

Terms of Reference (ToR)

Photography Assignment for Swisscontact's PROGRESS Project

1. BACKGROUND

Swisscontact, the Swiss Foundation for Technical Cooperation, headquartered in Zurich, was established in 1959 by the Swiss private sector and academia to promote sustainable development cooperation. Swisscontact advances economic, social, and ecological progress by enabling people to successfully integrate into local commercial life. It creates opportunities for individuals to improve their living conditions through their own efforts. With a focus on systemic interventions in the private sector, Swisscontact strengthens local and global value chains. Across its projects, the organisation expands access to professional training, fosters local entrepreneurship, connects people to financial service providers, and promotes efficient resource use—all to generate employment and income opportunities.

As part of its efforts in Bangladesh, Swisscontact implements the Promoting Green Growth in the Ready-Made Garments Sector through Skills (PROGRESS) project which is funded by the Embassy of Sweden and the Embassy of Switzerland. The project supports RMG factories to advance in green transition by building their resilience and competitiveness. The PROGRESS project drives sustainable growth in the RMG sector through a market-driven approach.

The project has two major components. **The first component: Skills & Productivity**, aims at improving the technical skills and productivity of RMG workers. Under this component with support from the project, the Consultancy Service Providers (CSPs) develop the skills of the RMG workers in areas like low performance, zero defect, women leadership etc. which make them more competent and productive. Besides, the project supports the factories developing an in-house training system to ensure the sustainability of these initiatives. **The second component: Environment Social & Governance (ESG) Compliance**, supports RMG factories in their journey of decarbonisation. The CSPs with support from the project assess the factories' status of carbon emissions at baseline and help them develop tailored pathways to reach net-zero emissions, while also promoting sustainability reporting in line with international reporting frameworks and standards.

PROGRESS facilitates partnerships between CSPs and RMG factories to deliver commercially viable solutions. Especially, the project strengthens the local service market, enabling factories to access affordable solutions and digital tools to support their decarbonisation journey. Additionally, by leveraging collaborations with international brands, PROGRESS ensures solutions are aligned with industry demand. The ultimate objective is to increase the retention rates and income of the workers, including 60% women while fostering improved productivity, and environmental and social compliance at factory level. To effectively document these efforts, high-quality photographs are required to capture implementation processes, challenges, and key learnings. These visuals will be used in organizational and project reports, regular presentations, and advocacy efforts with key stakeholders.

2. OBJECTIVES

The purpose of this framework contract is to establish a panel/rate agreement with one or more qualified photographers/photography service providers who can be engaged on an as-needed basis for different types of events. The framework is intended to standardise service components and unit prices so that individual assignments can be commissioned quickly and transparently through work orders.

The framework does not guarantee a minimum volume or value of work. For each assignment, Swisscontact will issue a work order specifying the required deliverables, selected line items, quantities, locations, timeline and applicable unit rates. The core objective of this assignment is to engage professional photographers/photography firms to produce a high-quality, ethically captured photographic record of PROGRESS activities.

The specific objectives are to:

- Document the implementation of project activities in partner RMG factories and with CSPs, including challenges faced and key learnings.
- Tell the human story of change, especially for women workers.
- Provide a well-organised photo library for use in reports, presentations, publications, social media and advocacy with donors, brands, factories and other stakeholders.

3. SCOPE OF THE WORK

The assignment covers two types of photography.

A. Event Photography

- Coverage of project events such as training sessions, workshops, seminars, stakeholder meetings and learning events, and activities in partner factories.
- Each assignment will be either a half day or a full day, as communicated by the project in advance.
- The photographer(s) will capture key moments, participants, speakers, group interactions and the event setting, with respect for the privacy and safety rules of each venue and factory.

B. Thematic Photography

- Full-day assignments focused on a theme, such as women workers, skills and productivity, green and energy-efficient practices, or the factory floor.
- The approach should be artistic and creative, telling a story through strong composition, light and detail. The theme can be any theme agreed with the project.
- Photographers are encouraged to propose themes and visual concepts in their proposal.

For both types, the selected photographer(s) will be responsible for capturing, editing, delivering the photos and obtaining consent, as described in section 6.

4. GEOGRAPHIC LOCATION

The project location(s) are:

- Dhaka (Upazilas: Dhaka Metro, Savar)
- Gazipur (Upazilas: Gazipur Sadar, Tongi, Kaliakair, Kapasia, Sreepur, Kaligonj)
- Narayanganj (Upazilas: Narayanganj Sadar, Araihaazar, Rupganj, Sonargaon)
- Chattogram

5. DURATION OF ASSIGNMENT AND METHODOLOGY

The duration of the assignment will be from November 2026 to 30 June 2027.

6. SPECIFIC TASKS AND DELIVERABLES

6.1 Tasks of the Photographer(s)/Photography Firm(s)

Event Photography

The unit rates for *event photography* should be quoted according to the locations and durations listed in the table below:

Location	Duration	Unit Rate (including travel, accommodation and other logistics)	Remark
Dhaka (Upazilas: Dhaka Metro, Savar)	Half Day		
	Full Day		
Gazipur (Upazilas: Gazipur Sadar, Tongi, Kaliakair, Kapasia, Sreepur, Kaligonj) Narayanganj (Upazilas: Narayanganj Sadar, Araihasar, Rupganj, Sonargaon)	Half Day		
	Full Day		
Chattogram	Half Day		
	Full Day		
<i>Note: A working day will be counted only for the actual day of events. If travel requires departure one day before the event or return one day after the event, no additional professional fee will be paid by Swisscontact for those travel days.</i>			

Thematic Photography

The unit rates for *thematic photography* should be quoted according to the locations and durations listed in the table below:

Location	Duration	Unit Rate (including travel, accommodation and other logistics)	Remark
Dhaka (Upazilas: Dhaka Metro, Savar)	Full Day		
Gazipur (Upazilas: Gazipur Sadar, Tongi, Kaliakair, Kapasia, Sreepur, Kaligonj) Narayanganj (Upazilas: Narayanganj Sadar, Araihasar, Rupganj, Sonargaon)	Full Day		
Chattogram	Full Day		
<i>Note: A working day will be counted only for the actual day of events. If travel requires departure one day before the event or return one day after the event, no additional professional fee will be paid by Swisscontact for those travel days.</i>			

6.2 Deliverables

6.2.1 Format and Organisation

- After the event, the selected firm should deliver all raw files and the full set of edited photos within 1 to 2 working days.

