

Appendix I: Terms of Reference (ToR)

For Hiring a Media Production Agency/Consultant for an Informative Social Media Campaign and Three Interactive Discussions/Dialogues on TV/Media under the Women Lead in Emergencies (WLiE) Project funded by AFD

Item	Details
Type of Consultancy	Media Production Agency / Consulting Firm / Individual Consultant
Title of Assignment	Informative Social Media Campaign and Three Interactive Discussions/Dialogues on TV/Media for the Women Lead in Emergencies (WLiE) Project
Project	Women Lead in Emergencies (WLiE)
Implementing Organizations	CARE Bangladesh in partnership with JAGO NARI
Donor	Agence Française de Développement (AFD)
Project Duration	August 2024 – July 2028
Consultancy Duration	October 2026 – July 2028, delivered through the phased digital campaign (five campaign phases) and Three Interactive Discussions/Dialogues on TV/Media in October 2026-July 2027. Not continuous work – outputs per the approved schedule.
Duty Station	Dhaka with field visits to Barguna District as required
Contract Type	Framework Consultancy / Output-Based Consultancy
Reporting To	Project Manager, Women Lead in Emergencies (WLiE), CARE Bangladesh

1. Project Background

CARE Bangladesh is one of CARE's oldest and largest country offices, working for over seven decades on gender equality, women's leadership, and resilient communities. The Women Lead in Emergencies (WLiE) Project is a four-year initiative (August 2024 – July 2028) funded by the Agence Française de Développement (AFD) and implemented by CARE Bangladesh with JAGO NARI in Barguna District, one of Bangladesh's most climate-vulnerable coastal regions. Coordinated internationally by CARE France, CARE UK, and the Institute of Development Studies (IDS), the project strengthens women's leadership and meaningful participation in disaster preparedness, response, and recovery through three results: (i) strengthened capacity of Women's Rights Organizations; (ii) strengthened community women's groups leading humanitarian preparedness and response; and (iii) evidence generation to influence gender-responsive humanitarian policy and practice.

Although Bangladesh has made progress in disaster risk reduction, women continue to face structural barriers to meaningful participation in disaster governance and decision-making. Evidence from the WLiE Project shows that when women are meaningfully engaged in preparedness and local decision-making, humanitarian responses become more inclusive and disaster risk reduction outcomes improve for everyone. The WLiE Project has an **advocacy strategy that seeks to strengthen public**

understanding and recognition of women's leadership in humanitarian action through strategic communication, digital storytelling, and media engagement. The strategy focuses on translating project evidence, key advocacy messages, and stories of change into engaging and accessible content that reaches diverse audiences and promotes greater understanding of women's meaningful participation in humanitarian action.

As part of its advocacy strategy, WLiE Project will use communication and media (TV) to increase public understanding, amplify women's voices and promote practical action for women's meaningful participation in disaster governance. CARE Bangladesh will engage a qualified social media and Media (TV) production agency/consultant to implement two complementary activities:

1. Informative Social Media Campaign

The campaign will use a strategic mix of short videos, reels, infographics, and other suitable digital content formats across five campaign phases to:

- Share WLiE project activities and key messages;
- Highlight stories and experiences of women leaders and communities; and
- Promote women's meaningful participation in disaster preparedness, disaster governance, and gender-responsive humanitarian action.

The campaign will run from **November 2026 to July 2028** through CARE Bangladesh's digital platforms and partner networks. Content will be developed and released in line with project milestones and advocacy opportunities. CARE Bangladesh will review campaign performance approximately every four months, focusing on reach, engagement, content performance, and emerging priorities. Based on the review, the consultant will refine messages and develop the next content package in consultation with CARE Bangladesh.

2. Three Interactive Discussions/Dialogues on TV/Media

The assignment will also include the development, organization, production, and documentation of **three interactive media discussion/dialogue programmes.**

Each programme will:

- be approximately **one hour** long;
- include approximately **50 invited participants/guests**;
- feature a thematic leader/resource person;
- include an interactive discussion and Q&A session; and
- be recorded and broadcast through an appropriate TV/electronic media platform.

The discussions will focus on selected WLiE advocacy issues, including **safe, inclusive and gender-responsive cyclone shelters, women's leadership, and women's meaningful participation in disaster governance.** The programmes will help raise public awareness and promote dialogue among women representatives, youth, media professionals, policymakers, government representatives, thematic experts, and other relevant stakeholders.

