, 114, 206) and dark blue (RGB 0, 51, 160) or white

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.

Music

We would like some simple music to bring the animation to life.

Timings

Content ready by 25 November 2021.

Script development – September
Onboarding consultant – September
Content creation – October & November

We would assume three rounds of feedback.

Budget

Please advise on your costs for this project. Please quote the number of days that you will need to deliver this work, and your day rate as well as any other costs that would be incurred.

Submission

Please send your proposal by **5pm on 26 September 2021**,

to: wsupbangladesh@wsup.com

Terms and conditions of payment

The supplier should bill the client once the work is complete.