

Terms of Reference (ToR)

Centre for Policy Dialogue (CPD) Power and Energy Study video

Industrial Rooftop Solar: Connecting with Owners

Introduction

CPD Power and Energy Study has been conducting a series of evidence-based and policy advocacy research projects aimed at challenging the fossil fuel (coal, oil, and gas, including LNG) based energy structure from the perspectives of economic viability and environmental concerns. CPD Power and Energy Study has established the Private Sector Renewable Energy Forum (PSREF) to significantly accelerate the adoption of renewable energy within key industrial sectors in Bangladesh, particularly the ready-made garment (RMG) sector. PSREF is designed to be a crucial platform to address these challenges by fostering dialogue among industry players, financial institutions, government bodies, and development partners.

CPD, in collaboration with export-oriented industries including apparel, textile, agro-processing, and tea plantation, is working to promote renewable energy transition, especially solar transition, in the apparel industry. To make just transition to renewable energy CPD will be generating several knowledge materials for the respective industry stakeholders. The objective is to create a connection with the industry owners and decision makers of these export-oriented sectors by providing an easy-to-understand knowledge material (video) regarding the installation of the rooftop solar in the industrial infrastructure to comply with their decarbonization commitments, as well as to know alternative sources of energy-mix along with the existing fossil-fuel-based adaptation.

CPD is in need of a professional visual storyteller to narrate and promote the renewable energy transition adaptation among different stakeholders **through 1 (one) video**. The material aims to:

1. An introduction of the Renewable energy landscape for the export-oriented industries in Bangladesh in view of their decarbonisation commitment as well as cost-effective energy sourcing outside fossil fuel,
2. Full installation process with basic information on the components of a solar power system for industrial infrastructure,
3. Financial benefits of solar adaptation in both enterprises and mid-tier factories,
4. Highlight of the broader commitment towards environmental justice.

Purpose of the videos

The video aims to ensure that the relevant stakeholders have a clear idea of CPD's work and output. Thus, from the video, it is expected that:

1. The target audience will be able to have an idea of why solar system installation is important for the enterprise. The simple yet elaborate explanation of the installation process for everyone. The financial and environmental benefits of renewable energy adaptation for the respective industry.

The process for creating the documentary will involve

- i. Development of the script/storyboard,
- ii. Confirmation of the script from the CPD,
- iii. Collaborating with ECP developers to capture the full solar installation process in a factory,
- iv. Computer-generated imagery (CGI) of the solar system's components,

- v. Highlighting the cost benefits of rooftop solar systems for both vertical and horizontal infrastructure,
- vi. Explanation voiceover of the installation process,
- vii. Compilation and editing of the video,
- viii. Final review and confirmation from CPD.

Working Location

The filmmaker will shoot the video near Narayanganj/Ashulia/Gazipur (suggested by EPC developers) to capture the full process.

The filmmaker may require several days of outdoor shooting.

Working language

The voiceover will be in Bangla with English subtitles.

The subtitles must be prepared by the filmmakers and must be approved by CPD.

Target audience

The user/audience of the video will be:

- Industry owners/decision makers of the Apparel, Textile, Agro-processing, and Tea-plantation sector

The video may be shared in various PEREF workshops and events; therefore, it also requires being communicable to a mass audience.

Main deliverables

The main deliverables of this visibility and communication material are:

1. A HD/4K quality video of maximum 2-3 minutes' organisational video as per the above requirements.

Other deliverables

- Approved work plan for the tasks
- Script
- On-site filming
- Submission of rough cut
- Editing, adding subtitles, and incorporating changes according to CPD's feedback.
- Submission of the final cut
- Provision of the original editing file of the final video cut and provision of all raw footage for further usage
- Aired/Social media versions
- A master copy
- Copy of editable files
- An uploadable/ web version of the video

Video Ownership and Usage

All videos will be the exclusive property of CPD, with unrestricted usage, reuse, reproduction, and sharing rights, and the contracting individual will not claim legal ownership or copyright over these videos, nor will they use, share, sell, exhibit, or barter any of the videos for any purpose, commercial or otherwise.