- During the event, the selected firm should share 5 to 10 selected, quickly edited photos for immediate use (for example, on social media and in updates).
- Edited photos should be in high-resolution JPEG (minimum 300 dpi, minimum long edge 4000px).
- Files named consistently (event/theme, date, location, sequence number) and shared through a cloud folder or drive agreed with the project.
- Editing must be limited to colour correction, cropping and basic retouching. No manipulation that changes facts or misleads.

6.2.2 Ethical & Consent Guidelines

- The photographer(s)/photography firm(s) must obtain written consent from every identifiable person photographed, using the consent form approved by Swisscontact. Consent forms must be collected by the photographer(s)/photography firm(s) themselves and handed to the project with the photos.
- Photos must not be shared with any AI tool or platform, or used for any other purpose. All photos must be edited using professional software (e.g., Adobe Photoshop or Lightroom).
- Photographer(s)/photography firm(s) must portray all people, especially women workers, respectfully and with dignity, and must not stage or stereotype.
- Photographer(s)/photography firm(s) must follow the safety, access and confidentiality rules of each factory and venue.
- Photos should not reveal confidential production processes, commercially sensitive information, worker identification details, or information that could compromise personal privacy or factory security.
- Swisscontact's code of conduct and safeguarding policies apply.

7. PAYMENT SCHEDULE

Payment will be made in BDT after each assignment once the deliverables and signed consent forms are received and accepted. Applicable taxes (VAT and AIT) will be deducted at source as per Bangladesh government rules.

8. REPORTING

The service provider will report directly to the PROGRESS Team Leader and collaborate closely with the PROGRESS MRM & KCM team, providing regular updates. Additionally, the service provider is expected to maintain seamless communication with team members to ensure timely execution of project tasks and adherence to strategic objectives.

9. EVALUATION CRITERIA EVALUATION AND SCORING CRITERIA

The selection criteria are divided into two parts:

Technical Proposal (70%)

- Creativity and originality of the proposed approach.
- Quality and relevance of work samples and portfolio.
- Team structure, expertise, communication approach, and resource capacity.

The minimum qualifying score for the technical proposal is **49 out of 70 marks (70%)**. Only bidders achieving this minimum score will be considered for financial evaluation.

Financial Proposal (30%)

- Only technically qualified bidders will proceed to financial evaluation.
- Financial proposals must be submitted separately in BDT, inclusive of 15% VAT, following the prescribed financial proposal template provided above.

10. REQUIRED QUALIFICATION AND DOCUMENTATION

This guideline shall ensure uniformity of applications submitted by all photography firms and consultants and transparency of the evaluation process. However, the minimum eligibility criteria are:

- Minimum three (03) years of proven experience in professional event and documentary photography, preferably for development projects.
- Preferably, the photographer or firm should have a good understanding of the ready-made garments (RMG) sector and experience photographing in factory settings.
- Should demonstrate the skills needed for both event and thematic photography, including photography, editing and photo management.
- Work experience with international organisations or NGOs will be a plus point.
- Adequate resources (professional cameras, lenses, lighting, backup equipment, editing tools, and team), and the ability to mobilise additional photographers or equipment when needed.

It is mandatory for the bidding Consultancy firm/Consultant to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

- a. A technical proposal (maximum 15 pages, Aptos 11-point font, single spacing) outlining the bidder's understanding of the ToR, proposed approach and methodology, team structure and implementation plan, along with CVs/resumes of proposed photographers and key personnel, and relevant portfolio/work samples.
- b. A separate financial proposal setting out a detailed budget for the assignment (in BDT).
- c. A summary of relevant services provided during the last 3 years.
- d. A list of the existing clientele of the organisation.
- e. A Certificate of Incorporation (or Trade License, as applicable)
- f. Tax Identification Number (TIN).
- g. Business Identification Number (BIN).
- h. Latest PSR (Proof of Submission of the Return).
- i. A signed statement testifying that all information contained within the proposal is correct and true.

11. SUBMISSION GUIDELINE

The photographer(s)/photography firm(s) are requested to identify the technical expert(s) within the proposed team who have demonstrated experience in factory-level photography, environmental and social compliance, and gender-related issues.

The proposal must be submitted (Financial and Technical proposal separately) via email to bd.progress@swisscontact.org by **07 November 2026**. The email subject line must state: *Proposal for Photography Assignment for Swisscontact's PROGRESS Project*

13. OWNERSHIP

Swisscontact will own the intellectual property rights of the documents and materials prepared under this assignment. The report(s) or documents or any part, therefore, cannot be sold, used, shared, presented or reproduced in any manner without prior approval of Swisscontact.

Late or incomplete submissions will not be considered. Only shortlisted vendors/firms will be called for the next steps. Swisscontact reserves the right to accept or reject any application, in part or full, or cancel the entire procurement process without assigning any reason whatsoever. Submission of an application does not guarantee the award of the contract.