The three discussions are tentatively planned for **October 2026, December 2026, and July 2027.** The October programme may be linked to the **International Day for Disaster Risk Reduction (13 October)**, subject to confirmation by CARE Bangladesh. For each programme, the **theme, topic, speakers, participants, format, schedule, and other arrangements** will be developed and finalized in consultation with CARE Bangladesh.

Two Activities, One Campaign and Advocacy Goal

The two activities will have **different approaches and target audiences but will contribute to the same WLiE campaign and advocacy goal:**

- **Social Media Campaign:** Builds public awareness, shares stories and evidence, and reaches a wider digital audience.

- **Interactive Media (TV) Discussions:** Creates informed dialogue, engages key stakeholders, highlights women's voices, and strengthens advocacy messages.

The consultant/agency will be responsible for planning and delivering both activities, with **separate work plans, outputs, timelines, and budgets** for each activity.

2. Objective of the Assignment

Overall Objective

To engage a qualified media production agency or consultant to support two distinct workstreams that strengthen public awareness, amplify evidence and women's voices, and advance advocacy for women's leadership and meaningful participation in disaster governance.

Specific Objectives

- Develop and implement an evidence-based digital campaign through informative short videos and social media content.
- Organize and facilitate Three Interactive Discussions/Dialogues on TV/Media from October 2026 to July 2027 with media, youth, policymakers, government, women representatives, and other stakeholders.
- Amplify women's voices and promote meaningful participation in disaster preparedness, response, and decision-making.
- Document and disseminate key messages, recommendations, and stories through appropriate digital and media platforms.
- Increase understanding, recognition and support for women's leadership and meaningful participation in disaster preparedness, response, recovery and disaster governance, including the promotion of safe and inclusive cyclone shelters.

3. Two Complementary Activities

Activity	Main role	Primary purpose	Key outputs
Activity 1: Informative Social Media Campaign	Inform, reach and engage the wider public	Build awareness and positive public understanding through simple, evidence-based and engaging digital content	Five-phase campaign packages comprising short videos, reels, infographics, and other digital assets, supported by a campaign strategy and periodic reviews.
Activity 2: Three Discussions/Dialogues on TV/Media	Create dialogue, bring stakeholders together and strengthen advocacy messages	Facilitate informed discussion, highlight evidence and voices, and generate recommendations/action points	Three recorded media programmes, broadcast outputs, recommendations, action points and advocacy content

Both activities will contribute to the same advocacy goal but will have different roles. The digital campaign will primarily create broad public awareness and sustained visibility, while the

discussions/dialogues will create space for informed conversation, stakeholder engagement and advocacy.

4. Communication Principles

The campaign and the dialogue shall both promote positive, evidence-based, gender-transformative narratives reflecting CARE Bangladesh's values. All communication products and event materials shall adhere to the following principles:

The following principles shall apply to **both the Informative Social Media Campaign and the TV/Media Discussions/Dialogues**:

- **Evidence-based communication:** All content shall accurately reflect WLiE project interventions, field evidence, documented stories of change, and agreed advocacy messages.
- **Women-centred and empowering narratives:** Women and girls shall be portrayed as leaders and agents of change, highlighting their contributions to disaster preparedness, response, recovery, and resilience.
- **Positive and solutions-oriented communication:** Content shall highlight practical solutions, community leadership, positive change, and opportunities for action.
- **Inclusive representation:** Communication shall reflect diversity in age, disability, social background, and roles, while respecting local cultural and social contexts.
- **Ethical communication:** All communication shall respect dignity, privacy, safety, and the rights of participants and comply with CARE Bangladesh's safeguarding, Do No Harm, and ethical communication standards.
- **Informed consent:** Written informed consent shall be obtained before using any person's photograph, video, interview, or other visual/audio content. For children and other vulnerable individuals, consent from a parent or legal guardian shall also be obtained in accordance with CARE Bangladesh's safeguarding procedures.
- **Audience-centred communication:** Messages shall be appropriate to the intended audience and adapted to the relevant communication platform.
- **Non-partisan communication:** All content and programmes shall remain non-partisan and shall not include political or party-based statements.
- **CARE branding and visibility:** All communication products shall follow CARE Bangladesh's branding, visibility, safeguarding, and communication requirements.
- **Quality and accuracy:** All materials shall be professionally produced, factually accurate, technically appropriate, and approved by CARE Bangladesh before publication or broadcast, where applicable.

