

SoW for Development of visual content and Print & Digital Media Coverage for CLIMB Green Innovations

The purpose of this document is to invite reputed media agency/ news channel/content production vendors to provide print and digital media coverage through feature article and social media/digital platform video services for the Community Water Enterprise (CWE) intervention under the CLIMB project.

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 Bagerhat and Cox's Bazar 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 hybrid clean cooking to address cooking fuel crisis and environmental degradation.

About the Assignment:

The vendor will be responsible for the following print and digital media coverage services for the Community Water Enterprise (CWE) intervention and Hybrid Clean Cooking:

- **Two (2) full-page news stories/feature articles:** one (1) feature article on the Community Water Enterprise (CWE) model and one (1) feature article on the Hybrid Clean Cooking model, each published in a recognized national print media outlet.
- **Digital/Social Media Video Content:** Six (6) short-form vertical videos highlighting the Community Water Enterprise (CWE) and Hybrid Clean Cooking models—three (3) videos for each model—for dissemination through social media and digital platforms, including Facebook, YouTube, and relevant websites.

The objective of the assignment is to –

- Increase visibility and public awareness of the CWE and Hybrid Clean Cooking

interventions at the national level

- Showcase the community-driven, climate-adaptive, and green solutions to a wider audience.

Target Audience:

The videos will primarily target:

1. Relevant national audience
2. Private sector and market actors
3. Donors and development partners
4. Government authorities and policymakers
5. National and International NGOs

Methodology:

- One-pager:
 - Include photos, infographics/illustrations, cutout detailing and develop the one-pager using creative storytelling strategy.
- Video:
 - Develop script and screenplay/storyboard (ensure all the technical issues are appropriate and aligned with the policy).
 - Get approval of the script and screenplay/storyboard before going for the shooting.
 - Conduct necessary interviews, photography and video recording with community members and relevant stakeholders.
 - Capture B-rolls that cover all the project interventions.
 - Color grading, audio enhancement, and reduce noise in post-production if necessary. Produce voice-over, music, subtitles, infographics, flowchart/GIF, illustration and sound effects for the videos, as appropriate to enhance the visuals for clear understanding.
 - Add animated explainer if necessary.
- General:
 - Ensure CARE Bangladesh branding guidelines and policies.
 - Be free from copyright claims.
 - Publish the approved news stories and videos through the agreed public media channels and digital platforms. (Must be a reputed news agency or Channel)
 - Take final approval on the machine proof for the one-pager, and final go ahead for the three videos.

Key Deliverables:

- Publication-ready Feature/News Stories: Two (2) one-page feature/news stories—one (1)

on the Community Water Enterprise (CWE) model and one (1) on the Hybrid Clean Cooking model—prepared in English and ready for publication in recognized print media outlets.

- Short Videos: Six (6) short videos of 2–3 minutes each—three (3) videos showcasing the CWE model and three (3) videos showcasing the Hybrid Clean Cooking model. Each video shall be produced in Full HD (1920 × 1080) or higher resolution and delivered in both Bengali and English versions.
- Final script of the video, all the B-rolls(raw) and photos that cover all the intervention.
- Post the videos on designated media/digital platforms following an agreed schedule to reach maximum audience during proper hours.

Technical Specification:

Title	Quantity	Specification
Feature article	2	• Article layout: One full-page in a relevant section of the newspaper outlet (e.g. innovation, entrepreneurship, etc.) • Language: English • Visuals: Relevant photographs to accompany the article, and strong quotes
Digital platform/social media videos	6	• Video duration: 2-3 minutes • Format: MP4 • Orientation: Vertical • Language: Bengali and English • Subtitle language: Bengali and English • Video quality: Full HD adaptive resolution (suitable for digital platforms and screening on large screens) • Color correction for optimum viewability. • Colors for graphic elements: Maintain CARE's brand colors and visual identity throughout the video, where appropriate

Key Role of CARE:

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

Expected Timeline:

The assignment must be started on **5 October 2026** and delivered on or before **31 October 2026** after receiving the assignment order.

Minimum Expertise Requirement /Team composition:

- Professional work experience of 5+ years in media production, journalism, and/or digital content creation.
- Demonstrated experience in developing print and digital media content for development 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	Work order/PO Copy/ Agreement/Work completion Certificate	Score	
1	Non-complying	No submission	0	
2	Below Acceptable	1-2	5	
3	Acceptable	3	10	
4	Good	4	15	
5	Excellent	5 and above	20	
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 work.
- 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.