Proposal evaluation

1. Technical Evaluation

- The visual storyteller should have a professional experience of a minimum of three (03) years, preferably in a developing profession.
- The visual storyteller needs to demonstrate his/her/their work, preferably taken in diverse situations.
- The visual storyteller must be appropriately sensitive to gender, values, and norms of the community people, civil society, local administration, and policymakers.

2. Financial Evaluation

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

Evaluation criteria

The submitted proposals will be evaluated according to the following criteria:

Area(s)	Criteria	Weight
Technical- 65	Understanding of the ToR	20
	Strong skills and expertise in carrying out a similar assignment (based on provided evidence)	20
	Quality, creativity, and innovation of the reference work submitted	15
	Management structure and qualifications of key personnel & team composition	10
Financial- 35	Competitive pricing and an overall reasonable, justifiable financial proposal	35
Total		100

Timeline

This project must be completed by December 2025. It might be rescheduled if any major disaster/situation happens. The video shoots will most likely be done in different locations in Dhaka. The visual story taller must submit a timeline for the proposed project.

Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise the following sections and given page limit.

Topic	Page Limit (Max)
Cover Page	1 Page
Table of Contents	1 Page
Technical Proposal	
Understanding of the assignment (without copying from the ToR content)	1 Page
Time plan for the assignment	1 Page
Skills and strengths to carry out the required tasks (please indicate your proposed team, including the profile of key team members)	1 Page
Previous experiences for similar works	1 Page
Any other relevant information (if required only)	1 Page
Financial Proposal	
Budget detailing of the total fee (including VAT and tax as per the	1 Page

government rules)	
Total	8 pages

Note: * A Sample of previous works can be sent in a separate file; it should not be part of the main proposal document.

- The following documents need to be provided with the proposal in a separate attachment:
 - Firm profile highlighting related assignments completed with client name, contact person, and mobile number (maximum 2 pages)
 - Scanned copy of the firm's registration certificate, TIN and VAT registrations, and Bank Account details
 - A copy of the firm's acknowledgment receipt of the annual TAX return
- The e-mail subject line should mention "**CPD PSREF Video**"
- Please send your proposal document to procurement@cpd.org.bd by **10 November 2025**.
- For any query regarding the ToR, please contact Ms. Marioum Akter Mou, Programme Associate, CPD | 01638585713.

Finance-related special notes

- All payments for the selected vendor will be made through the Account Payee Cheque in favor of the selected vendor.
- CPD will deduct TDS from the final billed amount as per Section 52A, Income Tax Ordinance 1984.
- In case, the selected vendor fails to provide a copy of the **acknowledgment receipt of the annual TAX return** at the time of making the payment, the rate of TAX shall be fifty percent (50%) higher as per Section 52 of the Income TAX ordinance 1984.
- The selected vendor will need to provide **Mushak-6.3** with the bill as per Statutory Regulatory Order (SRO) 235.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.

Disclaimers

- CPD reserves the right to select or reject any vendor who will drop the proposal to provide the service.
- Any attempt to unlawfully acquire and/or persuade to get the assignment will lead to immediate rejection of the respective service provider. CPD may also take legal actions if required.
- Failure to deliver according to the terms of the contract shall subject the vendor to penalties as will be stipulated in the final contract.
- Centre for Policy Dialogue (CPD) will not be liable to indemnify any third party in respect for any claims, debt, damage, or demand arising out of this contract. Centre for Policy Dialogue (CPD) will not accept any Liability for the compensation for death, disability or hazards. Which may be suffered by the Supplier/Supply chain through this contract while supplying Centre for Policy Dialogue (CPD), no such claims will be made against Centre for Policy Dialogue (CPD).
- If the seller/vendor breaches any term or condition of this agreement (part or all), or the conditions set out in any given Purchase Order/Contract, including, but not limited to, quality of the goods/services, price and delivery requirements, the buyer shall be entitled to immediately purchase goods/services from any other sources/suppliers, in addition to any remedy available in law or equity.