4.2 Specific Principles for Informative Social Media Campaign

In addition to the common principles, the Social Media Campaign shall follow these principles:

- **Simple and accessible content:** Key messages, findings, data, and stories shall be presented in a clear and easy-to-understand manner.
- **Visual storytelling:** Short videos, reels, infographics, photographs, and other suitable visual formats shall be used to communicate key messages effectively.
- **Platform-appropriate content:** Content shall be adapted to the requirements and audience of different digital platforms.
- **Engaging and shareable content:** Content should encourage audience engagement, interaction, and sharing while maintaining accuracy and safeguarding standards.
- **Digital accessibility:** Where appropriate, videos should include Bangla captions and English subtitles, and visual content should use readable text and clear messaging.
- **Performance monitoring:** The consultant shall track available digital performance data, including reach, views, engagement, and other relevant indicators, and use the findings to improve subsequent content packages.
- **Final digital files:** All final edited videos, graphics, source/working files where agreed, and other campaign materials shall be provided to CARE Bangladesh in appropriate high-resolution digital formats.

4.3 Specific Principles for TV/Media Discussions/Dialogues

In addition to the common principles, the TV/Media Discussions/Dialogues shall follow these principles:

- **Balanced and informed discussion:** Programmes shall provide space for informed discussion and diverse stakeholder perspectives relevant to the selected WLiE advocacy theme.
- **Interactive format:** Each programme shall include structured discussion and an interactive Q&A session to encourage meaningful participation.
- **Relevant stakeholder participation:** Women representatives, youth, media professionals, policymakers, government representatives, thematic experts, and other relevant stakeholders shall be included as appropriate to the selected theme.
- **Clear advocacy messages:** Discussions shall communicate agreed WLiE advocacy messages and highlight relevant evidence, experiences, and recommendations.
- **Professional moderation:** The programme shall be moderated in a clear, respectful, inclusive, and professional manner.
- **Non-partisan format:** The programme shall remain non-partisan and shall not promote or oppose any political party, candidate, or political position.
- **Broadcast quality:** Programmes shall be professionally recorded, edited, and delivered in broadcast-ready, high-resolution digital formats.
- **Audience analytics:** The consultant/media partner shall provide available broadcast and digital audience data, including reach, views/listens, engagement, and other relevant metrics.
- **Programme documentation:** The consultant shall submit a concise completion report covering the programme, participants, broadcast/dissemination, audience reach, key observations, recommendations, and relevant documentation.

5. Scope of Work and Methodology

The consultant will serve as CARE Bangladesh's creative communication and media advocacy partner through two operationally separate workstreams. The consultant shall maintain separate work plans, outputs, timelines, and cost allocations for each workstream while ensuring strategic coherence between them.

5.1 Workstream 1: Informative Social Media Campaign

5.1.1 Objectives of the Informative Social Media Campaign

- Develop and implement an engaging, evidence-based digital campaign featuring informative short videos and complementary social media content on women's leadership and meaningful participation in disaster governance.
- Provide an accessible digital platform that amplifies women's voices, shares evidence and promotes awareness of women-friendly cyclone shelters and gender-responsive disaster preparedness.
- Maximize public visibility and audience reach of WLiE messages through CARE Bangladesh's digital platforms and partner networks, while ensuring appropriate visibility of CARE Bangladesh, WLiE, and relevant partners.
- Track, document, and review campaign performance to strengthen learning, advocacy, audience engagement, and subsequent campaign content.

5.1.2 Inception and Document Review

The consultant shall hold an inception meeting with CARE Bangladesh and review relevant documents, including the WLiE Advocacy Strategy, Rapid Gender Analysis (RGA-P), Baseline Assessment, monitoring data, case studies, existing communication materials, CARE Bangladesh Brand Guidelines, AFD visibility requirements, relevant national policies and frameworks such as the National Action Plan (NAP) and Standing Orders on Disaster (SOD), and other applicable resources. The consultant shall submit an Inception Report outlining methodology, work plan, production schedule, campaign development approach, and quality assurance mechanisms for CARE Bangladesh's review and approval.

