

SoW for Developing Two Animation Videos under the CLIMB Project

The purpose of this document is to invite animation production vendors to provide their service to produce two short animation videos showcasing two CLIMB project interventions – Community Water Enterprise and Hybrid Clean Cooking System – to communicate impact and innovation to donors, stakeholders, and communities.

About CARE:

CARE is a leading global humanitarian and development organization committed to ending poverty and promoting social justice. Established in 1945, CARE currently operates in over 90 countries. CARE Bangladesh, one of the oldest country offices, has been working since 1949 and is widely recognized for its innovation, collaboration, and deep engagement with climate-vulnerable communities. As a pioneer in community-based resilience building, CARE Bangladesh introduced more than 60 community-based adaptation models under the Reducing Vulnerability to Climate Change (RVCC) project (2002–2005)—the first large-scale intervention of its kind globally. Since then, CARE Bangladesh has maintained a strong operational presence in climate-affected regions, advancing both new and incremental adaptive approaches in line with its climate strategy and frameworks.

About CLIMB:

The CLIMB project (Community-Led Innovations for Climate Risk Mitigation in Bangladesh) is an initiative (2022–2026) funded by DANIDA and implemented by CARE Bangladesh in the south-east (Cox’s Bazar) and south-west (Bagerhat) coastal regions of Bangladesh—areas highly vulnerable to climate risks. In Bagerhat, the project is implementing the Community Water Enterprise (CWE)—a community-managed safe-water service and enterprise model addressing climate-induced salinity and shortage of potable water in coastal communities. In Cox’s Bazar, the project is piloting a hybrid clean cooking system combining solar-powered electric cooking with a high efficiency LPG burner to promote clean energy for Rohingya humanitarian setting.

About the Assignment:

The vendor will be responsible for the overall development and production of two engaging and visually compelling animation videos showcasing selected innovations under the CLIMB project—

- **Animation Video 1: Community Water Enterprise (CWE)**
- **Animation Video 2: Hybrid Clean Cooking System**

The objective of the assignment is to –

- Develop two high-quality animation videos showcasing selected CLIMB interventions.
- Visually communicate the concept, implementation process, community impact, and sustainability of each intervention.

Target Audience:

The videos will primarily target:

1. Project Stakeholders
2. Donors
3. Partner Organizations
4. Government authorities/departments in project areas
5. National and International NGOs, private sector and civil society partners
6. Communities in project areas

Methodology:

- Reviewing existing documents to better understand the project, and CWE model and its relevant details.
- Brainstorm a conceptual sequence for the animation.
- Develop and submit draft scripts (Bengali and English) based on the idea and sequence.
- Develop and submit a draft storyboard for review and approval.
- Developed the animation with narration, motion graphics, infographics, text overlays, illustrations, voice-over, background music and sound effects.
- Share draft versions (Bengali and English) of the final output with relevant authorities and to gather feedback.
- Incorporate project specific technical terms and policies, and feedback.
- Ensure CARE Bangladesh branding guidelines and policies are adhered.
- Use assets which are free from copyright claims.

Key Deliverables:

- Draft script and storyboard in Bangla and English.
- Two animation videos (3-5 minutes each) in Full HD or higher adaptive resolution
- 2D animation/motion graphics production, professional voiceover recording, background music design, subtitle integration
- Editable project/source files/project assets (Adobe Illustrator, photoshop, Premiere Pro After Effects or others) with soft copies in MP4 and other required editable formats in a pen drive or hard drive, and cloud drive link.

Technical Specification:

Title	Quantity	Specification
-------	----------	---------------

2D and infographic-based animation videos (Community Water Enterprise and Hybrid Clean Cooking System)	2	• Video duration: 3-5 minutes • Format: MP4 adaptive resolution • Language: Bengali and English • Subtitle language: Bengali with English voice and English with Bengali voice • Video quality: Full HD (the final video should be suitable for screening on large screens and for digital platforms) • Color grading: Maintain CARE's brand colors and visual identity throughout the video, where applicable.
--	---	--

Key Role of CARE:

Provide proofreading and support to follow CARE's branding standard.

Expected Timeline:

The assignment must be started on **05 October 2026** and delivered on or before **31 October** after receiving the assignment order.

Minimum Expertise Requirement /Team composition:

- Professional work experience of 5+ years in animation/video production.
- Demonstrated experience in producing animation videos for humanitarian sector preferred.

Evaluation Criteria:

The service provider will be evaluated based on the following:

Weightage Score: 100 marks

- Technical Score: 70%
- Financial Score: 30%

Technical Evaluation Criteria		Score
Understanding of the task		20%
Experiences of Similar works, Proof of Work Order/completion certificate (<i>minimum 3 or more</i>)		20%
Score	Marking Status	
1	Non-complying	
2	Below Acceptable	
3	Acceptable	
4	Good	
5	Excellent	
Work Plan		30%
Total		70%

Application Process:

The agency must submit the following separate proposals-

- Technical proposal**, which will outline an understanding of ToR, an action plan with timelines, relevant experiences, and sample works.
- Details **financial proposal** that outlines the fees and associated costs including all costs (including VAT & TAX) and provides budget notes.

Terms and Conditions for Service Provider:

- CARE Bangladesh reserves the right to preserves right to cancel/terminate/halt this hiring process without showing any justification to the bidder though they have given time and resources to submission of proposal.
- Message to be carried by the production has to be approved by CARE Bangladesh.
- CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment. [etc.]

Mode of Payment:

Payment will be made through account payee cheque/cash as per the mentioned allocation after the completion of full assignment and duly certified by the project.

Terms of Payment:

The service provider will be paid as per the following schedule:

100% payment after completion of work approved by project.

Payments in local currency will be paid as per standard procedure. Service provider shall provide CARE Bangladesh with periodic and final invoice statements indicating Services performed, expenses incurred, past payments made and any other information CARE Bangladesh shall reasonably request. Service provider shall provide a final invoice statement whenever requested by CARE Bangladesh up to sixty (60) days after the date set for the completion of the Services in this SOW.

CARE Standard Payment Terms are 30 days from receipt of goods or service and accurate & complete invoice acceptable to CARE Bangladesh.

Penalty:

If the supplier/service provider fails to provide the agreed-upon services or fulfils any or all obligations within the timeline specified in the Contract/Purchase Order (PO), the Buyer reserves the right, without prejudice to its other remedies under the Contract, to impose penalties by deducting a percentage of the Contract Price/PO amount as outlined below:

Total Delay Penalty (% of Contract/PO Value)

First 5 days 2%

From 6-11 days 4%

From 12-20 days 6%

Above 20 days delay: the termination clause may also be applicable

Note: **Deduction of the penalty amount will not be applicable in case if any extended completion time/period is officially agreed and accepted by CARE Bangladesh after the completion date mentioned in PO.

Intellectual Property:

All drafts and final photo and stories including the raw data should be submitted to CARE Bangladesh in both hard copy and electronic versions. The ownership of the photo and stories for publication rests with CARE Bangladesh. All the data, pictures, information and the reports including the findings and recommendations will remain the property of CARE Bangladesh and must not be published or shared with a third party by the consulting agency. Any changes in the agreed on deliverables must be approved by CARE Bangladesh.

Key Contact information:

Shahab Uddin, Knowledge Management & Learning Coordinator, Humanitarian & Resilient Futures Program, CARE Bangladesh.