

## Terms of Reference (ToR) for Video Documentary

### Introduction

[Centre for Policy Dialogue \(CPD\)](#), the secretariat of [Citizen's Platform for SDGs, Bangladesh](#), is implementing a project titled “**Emergence and Evolution of Citizen's Platform for SDGs, Bangladesh: Towards a Learning Framework.**” Under this project, Citizen's Platform has initiated an exercise to develop a learning framework which will also document its emergence and evolution as well as guide its journey going forward.

#### *Objective of the exercise/ project*

- I. To prepare a document narrating the evolution of the Platform from the descriptive collateral.
- II. To document the learning experience including the accomplishments and challenges of the network.
- III. To develop a conceptual and operational framework anticipating the upcoming challenges for the network.

### About the Citizen's Platform for SDGs, Bangladesh

Citizen's Platform for SDGs, Bangladesh was formed in June 2016 with the objective of providing a policy stage to the non-state actors (NSAs) in Bangladesh to contribute to the implementation of Sustainable Development Goals (SDGs). The Platform seeks to enhance transparency and accountability in the SDG process at the country level. It particularly aims to promote the 2030 Agenda's pledge to “**Leave No One Behind**” in the process of development. Since its inception, the Platform has emerged as the largest forum for the NSAs that include a unique blend of non-government development organisations, civil society organisations (CSOs) and private sector associations in Bangladesh. The Platform currently has over 120 Partner Organisations. These organisations work on knowledge generation as well as monitoring of national development policies towards delivering SDGs by 2030. Moreover, the Platform undertakes policy advocacy and stirs new conversations on relevant challenges and solutions. All these are accomplished through regular conferences and dialogues at the national level, capacity development workshops, international events, and webinars.

### Purpose of the ToR

Centre for Policy Dialogue (CPD), the secretariat of Citizen's Platform for SDGs, Bangladesh is looking for a professional visual storyteller to make following three documentaries:

1. ***One Video on “About the Platform” [Duration: Maximum 5 mins]***

This video will serve as an introductory piece to the public, providing an overview of network. The video also aims to raise awareness and understanding of the Citizen's Platform's organisation's mission and work. The video will also focus on the following key aspects:

- Core objectives of Citizen's Platform
- Overview of activities and accomplishments
- Governance structure and key partners
- A glimpse of prospects and plans

## Requirements

- **This documentary will be a fully animated video, utilising techniques such as stop motion, motion graphics, and animated infographics to effectively showcase the activities, mission, vision, partnership, governance structure, and other aspects of Citizen's Platform. Vendors are also encouraged to propose any other animation processes that can clearly communicate the required information. Citizen's Platform will provide necessary documentation of its activities in the past.**
- **There will be two separate version of this video** – one with English voiceover and one with Bangla voiceover.
- Short-listing voice over artist and conducting vocal takes along with audio mixing and mastering into the final version of the videos
- Using copyright-free background music
- Using copyright free images and graphics (if necessary)

## 2. *One Video on "Evolution and Learning Framework" [Duration: 5-7 mins]*

The video will be based on the document on the learning framework which is currently under preparation. This will capture the emergence, evolution, and insights from the network's journey. **This video will serve as a piece to potential funders, international development partners, and other supporting partners interested in understanding Citizen's Platform's achievements and development as a country-wide network.** The video will also focus on the following key aspects:

- A review of Citizen's Platform's past activities and projects
- Paradigm shifts and adaptive strategies throughout the five phases of Citizen's Platform
- 5-6 major learnings from the journey
- Role of the key stakeholders (Secretariat, Core Group, Supporters, Active Partners, and Media)

## Requirements

- Pre-configured video documentation of all important activities by Citizen's Platform
- Interviewing 5 individuals and capturing videos of any relevant party as per the demand of the mutually agreed final script
- Visual infographic presentation (if necessary)
- Voice over will be in English

- Short-listing female voice over artists and conducting vocal takes along with audio mixing and mastering into the final version of the videos
- English subtitles are needed for individuals with hearing impairments
- copyright-free background music
- copyright free images and graphics (if necessary)

### **3. One Video on “Voices of the Unheard” [Duration: 5-6 mins]**

Citizen’s Platform has successfully included and highlighted the voices from various disadvantaged citizens and communities through its evidence generation and advocacy efforts. In 2017, [Citizen’s Platform produced a video on the concept of the LNOB in the context of Bangladesh.](#)

This video will highlight Citizen’s Platform’s efforts in featuring the voices of various disadvantaged citizens and communities on pressing issues.

#### **Requirements**

- Interviewing 10 individuals and capturing videos of any relevant party as per the demand of the mutually agreed final script
- Shooting outside Dhaka (5 locations)
- Visual infographic presentation (if necessary)
- The language of the video will be Bangla
- English subtitles required
- Short-listing female voice over artists and conducting vocal takes along with audio mixing and mastering into the final version of the videos
- copyright-free background music
- copyright free images and graphics (if necessary)

#### **The process for creating the documentaries will involve:**

- Inception Meeting
- Development of the script/story board
- Pre-configured video documentation of all important activities by Citizen’s Platform
- Design of screenplay
- Final compilation and editing of the videos
- Credit lines to be provided by Citizen’s Platform.

#### **Target audience**

The user/audience of the film/documentary will be:

- Development partners/Supporters
- Other Development stakeholders (INGOs, National NGOs/Program partners, Civil society organisations, national and international forum, such as High Level Political Forum on Sustainable Development-HLPF and media)
- Government officials
- Political leaders

- Academics and researchers

The 'About the Platform' and 'Voices of the Unheard' may be shared in Citizen's Platform's social media platform, thus, also requires the video to be communicable with the mass audience.