5.1.3 Campaign Strategy and Creative Development

The consultant shall develop an overarching digital campaign framework covering campaign objectives, audience segmentation, communication approach, campaign identity and creative concept, key messages, storytelling approach, visual identity, communication channels, platform-specific approaches, suggested hashtags, and a content calendar aligned with project milestones, observance days, and advocacy opportunities.

The campaign shall be phased from November 2026 to July 2028, maintaining consistency across products and progressively building visibility, awareness, and advocacy around WLiE priorities.

5.1.4 Target Audience

Primary audiences: youth and young adults; general digital/social media audiences; development partners and donors; humanitarian organizations and coordination platforms; national and local media; and policymakers.

Secondary audiences: women and girls in disaster-prone coastal communities; community leaders; WLiE women's groups; Union Disaster Management Committees (UDMCs); Cyclone Shelter Management Committees (CSMCs); CPP volunteers; Union Parishads/Upazila administrations; the Department of Disaster Management; the Ministry of Disaster Management and Relief; and other relevant government institutions.

5.1.5 Minimum Production Specifications: Workstream 1 – Social Media Campaign

- The campaign shall produce **an appropriate mix of informative short videos, reels, infographics, and other suitable digital content formats across five campaign phases**, delivered as phased social media content packages aligned with WLiE thematic priorities, project milestones, field evidence, observance days, advocacy priorities, and audience needs. The proposed content volume and format mix shall be developed based on the approved campaign strategy and agreed with CARE Bangladesh during the inception phase, with adjustments to the number and distribution of content pieces made by mutual agreement within the approved contract value.
- Videos should generally be approximately 30–60 seconds unless otherwise agreed; optimized for digital/social viewing; include English subtitles and Bangla captions; and use motion graphics/animation, licensed music, and approved CARE Bangladesh/AFD visibility as appropriate.
- Minimum technical standard: Full HD (1920×1080); platform-optimized, 9:16, and 1:1 versions where applicable; high-quality audio; professional colour correction; stable footage; high-quality motion graphics; and accessibility through subtitles and clear visual presentation. **All video content shall use clear, simple, engaging, and youth-friendly language to effectively reach young audiences.**

All materials shall comply with CARE Bangladesh Brand Guidelines, AFD visibility requirements, safeguarding and ethical communication standards. Final exports, editable project/graphics files, subtitle files, raw footage, and licensing documentation shall be submitted after each phase.

5.1.6 Priority Campaign Themes

- Women's leadership and meaningful participation in disaster preparedness, response, and recovery.
- Safe, accessible, women-friendly cyclone shelters.
- Women's participation in Disaster Management Committees and local governance.
- Community resilience and locally led humanitarian action.
- Positive stories of change and women's leadership.
- Challenging harmful gender norms restricting women's leadership.
- Partnerships among communities, government, humanitarian actors, and Women's Rights Organizations.
- Preparedness and collective action for resilient communities.

Themes may be refined during inception and additional themes may be proposed subject to CARE Bangladesh's approval.

5.1.7 Content Development and Production

Based on the approved strategy, the consultant shall conceptualize, script, produce, edit, and package the campaign content, including creative concepts, scripts, storyboards, interview guides, production plans, field filming and interviews in WLIE intervention areas, B-roll, voice-over, subtitles, motion graphics/animation, licensed music, platform-specific versions, captions, thumbnails, hashtags, and other digital assets. All products shall comply with CARE Bangladesh branding, safeguarding, and donor visibility requirements.

5.1.8 Expected Deliverables: Workstream 1 – Informative Social Media Campaign

No.	Deliverable
1	Inception Report – methodology, work plan, production schedule, communication workflow, and quality assurance plan.
2	Digital Campaign Strategy – campaign objectives, audience segmentation, communication approach, key messages, campaign identity, visual direction, communication channels, hashtag strategy, and a phased content calendar covering the campaign period .
3	Creative Concept Package – campaign theme, creative concepts, storytelling approach, scripts, storyboards, interview guides, shot lists, and production plan.
4	Campaign Package 1 – Launch Package – approved videos, reels, infographics, captions, thumbnails, subtitles, graphics, and other digital assets for the November 2026 campaign launch.
5	Subsequent Campaign Packages – phased content packages developed according to the approved campaign strategy, quarterly priorities, project milestones, field evidence, observance days, and advocacy opportunities. The content mix and volume may be adjusted in consultation with CARE Bangladesh within the approved contract value.
6	Campaign Performance Review Reports – performance findings, audience engagement, recommendations, and proposed content improvements for each review period.
7	Final Campaign Archive – approved videos, reels, infographics, graphics, subtitles, captions, raw footage, editable project files, performance reports, and other relevant production assets.

