



Terms of Reference (TOR)

Audio Visual productions of CIRCLE project

Reference Number: Cordaid/ Consultancy Agreement/08/Oct/2026-09

Date: 12/10/2026

ABOUT CORDAID BANGLADESH

Cordaid is an international development organisation founded in Netherlands in 1914 partnering with over 800 million people living with poverty and inequality to create opportunities to realise their potential.

We have been working in Bangladesh since 1972 and established its first office there in 2013. We provide technical assistance to local partners and work in hard-to-reach areas. In Bangladesh, we have impacted the lives of more than 3.5 million people.

We are known for our community-led, human centric design and delivering sustainable impact by engaging private sector partners. We work with communities living in fragile and conflict-affected areas and post-disaster settings across Asia and Africa creating opportunities in accessing improved health care, food, and education and climate justice. We also stimulate inclusive economic growth and offer humanitarian assistance when a disaster strikes. Cordaid is a founding member of Caritas Internationalis and ACT Alliance. As of 1 January 2021, Cordaid and ICCO joined forces.

PROJECT DESCRIPTION:

Cordaid is implementing the **Circular Inclusion and Recycling for Local Economies (CIRCLE)** initiatives with support from the International Labour Organization (ILO) under the ISEC Programme. The project aims to strengthen sustainable waste management systems, promote circular economy practices, improve occupational safety and health (OSH), and create decent work opportunities for waste collectors, aggregators, and recycling enterprises in Cox's Bazar. The project works closely with **waste collectors, waste aggregators/Bhangaris**, waste workers and the waste actors.

The project's objective is to improve knowledge and capacities of the informal waste collectors and aggregators, waste associations, creating entrepreneurship and job opportunities, and decent works for sustainable livelihood through recycling of plastic waste. The project contributes towards achieving SDG 12 (Ensure sustainable consumption and production patterns). The project is implemented in Cox's Bazar districts under 4 upazilas among Cox's Bazar Municipality, Ramu, Ukhiya, Teknaf Municipality.

OBJECTIVE AND PURPOSE

The objective of this assignment is to document the project's implementation process, achievements, success stories, and outcomes through a maximum of **one (1) three-minute audiovisual (AV) story, 10 short reels (15–30 seconds each, depending on the content), and 50 digital photographs** (thematic and portrait photography). A separate photographer will be engaged to ensure dedicated coverage of the photography component. The video and reels will be disseminated through various platforms, including Cordaid's and ILO's social media channels. The photographs will be used in publications, donor reports, websites, Facebook pages, and other communication and documentation materials.

TARGET AUDIENCE

- **Primary:** Key Stakeholders: Govt Stakeholders, Donors, Private sectors, Community.
- **Secondary:** Mass people

KEY DELIVERABLES

- **Creative Development:** Includes concept notes, script, storyboard, and visual style guide aligned with Cordaid's and ILO's brand and messaging.
- **Documentary Film:** One 3-minute cinematic documentary featuring professionally filmed interviews, creative B-roll, storytelling sequences and project impact
- **Short-Form Reels:** 15 high-quality reels, 15–30 seconds each, featuring dynamic editing, motion graphics, captions and platform-specific formatting
- **Professional Photography:** 50 high-resolution, professionally edited photographs covering human stories, portraits, activities and project outcomes
- **Post-Production:** Editing, Text Animation, English voiceover with professional subtitles and custom motion graphics.
- **Output Versions:** 4K master video, Full HD distribution versions, vertical social-media formats.

- **Assets & Rights:** Delivery of 50 high-quality photographs of the character and project activities, raw footage and project files, with all content cleared for unrestricted Cordaid use.