### Main deliverables

The main deliverables of this visibility and communication material are:

1. One video on 'About the Platform' – A high quality of maximum 5 minutes' video documentary as per the above requirements.
2. One Video on 'Evolution and Learning Framework'- A high quality of maximum 5-7 minutes' video documentary as per the above requirements.
3. One Video on "Voices of the Unheard"- A high quality of maximum 5-6 minutes' video documentary as per the above requirements.

### Other deliverables

- Approved work plan for the tasks
- Script/s
- On-site filming
- Submission of rough cut
- Editing, adding subtitles, incorporating changes required by the secretariat of Citizen's Platform
- Submission of the final cut
- Provision of original editing file of final video cut and provision of all raw footage for further usage
- Aired/Social media versions
- A master copy
- Copy of editable files
- An upload-able/ web version of the videos
- Photos documentary – Series of 50 good quality-high resolution photos taken from the video shooting areas

### Equipment

The visual storyteller will be required to have his or her own equipment and be available for travel as per schedule prepared jointly with CPD, the secretariat of Citizen's Platform.

### Specific requirement

- The video should be submitted in HD/4K quality in file format(s) to be agreed before final sign-off.
- The minimum accepted resolution for the photo is at least 8 million pixels with zero compression shot as a RAW file and JPEG file format.
- The photo images will be copied on master DVDs or an external hard disk depending on the quantity of data involved.
- The photo images should be accompanied by brief captions regarding the picture and an explanatory sheet giving background information about the photos (date, location, name, age,

and role of the person on the photo etc. as well as the name of photographer). The company/ firm must obtain informed consents from the subjects/interviewees. Citizen's Platform will provide consent form and guideline.

- Ensure visibility/logo of the Citizen's Platform for SDGs, Bangladesh
- The company/ firm will be obliged to return the received amount of payment paid in advance if the production fails to comply with the secretariat of Citizen's Platform, CPD's standard. CPD holds all rights to terminate the contract at any point of time in case of violation of agreement.

### Video & Photos Ownership and Usage

All videos and photographs will be the exclusive property of CPD, the secretariat of Citizen's Platform for SDGs, Bangladesh with unfettered right over its usage, reuse, reproduce and sharing in any manner and that the contracting individual will neither claim any legal ownership or copyright over these photographs nor will they use, share, sale, exhibit or barter any of the photographs for any purposes whatsoever, whether commercial or non-commercial.

However, CPD will ensure credit of the work whenever the images are used. The company may, however, use the photographs to promote or display their work with due credit to CPD as a client with latter's prior permission. CPD will also be entitled to use and reproduce the videos and photos made under this consultancy.

### Proposal evaluation

#### 1. Technical Evaluation

- The visual storyteller should have a professional experience of minimum six (06) years preferably in developing professional video and/ or photo- documentary;
- The visual storyteller needs to demonstrate his/her work, preferably taken in diverse situations;
- The visual storyteller must be appropriately sensitive towards gender, values and norms of community people, civil society, local administrative and policymakers.

#### 2. Financial Evaluation

The applicants also need to submit the financial proposal highlighting the cost. CPD will only open the financial proposals from companies/ firms whose technical proposals meet the above-mentioned criteria.

### Evaluation criteria

Area(s)	Criteria	Weight
<b>Technical- 80</b>	Understanding of the ToR	10
	Strong skill and expertise on carrying out similar assignment (based on provided evidence)	20
	Quality, creativity, and innovation of reference work submitted	20
	Management structure and qualifications of key personnel & team composition	30

<b>Financial- 20</b>	Competitive pricing and overall reasonable, justifiable financial proposal	20
<b>Total</b>		<b>100</b>

### Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through email [procurement@cpd.org.bd](mailto:procurement@cpd.org.bd) in PDF form duly signed by mentioning subject line **"Citizen's Platform's Three Documentary Video"** by **11.59 pm, 16 August 2023.**

### The technical proposal must include the following:

1. Company Profile
2. Understanding of the Assignment
3. Work schedule
4. Team composition
5. Any other relevant Information

**The financial proposal** will detail out the budget required to complete the assignment, including consultancy days and fees for the key members of the team, and any other expenditure. (Kindly mention the nature of the expenditure).

### How to apply

The company/ firm must submit the following documents along with Technical & Financial Proposal (including VAT/TAX):

- Maximum 2-page Company/ firm profile highlighting related assignment completed with client name, contract person and mobile number
- Lead Consultant's (who will lead the assignment) Maximum 2-page CV highlighting related assignment completed, role in of the completed assignment
- Other Team members' (who will involve in the assignment) one paragraph short CV highlighting related assignment completed and role
- Trade License
- TIN certificate
- Acknowledgment receipt for the last annual TAX return (2022-23)
- BIN Certificate
- Bank Account details

**The financial proposal should include 15% VAT. The company must provide Mushak 6.3 along with the invoice. CPD will deduct VAT as per government rules and policy at source from the agreed consultancy amount. CPD will also deduct 10% TDS. Technical and financial proposals should be submitted separately along with sample copies of previous work on documentary on development work.**

**For your proposal to be accessible by CPD, the size of the proposal submitted via email should not be greater than 4MB. For additional material/document, it can be sent via google drive.**

**For any clarification of the ToR, kindly contact**

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