5.1.9 Indicative Timeline: Workstream 1 – Informative Social Media Campaign

The consultancy is expected to commence in **October 2026** and continue until **July 2028**. The five video-campaign phases (Launch and four subsequent refresh packages) will be implemented from **November 2026 to July 2028**, following the initial inception and production period.

Phase	Timeline	Key Activities
Phase 1: Inception & Campaign Design	October 2026	Document review, inception meeting, campaign strategy, creative concept, audience segmentation, and content calendar
Phase 2: Initial Production	October–November 2026	Content development, field production, filming, editing, and preparation of Campaign Package 1
Phase 3: Campaign Launch	November 2026	Campaign Package 1 and campaign launch
Phase 4: First Refresh	March 2027	Campaign Package 2 and performance review
Phase 5: Second Refresh	July 2027	Campaign Package 3 and performance review
Phase 6: Third Refresh	November 2027	Campaign Package 4 and performance review
Phase 7: Final Refresh & Close-out	March–July 2028	Campaign Package 5, final archive, performance review, and close-out

5.1.10 Campaign Implementation and Performance Review

The consultant shall develop the initial campaign package for launch in November 2026 and support phased implementation through five campaign phases: an initial launch package followed by four refresh packages. CARE Bangladesh will conduct a performance review approximately every four months, assessing reach, engagement, content performance, and emerging needs. The consultant shall refine messaging and produce subsequent packages in consultation with the WLiE Project team and Advocacy and Communications Team.

5.2 Workstream 2: Three Three Interactive Discussions/Dialogues on TV/Media – October 2026 to July 2027

5.2.1 Objectives of Organizing Three Interactive Discussions/Dialogues on TV/Media

The media discussions/dialogues will serve as the stakeholder and advocacy engagement component. Their role is to create a credible space for women, youth, media, government, policymakers and other stakeholders to discuss WLiE priorities, examine evidence, identify practical solutions and document recommendations or commitments.

- Organize and facilitate three professionally structured, interactive media discussions/dialogues on women-friendly cyclone shelters, women's leadership, and meaningful participation in disaster governance.
- Provide a high-quality media (TV) platform that amplifies women's voices and promotes constructive, evidence-based dialogue among women representatives, youth, media, policymakers, government representatives, and other stakeholders.
- Maximize public visibility and audience reach of the discussions and their key messages through recording, television broadcast, and digital dissemination, while ensuring appropriate visibility of CARE Bangladesh, WLiE, and relevant partners.
- Document the discussions, key messages, recommendations, and audience engagement to support learning, advocacy, and future communication efforts.

5.2.2 Discussion/Dialogue Planning, Preparation and Facilitation

The consultant shall work closely with CARE Bangladesh and JAGO NARI to plan and implement three Three Interactive Discussions/Dialogues on TV/Media between October 2026 and July 2027.

- Develop a concept note and implementation plan for each discussion/dialogue in consultation with CARE Bangladesh.
- Propose themes, speakers, moderators and participants for CARE Bangladesh's approval.
- Coordinate with stakeholders, speakers, media representatives and the selected electronic/TV media partner.
- Develop agendas, discussion frameworks, key messages and moderator materials.
- Ensure meaningful participation of women and youth through an inclusive, respectful and evidence-based format.
- Arrange studio/gallery, technical, recording and production requirements.
- Produce approximately one-hour interactive programmes with discussion and Q&A.
- Coordinate broadcast/airing and digital dissemination through the agreed media platform.
- Document key discussion points, recommendations, action points and stakeholder commitments where applicable.

5.2.3 Target Audience

The dialogue workstream will have a separate participant and stakeholder group from the social media campaign.

Primary audiences: women representatives and WLiE women leaders; youth and young adults; media professionals and journalists; policymakers; government representatives; local government representatives; and disaster management authorities.

Secondary audiences: UDMC and CSMC representatives; humanitarian and development partners; civil society organizations; think tanks; community leaders; and other relevant stakeholders engaged in disaster preparedness, response, and governance.

