

**Better Work Bangladesh  
International Labour Organization**

**Terms of Reference**

**Production of a project promotional video on Better Work Bangladesh and an Animated Explainer Video on Sexual Harassment Prevention in the workplace (garment sector).**

**Background**

Better Work is a flagship programme of the UN's International Labour Organization that is jointly run by the International Finance Corporation, a member of the World Bank Group. Launched in February 2007, the programme aims to improve labour standards and competitiveness in global supply chains with a focus on garment factory conditions and the welfare of workers employed in the industry. The focus is on developing scalable and sustainable solutions which build cooperation between government, employer and worker organizations, and international buyers.

Better Work is headquartered in Bangkok, Geneva and Washington and has operations in eight countries worldwide. The Better Work programme was launched in Bangladesh in 2014 and currently works with 210 factories.

Better Work Bangladesh has several components including:

- (1) Enterprise assessments against (a) the principles of the ILO Declaration core international labour standards and Bangladesh labour law; and
- (2) Enterprise advisory and training services designed to support practical improvements and increased social dialogue at the factory level.
- (3) An influencing agenda with the goal of using programmatic learnings to impact national legislation and related policies.

**Assignment (s)**

**Assignment-1: Production of a project promotional video on Better Work Bangladesh**

The video will highlight the key aspects of the programme, including its mission, vision, interventions and success stories. This video will be displayed across different media channels and events organised by ILO-Better Work and its partners in country and abroad.

**Assignment-2: Animated Explainer Video on Sexual Harassment Prevention**

The Animated Explainer Video on Sexual Harassment Prevention will be primarily used by Better Work's training team to develop critical thinking and reasoning of the trainees around this topic. The video will be used to give an overview of Better Work's interventions to prevent sexual harassment in the workplace and raise awareness about sexual harassment in the workplace, particularly in the garment sector.

**Specific activities under the scope**

- Draft the storyline/storyboard/scripts for the videos and animation and finalise those with inputs from ILO-Better Work.
- Translate the scripts, voice-over and texts as required.
- Conduct filming in factories for collecting interviews and footages as per the script/storyboard under the guidance/in close collaboration with the ILO-Better Work.
- Take aerial footages using drones after securing necessary permission from the authorities.
- Edit videos, create motion graphic elements and incorporate subtitles/narrations and voice-over.

- Arrange a viewing of the first draft of the video and animation to incorporate feedbacks as necessary to produce the final outputs.
- Submit all the deliverables within the time-frame set out in the contract.

#### Technical specifications:

Better Work Bangladesh Promotional Video	Animated Explainer Video
<ul style="list-style-type: none"> <li>• Length: 3:00-3:30 minutes</li> <li>• Language: English and Bengali (both voice-over and text)</li> <li>• Filming requirement: 4-5 Days (Savar, Gazipur, Dhaka)</li> <li>• Aerial footages required.</li> <li>• Background music: Yes</li> <li>• Subtitle: Yes</li> <li>• Format: 1920 x 1080 pixels</li> <li>• Graphic elements: Motion graphics elements will be used.</li> <li>• The shooting should be done with a professional ENG camcorder, digital cinematography or DSLR cameras. The sound should be recorded with a professional microphone and interviews should be recorded with a tie microphone (lapel clip) or a microphone on a boom.</li> </ul>	<ul style="list-style-type: none"> <li>• Length: 5:00 minutes</li> <li>• Language: Bengali (primary language) and English (both voice-over and text)</li> <li>• Type of animation: Character animation and motion graphics.</li> <li>• No filming required</li> <li>• Background music: Yes</li> <li>• Subtitle: Yes</li> <li>• Format: 1920 x 1080 pixels</li> </ul>

#### 5. Time-frame and deadlines

The assignment is for a period of two (2) months from the date of signing a contract. Draft scripts/production schedule should be presented for approval no later than two (2) weeks after signing of the contract.

#### Required qualifications and experience

##### Minimum Eligibility Criteria:

1. The firm must have a minimum of eight (8) years' experience in producing broadcast standard video and animation products.
2. Experience of having At-least 04 similar production  
Please provide links to four work samples.
3. Excellent technical capacities to ensure smooth and high quality production.
  - the director/creative director (for video production and animated video) must have at least six (6) years of experience in leading broadcast standard video and animation productions.
  - the video editor/graphic animator must have at least six (6) years of experience in video editing and animation. Please provide the team composition (Include the CVs) for each of the assessments.
4. The firm must have access to required equipment to produce broadcast standard video and animation products.
5. Please provide a brief specifications of the equipment proposed to be used for the production (owned or hired).
6. The vendor must provide trade & VAT licence copy, TIN copy.

## Submission of Proposals

Proposals must be submitted No Later than 15 June 2019 by 4:30 PM to the following address:

ILO-Better Work Bangladesh  
ILO Country Office for Bangladesh  
PPD Secretariat Office Complex  
Block-F, Plot 17/B&C, Agargaon, Dhaka-1207, Bangladesh

\*\* The bidders are advised to submit separate proposals for each of the assignments. You may choose to bid for one assignment based on your firm's eligibility and capacity.

\*\* Technical proposals must not exceed three pages (excluding CVs of team members).

## EVALUATION CRITERIA and Selection

The ILO invites Request for Proposal (RFP) from qualified communication/media firms having relevant experience in delivering similar services as mentioned in this Terms of Reference (TOR). Only a single technically responsive and financially viable vendor/ service provider will be selected following ILO procurement rules/procedure on evaluation by an ILO team of professionals, and awarded with the contract for the expected deliverables and outputs as per the TOR.

Cumulative Evaluation Method will be used for this procurement exercise and Contract will be awarded to highest scorer in Cumulative analysis considering Technical and Financial Evaluation. The technical proposal will contain 70% and financial proposal will contain 30% weight whereas Technical Evaluation passing score is 70%. Any firm scores less than 70% in technical evaluation, the financial proposal of the firm shall not be considered for financial evaluation.

The Technical Proposal Evaluation has been organized as follows:

- Expertise of Firm / Organization Submitting Proposal
- Proposed Work Plan and Approach
- Personnel

## Proposal submission Procedure and Submission Deadline:

Proposals shall be reached to the above office on or before **15 June, 2017 by 4.30 pm**. The proposer must submit the Technical and Financial Proposals in separate sealed envelopes mentioning "Technical Proposal" and "Financial Proposal" on the top of respective envelopes as though the financial information could not be revealed before financial proposal Opening. Then a big envelope shall be used cover the both proposals mentioning writing "Proposal for Assignment-1: Production of a project promotional video on Better Work Bangladesh" / "Proposal for Assignment-2: Animated Explainer Video on Sexual Harassment Prevention" on the top of the big sealed envelope.

- Unsealed Financial Proposal and proposal received after the deadline would be ground for rejection.

The VAT amount for this assignment must be kept in separate line in the financial proposal.

## Award of contract

The bid that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. No partial bid will be allowed.

## **Tentative Payment Schedule**

<b>Deliverables</b>	<b>Payment in (%)</b>
Upon submission of storyline, and approval by ILO-Better Work	30
Upon submission of final output and approval by ILO-Better Work Bangladesh	70

## **Further Queries**

If any clarification is need, the proposers should sent their queries to [bw\\_bid\\_dhaka@ilo.org](mailto:bw_bid_dhaka@ilo.org) by not later than 05 June 2019.