DURATION OF THE ASSIGNMENT

- **Pre-production:** Not more than one week
- **Pro-production:** Not more than one week
- **Postproduction:** 20th November 2026

METHODOLOGY

- **Pre-production:** Cordaid Bangladesh will provide the agency partner with the initial concept, key content, communication messages, and relevant photographs, as required. The materials will reflect the nexus approach, promote social cohesion and human dignity, and highlight ILO's contributions to environmental sustainability and the World of Work, particularly the linkages between environmental protection, inclusive livelihoods, and decent work. Cordaid Bangladesh will also share its brand guidelines to ensure consistency in communication and visibility.
- **Production:** The agency will incorporate feedback until the final design is approved by Cordaid Bangladesh & ILO. Cordaid Bangladesh will oversee the work of the agency partner and provide support as needed. If Cordaid Bangladesh feels changes are to be made to subjects and/or locations, the service provider will accommodate, within reason.
- **Post-production:** The agency partner will ensure that the final product meets Cordaid Bangladesh, ILO and GAC's values, style and brand identity. The agency partner will also be responsible for all aspects of editing, including voiceovers, subtitling and background music identification and copyright. Feedback will be incorporated until Cordaid Bangladesh is satisfied that the deliverables will achieve the purpose.

Note, all content and procedures need to adhere to Cordaid Bangladesh, be gender sensitive and adhere to Cordaid Bangladesh's safeguarding guidelines. The guidelines will be shared upon finalisation of the agency and contract terms.

COPYRIGHTS AND UTILISATION

The copyright and the right of utilisation of all the materials will belong to Cordaid Bangladesh. The company will archive all the produced material for one year after the expiration of the contract and will provide the respective content on request.

QUALIFICATION AND EXPERIENCE

For Individual Consultants:

1. Minimum 4 years of demonstrated experience in professional documentary filmmaking, audiovisual production, development communication and digital storytelling in Bangladesh.

2. Proven experience working with UN agencies, international development organizations, INGOs or donor-funded projects. Should have experience of work in Cox's Bazar.
3. Also need to have experience working with Rohingya refugees.
4. Strong copywriting skills and ability to translate data into compelling visual stories.
5. Prior experience in audiovisual production related to social cohesion, peacebuilding, waste management, circular economy and community development, preferably with UN agencies or INGOs.
6. Demonstrated capacity to produce cinematic documentary films, human-interest stories, social-media reels and high-resolution photography.
7. Strong understanding of "Environmental sustainability", "Green jobs and livelihoods", "Circular economy", "Community ownership" and "Climate resilience."
8. Clean record with no history of abuse or misconduct.
9. Portfolio of 5–7 relevant audiovisual products.

For Agencies:

1. Minimum 5 years of experience in video/animation production in Bangladesh
2. At least 3 years of operation in Bangladesh's relevant business sector
3. Proven experience working with UN agencies, international development organizations, INGOs or donor-funded projects. Should have experience of work in Cox's Bazar.
4. Prior experience in audiovisual production related to social cohesion, peacebuilding, waste management, circular economy and community development, preferably with UN agencies or INGOs.
5. Demonstrated capacity to produce cinematic documentary films, human-interest stories, social-media reels and high-resolution photography.
6. Strong copywriting skills and ability to translate data into compelling visual stories
7. Strong understanding of ethical storytelling, gender sensitivity, informed consent and safeguarding standards.
8. Portfolio of 5–7 relevant audiovisual products
9. Also need to have experience working with Rohingya refugees.
10. Prior experience in audiovisual production related to social cohesion, peacebuilding, waste management, circular economy and community development, preferably with UN agencies or INGOs.
11. Strong understanding of "Environmental sustainability", "Green jobs and livelihoods", "Circular economy", "Community ownership" and "Climate resilience."

EVALUATION PROCESS (Pass / fail review)

Each proposal will be first assessed whether they meet the minimal technical requirements. Screening of documents will be a desk review process. Cordaid evaluators will assess all supporting documents provided by offerors. The minimal criteria that must be fulfilled by companies in order to pass the technical requirements are as follows:

- At least 3 years of experience in the digital video production industry. Companies are to provide their business registration certificate
- At least three permanent employees with 3 years of experience in video production