Each programme is expected to involve approximately 50 invited participants/guests, subject to final approval and logistical feasibility.

5.2.4 Minimum Production Specifications: Workstream 2 – Three Interactive Discussions/Dialogues on TV/Media

Each Discussion/Dialogue shall be approximately one hour and designed as an interactive programme hosted through an appropriate **electronic/TV media** platform. The consultant shall coordinate the **host, TV studio/gallery, thematic leader/resource person, panel/speakers, and approximately 50 invited participants/guests**, including participant engagement and a Q&A segment. The consultant shall coordinate with the selected electronic/TV media partner for the **required media slot, recording, editing, and broadcast/airing**, ensuring broadcast-quality production. The consultant shall provide the final recorded programme files and available broadcast/media coverage evidence. The three sessions are tentatively planned for October 2026, December 2026, and July 2027. The **October 2026 session may be aligned with the International Day for Disaster Risk Reduction on 13 October**, subject to confirmation and approval by CARE Bangladesh.

The consultant shall provide **broadcast-quality audiovisual recording, event photography, final programme files, and available evidence of media coverage**, including links or clippings where applicable. Relevant content from the discussions may also be adapted into short digital outputs such as key-message cards or clips.

The three discussions shall remain **separate from the short-video campaign and shall not count toward its production quota**.

5.2.5 Documentation and Follow-up

The consultant shall prepare attendance/participant documentation, photographs, key discussion points, recommendations, stakeholder commitments/action points, available media coverage, and a concise report for each dialogue. The consultant shall also identify approved key advocacy messages and selected content from each dialogue that may be considered for future WLiE communication activities.

5.2.6 Expected Deliverables: Workstream 2 –Three Interactive Discussions/Dialogues on TV/Media

No.	Deliverable
1	Three approved concept notes and event implementation plans, including theme, agenda, methodology, participant/stakeholder plan, and production arrangements.
2	Stakeholder, speaker, media, and participant coordination for all three discussions/dialogues.
3	Discussion materials – discussion framework, moderator notes, key messages, presentation/communication materials, and event branding.
4	Three successfully organized and recorded interactive Discussions/Dialogues on TV/Media, tentatively in October 2026, December 2026, and July 2027.
5	Media and broadcast outputs – recorded programme files, approved photographs, selected audiovisual content, broadcast/airing coordination, and available media links/clippings.
6	Dialogue documentation – attendance/participant records, photographs, key discussion points, recommendations, commitments/action points, and relevant media documentation for each session.
7	Three concise dialogue reports, one for each session.

8	Approved advocacy content generated from the dialogues, such as selected quotations, key-message cards, short clips/reels, or event highlights.
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5.2.7 Indictive Timeline: Workstream 2 – Three Interactive Discussions/Dialogues on TV/Media

The Three Interactive Discussions/Dialogues on TV/Media will be organized separately during **October 2026, December 2026, and July 2027**. The timeline is indicative and may be adjusted by mutual agreement with CARE Bangladesh.

Discussion/Dialogue	Timeline	Key Activities
Discussion/Dialogue 1	October 2026	Preparation, stakeholder/media engagement, studio/technical arrangements, recording, broadcast/dissemination, and documentation
Discussion/Dialogue 2	December 2026	Preparation, stakeholder/media engagement, recording, broadcast/dissemination, and documentation
Discussion/Dialogue 3	July 2027	Preparation, stakeholder/media engagement, recording, broadcast/dissemination, and documentation

5.3 Integration Between the Two Workstreams

Integration of Outputs: The two workstreams will remain operationally separate, with distinct target audiences, implementation approaches, deliverables, and timelines. Subject to CARE Bangladesh's approval and applicable consent, selected photographs, quotations, short video clips, key messages, and discussion highlights generated through the Three Interactive Discussions/Dialogues on TV/Media may be incorporated into the WLiE social media campaign. Similarly, relevant WLiE campaign materials may be used during the Discussion/Dialogue to support discussion and advocacy messaging. Such cross-use shall not change the separate deliverable requirements of the two workstreams.

