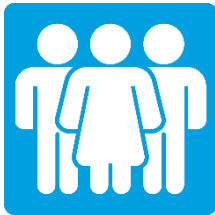
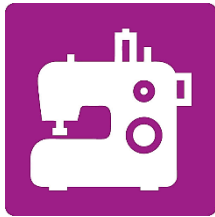


# Collective Impact on Future of Work in Bangladesh Project



## TERMS OF REFERENCE (ToR) FOR

VIDEO DOCUMENTATION AND CASE STORY COLLECTION OF OPORAJITA-COLLECTIVE IMPACT ON FUTURE OF WORK IN BANGLADESH PROJECT



**Funded by: WaterAid**

**Implemented by: Village Education Resource Center (VERC)**

Your name

Md Moksadul Alam

Team/department/country	Collective Impact Project team
Who is your audience?	<ul style="list-style-type: none"> <li>• General public</li> <li>• WaterAid’s partners and prospects</li> <li>• Other WASH-sector actors</li> <li>• Government and regulatory bodies</li> <li>• Media outlets</li> </ul>
When is the final deadline you need this content by?	November 7 <sup>th</sup> 2024
Background	<p>VERC is a national NGO working since 1977 with the vision of “A self-reliant and enlightened society based on justice, equity, and sustainability where every human being has an equal opportunity to maximize their potential”. VERC is implementing one of the Water, Sanitation, and Hygiene (WASH) Projects named “Collective Impact on Future of Work in Bangladesh Project” for RMG (Ready-Made Garments) Workers in Bangladesh, which aims to improve hygiene practices and access to safe drinking water and sanitation among female garment workers, their children, families, and their communities address the critical needs of RMG workers by improving their access to clean water, sanitation facilities, and promoting hygiene practices.</p> <p>As the project nears completion, we seek to document its journey and achievements through a comprehensive video and a few case stories that encapsulates the project's story from inception to conclusion. The assignment entails capturing powerful films of the journey of our WASH interventions and project beneficiaries, and the communities benefitting from our interventions throughout the project. The location of the shoot will be at communities, schools and RMG factories in Savar and Gazipur.</p>
Total number of products you require for final distribution?	Find the attached document
What is your call to action?	Highlight the WASH situation in RMG factories and RMG workers living places and the impact of our work to ensure access to safe drinking water and sanitation among female garment workers, their children, and families. The RMG workers living in communities, school attended by their children and the factories they work in are covered under this project.

	<p>Case stories attribute:</p> <ul style="list-style-type: none"> <li>• Change stories of project beneficiaries</li> <li>• Change in community, schools</li> <li>• Capture overall changes in the lives of people of the community, school and RMG factories</li> </ul>
Which channel/s will you use?	<ul style="list-style-type: none"> <li>• WaterAid and VERC's Website and social media and other outreach channels - internal and external</li> <li>• Internal Resources</li> <li>• Donor Reporting</li> </ul>
Which channel/s will you use?	Camera apparatus for videography, sound recording devices for capturing interview, lighting systems, and any other essential equipment recommended by the service provider.
Delivery method	Delivery of content assets is to be in a hard drive and via online link (Google Drive, OneDrive, etc.)
Please list everyone involved in reviewing, providing feedback and signing off the product/s	Md Moksadul Alam, Syful Karim, Anindita Hridita, Aritra Ankan Mitra
Is this content embargoed?	Yes

### About assignment:

The stories we gather need to show the critical nature of WASH issues and how we are providing solutions to communities and schools. During the trip, we will need to spend long hours speaking with RMG workers, community members and students to gain authentic and in-depth stories about life with and without water and sanitation and to see the difference that WaterAid's projects make in people's lives. This should be shown through the lives and experiences of individuals and families. These stories need to be very emotive. Many people who see these stories will have little or no knowledge of water and sanitation issues.

### Project location:

The project Collective Impact on Future of Work in Bangladesh is being implemented at communities of Ashulia, Yearpur and Dhamsona unions of Savar upazila, Dhaka and 5,6,8,9,13 no. wards of Gazipur City Corporation. Other than the communities, the project activities are also being implemented at two factories of Savar and Gazipur. The video documentation will primarily cover the activities at the community and factory level.

### Expected deliverables

- One Video documentation with two different versions

- 5-6 minutes long video - focusing on the project activities and changes in people's lives
- Similar video with a shorter duration of 2.5 minutes for social media
- Minimum 6 video testimonials from beneficiaries/stakeholders
- Minimum 10 written case stories of beneficiaries/stakeholders with appropriate pictures (portraits and action shots) highlighting the change
- Portraits and action shots of project interventions, activities and beneficiaries
- A project brochure containing project challenges, successes and learnings (with photographs)

## Content specification:

We require quite a wide edit so that we have plenty of options to choose from as we curate the content for future usage across a range of platforms and channels.

Ahead of the shoot, there will be a meeting to discuss photography including a look at the WAB draft photography style guide and some thinking around creative executions to try on the shoot.

