

Terms of Reference

Hiring of a Communication Agency / Production House for Audio-Visual Production

1. Background

Swisscontact was established in 1959 as an independent foundation by notable figures from the worlds of commerce and science in Switzerland. It is exclusively involved in international development cooperation and has carried out its mandated projects since 1961. Based in Zurich, Swisscontact currently manages 133 projects in 41 countries on behalf of public and private funding partners.

The Building Youth Employability Through Skills (BYETS) project, implemented by Swisscontact and supported by the Embassy of the Kingdom of the Netherlands, has empowered Bangladeshi youth with improved technical, employability, and entrepreneurial skills, and connected them to income-generating opportunities: jobs and self-employment. The project supported youths by providing training in three sectors: Readymade Garments (RMG), Agro processing (AP), and Information and Communication Technology (ICT) across four divisions (Dhaka, Khulna, Chattogram, and Rajshahi). The project addressed the existing constraints in developing the skills of the youth and support to establish a systemic approach to provide market-driven training specifically by:

- Building the capacity of Training Service Providers (TSPs) to design and implement quality training and job placement support services.
- Collaborating with private sector employers in improving existing workplace-based training (WBT) systems or setting up new ones to upskill and reskill workers.

Throughout the implementation period, the project has supported thousands of youth through technical and soft skills training, industry exposure, employment facilitation, employer partnerships, and institutional capacity development. As the project reaches significant milestones, Swisscontact intends to professionally document its interventions, outcomes, lessons learned, and human impact through high-quality audio-visual materials that can effectively communicate the project's achievements to donors, government agencies, development partners, private sector stakeholders, and the broader public.

The selected production agency will therefore be responsible for developing compelling visual stories that accurately portray project interventions while capturing the voices, aspirations, and transformation of project participants.

2. Objective

The objective of this assignment is to produce high-quality, engaging, and informative audio-visual materials that:

- Document transformational stories and highlight the impact of the BYETS project, showcasing key achievements, outcomes, and stories of change, highlighting collaboration among Swisscontact, industries, training providers, and beneficiaries.
- Produce engaging digital content suitable for multiple communication platforms.

The audio-visual outputs will be used for communication, visibility, reporting, and knowledge-sharing purposes with both national and international stakeholders.

3. Scope of Work

The selected production agency shall be responsible for the complete production cycle, including concept development, planning, filming, editing, graphics production, narration, music licensing, subtitle preparation, quality assurance, and final delivery. The primary scope as below.

Type of AV	Tentative Numbers	Length	Audience	Language	Location
BYETS Impact Video (with subtitles)	1	5-7 Minutes (additionally, a 30-60 second trailer video)	Primary Audience: <ul style="list-style-type: none"> Private sector stakeholders Development partners Training Service provider 	Bangla with English subtitles	Video shooting may take place in one or more project-supported locations, including but not limited to Dhaka, Rajshahi, Khulna, Jashore, Satkhira, and Chattogram , depending on the expo venue and project activities.
BYETS Impact Reels for Swisscontact Social Media with subtitles (RMG, AP, ICT)	3	2-3 minutes short video	Secondary Audience: <ul style="list-style-type: none"> All other stakeholders 		

Video Specifications

Resolution	Orientation	Aspect Ratio	Frame Rate	File Type	Video Codec	Audio Formats
4K UHD (3840x2160)	Landscape	16:9	25fps	.MOV, .MP4	H.264	AAC,MP3, WAV
Full HD (1920x1080)	Landscape	16:9	25fps	.MOV, .MP4	H.264	AAC,MP3, WAV

Reels Specifications

Resolution	Orientation	Aspect Ratio	Frame Rate	File Type	Video Codec	Audio Codec
Full HD (1920 × 1080)	Vertical	9:16	30fps	MP4	H.264	AAC

**may change based on requirement for different social platform

4. Tasks and Deliverables

A. Pre-production

- Attend briefing sessions with the BYETS project team to gain a comprehensive understanding of project objectives, impact areas, and communication priorities and guidelines.

- Participate in consultation meetings (as required) to discuss creative ideas, messaging, and storyline.
- Develop detailed concepts, storyboards, and scripts for:
 - the BYETS impact video, and
 - the social media reels.
- Share scripts and concepts with the BYETS team and revise them based on feedback prior to production.

B. Production

- Prepare and share a detailed shooting schedule in advance. Where the intital should start with project background and rational, respondent types should include project beneficiaries, industry representative, project staff (if applicable), trainer, training service provider representative.
- Coordinate with the BYETS team for access to project sites, and relevant stakeholders.
- Conduct video shooting, including interviews, b-roll footage, where the b roll footage may include training activities, industry premises, workshop, workplaces, community setting and may include dron shot of factory or city landscape. Also the video may include beneficiary journeys, statistics through motion graphics, interviews, voice over etc.
- The short reels should be optimized for Instagram, linkedin and youtube shorts.