6. Minimum Qualifications and Experience

Area	Requirement
Experience	Minimum 2 years of demonstrated experience in multimedia production, digital and social media communication, advocacy campaigns, media engagement, stakeholder dialogue, documentary/short-form video production, or strategic communication, preferably with development partners, INGOs, UN agencies, government, or civil society organizations.
Desirable Experience	Experience in organizing public discussions/dialogues, , stakeholder consultations, media engagement events, and broadcast/electronic media programmes.
Technical Knowledge	Digital communication strategy, audience engagement, storytelling for social change, multimedia production, social media platforms, branding, advocacy communication; gender/DRR/humanitarian/climate experience is an advantage.
Skills	Excellent scriptwriting, visual storytelling, filming, photography, editing, animation, graphic design, post-production, stakeholder engagement, facilitation support, and content production in Bangla with high-quality English subtitles.
Equipment & Technical Capacity	Professional production equipment and software for broadcast-quality digital content, with capacity to support studio/event audio-visual production.

Team Composition	At minimum for firms: Team Leader/Creative Director, Scriptwriter/Content Strategist, Videographer, Video Editor/Motion Graphics Specialist, Graphic Designer, and event/media coordination capacity.
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7. Evaluation Criteria

Criteria	Description	Maximum Score
A. Understanding of the Assignment, Campaign Strategy & Creative Approach, Discussion & Dialogue Approach	Understanding of WLiE, two workstreams of the assignment, objectives, target audiences and deliverables; quality and feasibility of the proposed campaign strategy, including key themes, content, engagement, creativity, youth-friendly communication and monitoring; and approach to stakeholder engagement, TV/media discussions, facilitation, broadcast, documentation and advocacy outputs.	50
B. Relevant Experience, Portfolio and Team Composition	Experience in digital campaigns, advocacy communication, media/studio production, stakeholder engagement and dialogues, along with the strength and expertise of the proposed team.	30
Total Technical Score		80
Financial Criteria	Lowest technically qualified financial proposal receives full score; others scored proportionately according to CARE Bangladesh procurement procedures.	20
Total		100

8. Terms of Payment

Payments shall be made upon satisfactory completion and approval of agreed deliverables, in Bangladeshi Taka (BDT), in accordance with CARE Bangladesh's financial procedures and applicable VAT and Tax regulations.

Milestone	Payment
1. Approval of Inception Report, Campaign Strategy, Creative Concept, and Content Calendar	15%
2. Completion and approval of three Three Interactive Discussions/Dialogues on TV/Media, including programme recordings, documentation, broadcast/media coverage documentation, and dialogue reports	To be finalized against approved contract value
3. Campaign Package 1 – Launch	20%
4. Campaign Packages 2 and 3	20%
5. Campaign Package 4	15%
6. Campaign Package 5, Final Campaign Archive, and remaining deliverables	20%

The percentage assigned to the Discussions/Dialogues milestone will be finalized once the combined contract value is approved, ensuring that all installments total 100% of the contract value.

8.1 Budget and Cost Allocation

The financial proposal shall clearly distinguish costs associated with the Informative Social Media Campaign and the Three Interactive Discussions/Dialogues on TV/Media. The consultant shall provide separate cost breakdowns for each workstream while submitting one consolidated financial proposal. Costs for the October 2026–July 2027 discussions/dialogues shall be presented separately.

9. Reporting and Coordination

The consultant will report directly to the Project Manager, WLiE, CARE Bangladesh, and work closely with the Program Associate – Advocacy, Advocacy and Communications Team, technical advisors, MEAL Team, and JAGO NARI.

For **Workstream 1** CARE Bangladesh will provide technical guidance, relevant documents, branding guidelines, review and approval of campaign strategies and production outputs, consolidated technical feedback, and access to project staff and stakeholders. JAGO NARI will support field-level coordination, community communication, filming schedules, and mobilization for interviews and filming.

For **Workstream 2**, the consultant will work with the WLiE Project Manager, Program Associate – Advocacy, Advocacy and Communications Team, and JAGO NARI to coordinate themes, stakeholders, speakers, media representatives, studio arrangements, programme production, and documentation. The consultant shall maintain clear separation between operational deliverables and costs of the two workstreams while ensuring strategic coherence between them.

10. Performance Indicators

Workstream 1 – Informative Social Media Campaign

- Number of campaign packages produced and approved.
- Number of short videos/reels/infographics produced.
- Timeliness of delivery.
- Reach and impressions.
- Views/watch time and engagement.
- Partner/media dissemination.
- Compliance with quality, branding, safeguarding, and visibility standards.