EVALUATION CRITERIA

Criteria	Weight (100%)
1. Quality of the story concept/idea	20%
2. Quality of technical proposal (artistic approach and design) assessment. (Overall impression/Impact, Inspirational Power, Visual appeal)	10%
3. Experience in filming and editing high-quality profile audio visual with INGOs/UN Agencies (at least 5)	10%
4. Experience in filming and editing high-quality profile audio visual with Rohingya Refugee/Environmental Sustainability (at least 3)	10
5. Portfolio of team members	10%
6. Type of technological equipment (minimum quality of video record and production at least Full HD)	10%
7. Local operational presence (Cox's Bazar), field experience and production capacity	10%
8. Financial proposal (Only the shortlisted vendors' proposals will be opened)	20%

The evaluation of the contractor's performance will be based on

- Quality of produced outputs
- Compliance with the established timelines
- Be flexible to integrate, change and include ideas and comments by Cordaid in draft stage of production of visibility products.

SUBMISSION

A Consultant must submit the following

1. Portfolio with sample of similar work
2. TIN certificate copy
3. Updated Tax Certificate/acknowledgement
4. Bank Account information
5. Technical proposal
6. Financial proposal

Agency partner must submit the following

1. Sample of similar work
2. Company profile (including CV of key team members)
3. Trade license copy
4. TIN certificate copy

5. Updated Tax Certificate/acknowledgement
6. NID of the organisation's owner
7. Bank Account information
8. 13 digits BIN Registration copy
9. Financial proposal
10. Technical proposal

The technical Proposal Should have the following:

- A brief narrative proving the organisation's or consultant's relevant capacity and experience (2 pages)
- An overview of the proposed approach to the assignment (not more than 3 pages)
- Short profiles of the core team, including key consultants/professionals who will be directly involved in the project (not more than 2 pages)
- Provide the list of staff and CV, including the script writer in annex.
- 3 reference letters out of which one must be from international organisations
- Quality of the samples provided: Organisations are to submit samples in accordance with the **Submission section** of the ToR.

Submission Deadline: End of Business (EOB): 20 October 2026. Proposed start date: No later than 1 November 2026.

Note: The technical and financial proposals must be submitted separately. Only the shortlisted agencies/consultant's financial will be opened after the evaluation.

PAYMENT MODALITY

Amount	Time
30%	Will be paid after being awarded and signing the agreement along with final script for the video
30%	Will be paid after receiving the first draft
40%	Will be made after the final delivery of all the products in due time after addressing feedback of Cordaid and ILO communication teams

ETHICAL CONSIDERATION

Cordaid is committed to the highest standards of safeguarding, with a strong focus on the protection of children, women, and vulnerable individuals. All project activities must comply with Cordaid's Safeguarding Policy and relevant national laws.

The selected agency/consultant must ensure that the identities of children and vulnerable people involved in the production are always protected. Detailed guidelines on code of conduct, informed consent, ethical representation, and storytelling will be shared prior to implementation.

Cordaid will assess all proposals and reserves the right to disqualify candidates where:

- a. An individual was dismissed or separated from any organisation due to a child safeguarding concern or left during an unresolved investigation.
- b. A criminal conviction related to a child safeguarding offence is disclosed or discovered.
- c. Previous employment records or references raise credible safeguarding concerns.

Cordaid maintains a zero-tolerance policy toward disrespect, abuse, exploitation, or misconduct of any kind. All consultants and subcontracted personnel must adhere to Cordaid's safeguarding standards throughout the assignment.

Financial Offer submission last date: Please Submit financial proposal as per TOR and deliverables mentioned above to "Stichting Cordaid" Area Program Office, SN Tower, 247 Badarmukam, Residential Area, Thana Road, Cox's Bazar or send your financial Offer (using official letterhead pad) by email to procurement.bd@cordaid.org by **October 19, 2026 COB.** including VAT & Tax (As per govt. Rules)

*** Cordaid holds the authority to cancel the order without any compensation if the deliverables do not match the promised quality and/ or sample provided by the vendor.*

Cordaid's General Terms and Conditions will apply and are attached to this Call for Proposals.

For More Information

Khurshida Haque Keya

Program Officer

Email: khurshida.haquekeya@cordaid.org

Mobile Number: 01729699145