C. Post-production

- Produce and share the unedited/draft versions of each video.
- Incorporate feedback from the BYETS team (minimum two feedback loops, more if required).
- Edit and finalise videos, including motion graphics (if required), sound design, colour correction, and English subtitles.
- Submit final audio-visuals in agreed formats (along with raw footages).

5. Role of the BYETS Project Team

The BYETS project team will:

1. Provide relevant project documents, background materials, and communication guidelines.
2. Conduct orientation/briefing sessions for the selected communication agency.
3. Review and approve scripts, concepts, and storyboards.
4. Facilitate coordination with project stakeholders for filming.
5. Provide on-site support during shooting, as and where necessary.
6. Review draft and final versions of the audio-visual materials and provide consolidated feedback.

6. Deliverables and Timelines:

The assignment is expected to be completed within an agreed timeframe following contract signing. A tentative timeline per video is outlined below; timelines may be adjusted upon mutual agreement. For each AV, specific deliverables will be as follows. When multiple videos are being produced in parallel, the same timeline will be followed. The deadlines can be adjusted upon mutual consent between the agency and the BYETS team.

Sl no	Activities	Tentative Timeline
1.	Submission of a detailed work plan	1 week
2.	Submission of script and content for developing AVs	2 weeks
3.	Sharing the first unedited versions of AVs	2 weeks
4.	Sharing the second edited version of AVs with English subtitles	1 week
5.	Submit the final edited AVs (with the raw footages) with English subtitles	1 week

7. Desired Qualifications of the Agency

The agency is expected to have

- Minimum 3 years of professional experience in documentary production.
- Experience working with development organizations, NGOs, INGOs, UN agencies, or donor-funded projects.
- Demonstrated expertise in impact storytelling.
- Experience in filming across Bangladesh.
- Availability of professional production equipment.
- In-house editing capability.
- Strong portfolio of documentary and development communication work.

8. Required Documents

- Technical proposal (maximum 10 pages) in English. The proposal should have a cover letter, depict a clear understanding of the assignment, contain the method and process that will be followed to develop content and write scripts for the AVs, concept storyboard, and post production processes.
- Portfolio of similar work done (audio-visual productions) in the last three years.
- Scan copies of documents proving the legal entity of the agency (e.g., trade license, VAT certificate, TIN certificate).
- CVs of the experts who will be involved in the assignment where the team composition may be consists of project director, producer, script writer, operator, recordist, editor and motion graphics designer.
- Financial proposal with a budget breakdown consisting of unit price for each AV in details.

9. Evaluation criteria

Given that this is a selection process based on quality and cost-based consideration, the initial process includes an evaluation of the technical proposal. Only those who scored more than 50% on technical proposal will be contacted for presentation. Shortlisted firms will be invited to present their technical proposal and demonstrate their relevance to the objectives of the ToR and alignment.

Next, the financial proposals of only those service providers scoring at least 50% in both the technical proposal and presentation will be reviewed. During the financial proposal evaluation, the highest marks will be allocated to the lowest bidder, and other scores will be proportionally adjusted. From this combined evaluation of technical and financial proposals, a shortlist of applicants will be created. Based on the combined assessment of the technical proposal, financial proposals, and presentation, the final selection will be determined. To note, shortlisted firms may be requested to review

and amend their technical proposals during the presentation or budget negotiation meeting (as applicable).

The following criteria will be applicable for the evaluation of proposals.

SL	Particular	Marks allocated
1	Technical Proposal (may include a clear understanding of the assignment, contain the method and process that will be followed to develop content and write scripts for the AVs, concept storyboard, and post production processes, proposed deliverables with timelines, the participating firm’s legal documents, and the CVs of the team members involved)	30
	Quality of samples (through links to Google Drive/pendrive/other available means that contain previous and similar work done by the firm)	20
	Presentation (may including understanding of the project and assignment, how the task will be conducted, explanation of storyboard, sample(s) of the AVs that will be produced, team members’ profile)	30
2	Financial proposal	20

10. Submission Details

Both online and offline submissions are required for the Technical Proposal, while the Financial Proposal must be submitted offline to the address provided below. Interested parties are kindly requested to submit all necessary documents. The Technical Proposal should be marked “**Technical Proposal for Hiring of a Communication Agency/Production House for Audio-Visual Production**”, and the Financial Proposal should be marked “**Financial Proposal for Hiring of a Communication Agency/Production House for Audio-Visual Production**”. For email submissions, please submit only the Technical Proposal in a single file, using the same subject line as indicated above in the email address provided below. Supporting documents may be included in a compressed (zip) file. Please ensure that all files are properly renamed and accessible before submission.

The online and offline submissions should be submitted by **July 15, 2026, before 5:00 p.m.** We greatly appreciate your adherence to these instructions.

The envelope must be addressed:

**Manager, Business Administration, BYETS
Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION
House 28, Road 43, Gulshan 2, Dhaka 1212, Bangladesh**

and email to
bd.byets@swisscontact.org

****No late submissions will be accepted***

****Swisscontact reserves the right to accept or reject any or all proposals without assigning any reason***

****Swisscontact reserves the right to select more than one service provider for the assignment***