Workstream 2 – Three Interactive Discussions/Dialogues on TV/Media

- Three discussions/dialogues successfully organized, recorded, and documented.
- Number and diversity of participants/guests.
- Number of media representatives and media partners engaged.
- Broadcast/airing and media outputs generated.
- Number of key recommendations/action points documented.
- Stakeholder commitments, where applicable.
- Quality and relevance of programme and dialogue documentation.
- Approved digital/media content generated from the discussions/dialogues.

11. Ethical Considerations, Safeguarding, Consent, and Data Management

Written informed consent shall be obtained from all individuals appearing in photographs, videos, interviews, recordings, quotes, or other communication materials produced under either workstream before recording, production, publication, dissemination, or other use. The consultant shall ensure voluntary participation with a clear understanding of intended use and apply CARE's Do No Harm principles.

The consultant shall comply with CARE Bangladesh's Safeguarding and PSEAH policies; obtain appropriate consent from parents/guardians when filming or photographing children or vulnerable individuals; respect cultural sensitivities; maintain confidentiality; and securely store and transfer raw footage, photographs, recordings, and other production files to CARE Bangladesh.

12. Intellectual Property

All campaign strategies, concepts, scripts, storyboards, videos, photographs, graphics, animations, captions, raw footage, project files, event materials, dialogue documentation, and other materials developed under this consultancy across both workstreams shall become the sole property of CARE Bangladesh. The consultant shall transfer applicable intellectual property rights upon final acceptance of each deliverable and submit editable source files with final products. No materials may be published, reproduced, distributed, reused, or commercially exploited without prior written approval. Third-party assets must be appropriately licensed for CARE Bangladesh's use.

13. Risk Management

The consultant shall identify and proactively manage risks that may affect implementation, including adverse weather, cyclones, flooding, political unrest or security restrictions, filming permissions, stakeholder availability, technical failures, changes in project priorities, studio or speaker unavailability, and disruption to participant travel. Any major change to a dialogue date, venue, media platform, or format must be discussed with and approved by CARE Bangladesh.

14. General Terms and Conditions

- CARE Bangladesh reserves the right to accept or reject any proposal without assigning a reason; submission does not guarantee award.
- CARE Bangladesh may negotiate methodology, schedule, deliverables, or budget with the selected consultant before contract signing.
- Any actual or potential conflict of interest shall be disclosed at the time of application.
- The selected consultant shall comply with CARE Bangladesh's Code of Conduct, Safeguarding, PSEAH, Anti-Fraud policies, and applicable laws.
- All campaign and programme materials are subject to CARE Bangladesh review and written approval before publication or dissemination.
- The consultant shall ensure availability of key personnel proposed in the technical proposal; replacements require prior written approval.

15. Application Process

Interested individual consultants, media production agencies, or consulting firms are invited to submit separate Technical and Financial Proposals. Incomplete or late submissions may not be considered.

Technical Proposal

- Cover letter demonstrating understanding of the ToR and both separate workstreams.
- Detailed methodology for campaign strategy, content production, discussions/dialogues organization, media/studio engagement, and quality assurance.
- Separate implementation approach and work plan for each workstream.
- Proposed work plan and schedule.
- Team composition, roles, and CVs of key personnel.
- Portfolio of at least three similar assignments completed within the last three years, covering relevant digital campaigns, short-form videos, broadcast/media programmes, and stakeholder dialogues where available.
- Description of production equipment and technical capacity.
- Contact details of three professional referees.

Financial Proposal

A detailed budget in BDT with separate cost breakdowns for each workstream, covering professional fees, field production, travel/accommodation, equipment and logistics, editing and post-production, graphic design/animation, voice-over/subtitles/translation where applicable, studio/venue/event setup, audio-visual costs, media/broadcast costs, documentation, third-party licensing, VAT/Tax, and other associated costs. Costs for the October 2026–July 2027 discussions/dialogues shall remain within the approved budget allocation.

Penalty Terms:

If the agency fails to provide services of any or all of the contract within the period (s) specified in the Contract / Purchase Order, the Purchaser shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price / Purchase Order amount, as penalty, a sum equivalent to the percentage stated below:

Sl No. Total Delay % to be deducted on the contracted value

01. First 5 days 2%

02. From 6 to 11 days 4%

03. From 12 to 20 days 6%

04. Above 20 days The termination clause may be applicable as per terms of PO

****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.**