Citizen's Platform for SDGs, Bangladesh
এসডিজি বাস্তবায়নে নাগরিক প্ল্যাটফর্ম, বাংলাদেশ

Terms of Reference (ToR)
Digital Content Strategy and Production Service for Citizen's Platform

The *Citizen's Platform for SDGs, Bangladesh,* with the *Centre for Policy Dialogue (CPD)* as its Secretariat, is a civil society initiative dedicated to fostering an inclusive and participatory approach to achieving the Sustainable Development Goals (SDGs) in Bangladesh with the aim to *'Leave No One Behind'*. The Platform serves as a hub for policymakers, civil society, private sector, academia and international development partners, producing a vast knowledge base through research reports, policy briefs, multi-stakeholder discussions and public dialogues.

To extend the reach of this valuable work, Citizen's Platform seeks to significantly enhance its presence in the digital space. The vast knowledge and rich content produced by its Secretariat are its core assets, and this initiative aims to transform this information into compelling, high-impact digital content. The goal is to move beyond traditional dissemination and actively engage and inform a wide range of audiences.

Objectives

The primary objective of this consultancy is to amplify the Citizen's Platform's initiatives in the digital space. The firm/individual will serve as a *Consultant for Digital Content Development Strategy and Production* tasked with translating complex knowledge into engaging and easily digestible online materials to achieve a two-pronged communication goal:

1. To provide evidence-based, credible, and professional content for key stakeholders, including *policymakers, partners, academics, and youth.*
2. To disseminate information to the broader public to inspire action and dialogue.

Scope of Work

The hired consultant will be responsible for the creative and technical execution of a sustained digital content initiative. They will proactively review Citizen's Platform's work and collaborate with the CPD Secretariat to identify and transform research findings, discussions and public engagements into high-quality digital deliverables.

The work will be aligned with the Citizen's Platform's three core streams:

Stream 1: Knowledge Products

The hired consultant will transform research reports, policy briefs, OP-EDs, and interviews into dynamic online content. This includes, but is not limited to:

- Creating **policy explainers** (animated or live-action videos) that simplify complex policy recommendations and findings.
- Developing **infographics and static posts** that visually represent key data points from research.
- Producing **awareness videos** and **reels** that extracts a report's main message into a concise, shareable story for the general public.
- Sourcing and editing interview clips of Citizen's Platform members to highlight their expertise.

Stream 2: Public Engagement

The hired firm/consultant will document and promote the Citizen's Platform's public events, dialogues, discussions and campaigns. This includes:

- Producing **highlight videos** that capture the key moments and takeaways from an event.
- Creating **perception videos** that gather diverse voices and public opinion on a specific issue.
- Generating real-time **social media tickers** and live updates during events to engage a wider online audience.

Stream 3: Project-Based Deliverables

The consultant will be responsible for creating specific, ad-hoc digital communication materials as required by committed projects. This may involve a range of formats and will require flexibility and a rapid response time.

Stream 4: Thematic Days & Special Campaigns

The hired firm/consultant will work with CPD Secretariat to create timely and relevant digital content to mark significant national and international days. This will involve planning and producing content that aligns Citizen's Platform's work with these themes to ensure digital relevance and visibility.

Deliverables

The hired firm/consultant is expected to deliver a monthly package of professionally produced online communication materials. The exact number and type of deliverables will be agreed upon in a quarterly work plan but will include a mix of the following:

- Reels and Short-form Videos
- Policy Explainers and Awareness Videos
- Highlight Videos
- Online Newsletters
- Online outreach campaigns
- Social Media Tickers and Static Posts
- Polls
- Perception Videos

All content, including raw footage and design files, will be the exclusive property of the Citizen's Platform.

Qualifications

The consultant will have a proven track record as a *Consultant for Digital Content Strategy and Production* for a development organisation, think tank, or a similar entity. Required qualifications include:

- Demonstrated experience in translating complex, research-based information into engaging digital narratives.
- A strong portfolio showcasing a wide range of content, including video production, motion graphics, and social media campaigns.
- Expertise in developing content for various digital platforms (e.g., Facebook, YouTube, LinkedIn, Instagram).
- Exceptional communication skills and the ability to work collaboratively with a diverse team of researchers and experts.

- The consultant must have adequate knowledge of socio-political context of the country and general understanding of development issues particularly related to LNOB groups and citizens.