Details of deliverables include the following:

### Video documentary:

- One Video with two versions
  - 5-6 minutes film focusing on project interventions portraying project activities and how this initiative is changing people's lives
  - Same video with a shorter duration (around 2.5 minutes)
- The film needs to be in Bangla, with English subtitles
- All rush footage shot during the assignment need to be provided in an HDD for documentation purpose

### Case stories:

- Minimum 10 written case stories focusing on our interventions, changes and good practices, along with appropriate pictures of beneficiaries (portraits and action shots)
- The number of case stories will be finalized upon discussion

### Brochure/one pager:

- A brochure (foldable) containing project activities, challenges, learnings and successes.
- The contents of the brochure will be finalized upon discussion.

### Portraits and action shots:

- Take portraits/photographs and action shots of our beneficiaries, interventions, activities and stakeholders

## Major Role and Responsibility:

The Documentary will be produced with the support of the Monitoring and Documentation section of VERC and Communications team of WaterAid

Bangladesh. The consultant/s will work closely with the VERC WASH project team. Necessary programmatic support, site selection, participant selection, thematic support, and technical support will be provided by VERC.

The specific tasks and responsibilities of the VERC and the consultant(s) are explained the following:

### **Consultant firm responsible for:**

- ❖ The consultant firm will hold preliminary meetings with the VERC and WaterAid regarding the documentary's aims, script, context, key messages, target audience, output of production and others.
- ❖ Before conducting shooting, consultant firm will visit the field and share a shooting plan.
- ❖ The consultant will be responsible for filming interviews with key project stakeholders including consortium partners and clients, capturing relevant footage, relevant locations related to the documentary work. (as per script and need based).
- ❖ All the interviews at community and factory level will be taken upon receiving consent from the interviewees with support of VERC. The consultant/consultancy firm will collect the consent form from VERC before initiating the documentation.
- ❖ High-quality audio and visual elements will be ensured during the filming process.
- ❖ Editing and post-production work will be carried out by the Consultant firm, incorporating feedback and revisions from VERC and WaterAid as needed.
- ❖ Include voiceover, subtitle (Bangla & English), music and sound (without copyright), graphics, additional element with coordination with VERC and recommendation from WaterAid.
- ❖ All the post-production tasks will be completed by the consultant firm to ensure quality product.
- ❖ Consultant firm will provide regular updates and incorporate feedback from VERC and WaterAid for smooth production.

### **VERC is responsible for:**

- ❖ Field management and coordination, site selection, participant selection and community mobilization.
- ❖ Support in developing a video documentary script and provide direction.
- ❖ Ensure shooting location permission (specially at factories).
- ❖ Assisting to handle sensitive issues in the community context and supplying written consent forms.
- ❖ Provide relevant documents to review and help consultants develop logical linkage of the selected cases and examples.
- ❖ Provide essential guidance based on the situation.
- ❖ The monitoring and documentation officer will be the focal person responsible for this project and coordination with the consultant.

### **Tentative work timeline:**

The time schedule for filming is given below:

Activities	Timeline
ToR circulation	12 September 2024
Proposal submission	22 September 2024
Finalize the successful agency and notify through email	26 <sup>th</sup> September 2024
Finalizing concept/storyboard	1 <sup>st</sup> October 2024
Field work	2 <sup>nd</sup> -11 <sup>th</sup> October 2024
Delivery of draft video, case stories and brochure	21 <sup>th</sup> October 2024
Delivery of final products	31 <sup>st</sup> October 2024

\*The timeline will be finalized upon the discussion with the consulting agency

### Copy right:

- ❖ The final video documentary production, raw footage, audios, photos, and all associated information are the intellectual property of VERC and WaterAid. The national Copyright Law will apply if the information and production are disclosed to the public or used in any way without the written permission of VERC and WaterAid, except for the actual purpose of this work.

### Eligibility Criteria:

- ❖ At least 3 years working experience in similar type of work.
- ❖ Ability to understand NGO activities and work.
- ❖ Good understanding of local language, culture, context and sensitivity.
- ❖ Availability, readiness to work promptly, and openness to a variety of feedback.
- ❖ VERC has a policy of zero tolerance towards sexual exploitation and abuse (SEA) and the consultant will be bound by the PSEA policy.

### Ethical Image Policy and Consent: Proposal Submission:

- ❖ Please send the proposal either manually or via email at the following address:
  - B-30, Ekhlash Uddin Khan road, VERC, Anandapur, Savar, Dhaka-1340
  - mrashid@vercbd.org
- ❖ The interested consultant firm/individual should submit a letter of interest (max 2 pages) including a list of similar work experience, two recent works (drive link), client information, information of the focal person and their contact.
- ❖ The following documents should be needed - updated trade license, TIN certificate and BIN certificate, last income tax return certificate, trade license holder NID, Bank info, Experience/ Work order copy of any NGO/INGO.
- ❖ A detailed work plan outlining how they will accomplish the tasks mentioned above.
- ❖ Samples of previous work, particularly similar projects with necessary documents
- ❖ A budget breakdown for the entire project.
- ❖ A proposed timeline for completion

### Payment method:

Payment methods will be applicable according to VERC financial policy. Payment installment will be decided by discussion between VERC and the consultant.

## Contact person

Syful Karim & Aritra Ankan Mitra from WaterAid Bangladesh and Md Moksadul Alam from VERC will be available to answer any queries or clarifications you might have regarding this RFP at [syfulkarim@wateraid.org](mailto:syfulkarim@wateraid.org), [moksadulalam@vercbd.org](mailto:moksadulalam@vercbd.org) and [aritrmitra@wateraid.org](mailto:aritrmitra@wateraid.org).