Timeframe and Reporting

- **Duration:** The project duration will be **15 November to 31 December 2026**.
- **Reporting:** The consultant will report directly to the Additional Director, Dialogue Communication and Outreach. They will be required to submit a detailed work plan before starting the project.

Proposal Submission Requirements

Interested firms/consultants are invited to submit a detailed proposal that includes the following:

- **Understanding of the Assignment:** A summary of your understanding of this ToR, demonstrating how your firm/team is the best fit to meet the specific needs of the Citizen's Platform.
- **Proposed Methodology and Content Approach:** A clear and practical explanation of your proposed workflow. This section should detail how you will transform the Citizen's Platform's extensive knowledge base into compelling digital content. Your methodology should also demonstrate your ability to manage a flexible and sometimes high-volume workload, as the number of events and deliverables will fluctuate monthly. You should detail how your team would scale services to meet these demands effectively.
- **Proposed Deliverables:** A detailed work plan outlining the number and type of deliverables (e.g., number of videos, posts, etc.) that your firm/consultant can produce each month. Please note that the deliverables must include how public events will be amplified in the digital space.
- **Team Composition and Experience:** A detailed list of the key personnel who will be working on this project. Please include their relevant CVs and clearly define their roles (e.g., Digital Content Strategist/Producer, Videographer, Editor, Graphic Designer).
- **Portfolio:** Links to your past work that shows your expertise. Please include specific examples of projects where you successfully transformed technical or academic information into accessible digital content.
- **Financial Proposal:** Interested Firms or Consultants need to submit a separate, itemised financial proposal aligned with the proposed methodology, deliverables and work plan. The proposal should:
    - Provide a breakdown of costs by deliverable or service category, identifying unit rates where applicable.
    - Include clearly applicable taxes and VAT in the quoted amounts.
    - The financial proposal should provide sufficient detail to enable an assessment of cost reasonableness.

Evaluation criteria

The submitted proposals will be assessed based on the following:

Areas	Criteria	Weight
Technical Evaluation	Understanding of the assignment	10
	Proposed Methodology for preparation of the content	15
	Proposed Deliverables	15
	Proposed Content calendar/time plan	10
	Team Composition, Experience and Portfolio	15
Financial Evaluation	Competitiveness and Reasonableness of the Financial Proposal	35
Total		**100**

Proposal Submission Guidelines and Contact Information

- Proposals will be accepted only through e-mail in PDF format additional document(s) can be sent via google drive.
- The e-mail subject line should mention "**Submission of Proposal – Digital Content Strategy and Production Service for Citizen's Platform".**
- Submit your technical and financial proposals in two separate attachments.
- Please send your proposal document to **procurement@cpd.org.bd** by **Saturday, 7 November 2026**.
- For any query regarding this ToR, please contact *Mr Rohan Adnan,* Dialogue Associate, CPD. Contact No. +8801773800944

Selection Process

1. **Shortlisting Stage**
    - Initial assessment based on the submitted technical proposals.
    - Criteria will focus solely on the quality of the technical submission:
        - Relevance of organizational experience.
        - Technical soundness and creativity of the proposed approach.
        - Strength of team composition.
        - Quality of past work (portfolio).
        - Feasibility of proposed deliverables for the fixed budget. (This is the new key criterion).
2. **Presentation Stage**
    - Shortlisted firms/ consultants will be invited to present their proposed activities, platform outlook, and technical solutions.
    - The presentation will allow CPD to assess innovation, feasibility, and understanding of project needs. This stage is particularly important for seeing if the firm's vision is a good fit for the fixed budget.

3. **Final Selection**
    - Based on the combined scores of the technical proposal and the presentation.
    - Preference will be given to firms demonstrating innovative solutions, a strong understanding of the deliverables achievable within the fixed budget, and the best overall value for the investment.

Finance-related special notes

- All payments for the selected vendor will be made through Account Payee Cheque in favour of the selected vendor.
- CPD will deduct TDS from the billed amount as per Section 52A, Income Tax Ordinance 1984.
- Selected vendor will need to provide CPD Mushak-6.3 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 235.
- In case the selected vendor is unable to provide Mushak-6.3, CPD will deduct 15% VAT from the billed amount.
- CPD will deduct VAT from the billed amount as per the government rule.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.