

TERMS OF REFERENCES (TOR) FOR MEDIA COVERAGE

1. BACKGROUND

SNV is a mission-driven global development partner working in more than 20 countries across Africa and Asia. Building on 60 years of experience and grounded in the 2030 Agenda for Sustainable Development, we work on the core themes of gender equality and social inclusion, climate adaptation and mitigation, and strong institutions and effective governance. Our mission is to strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems, which enable sustainable and more equitable lives for all. For more information, please refer to our website: www.snv.org

Urbanization is one of the biggest global trends next to climate change. Like other countries in the South Asia region, Bangladesh has also experienced accelerated urbanization. SNV believes in rethinking, reforming, and enhancing institutional structures to lessen the impact of rapid urbanization and climate threats. To do this, we must seek ways to improve the governance and practices of the waste management, drainage, and water supply service delivery. In Bangladesh, the local governments are responsible for water, sanitation, drainage, and solid waste, often needing more local capacities. Private sector engagement is crucial in making cities more sustainable, but accountability and performance still need improvement. SNV has been working with different stakeholders to set up PPPs with clearer rules of engagement and oversight to strengthen performance accountability by adopting a holistic approach to a sustainable urban water cycle. In continuation of this and close collaboration with the two responsible national departments – the Department of Public Health Engineering (DPHE) and the Local Government Engineering Department (LGED). SNV is heading towards a new approach to promoting Sustainable Urban Water Cycle in Bangladesh. Supporting this, the Embassy of the Kingdom of the Netherlands in Bangladesh has awarded SNV a new project in Bangladesh titled "Transitioning to Sustainable Urban Water Cycles in Bangladesh". This project is working to support the cities improve sanitation, solid waste, and drainage water management to protect the health and well-being of around 1.4 million people in 12 cities and towns by increasing access to safe, essential urban services (sanitation, solid waste, stormwater management). Moreover, the project will initiate improvements in relevant water resource management indicators at the city level over five years.

SNV is working to support local authorities (Chhatak, Moulvibazar, Bagerhat, Kushtia, Shibgonj, Chapainawabgonj, Joypurhat and Lalmonirhat Paurashava, and Gazipur, Cumilla, Sylhet and Khulna City Corporation) to address service delivery challenges in Solid Waste and Sanitation. Kushtia is first Pourashava has developed the Sanitation By-Laws in Bangladesh as per the Local Government Act (Pourashva) 2009. Kushtia Poursahva has been implementing the by-laws for improving the access and services of sanitation.

Now, SNV is seeking to engage a PR/Media-Buying/Advertising agency to promote and showcase the Kustia Pourashava's Sanitation By-laws implementation and accomplishments under the SUWC (Sustainable Urban Water Cycles) program in the Kushtia city.

2. BRIEF DESCRIPTION OF ASSIGNMENT

2.1 Purpose and Objective:

The primary objective of this media coverage initiative is to effectively communicate Kushtia Pourashava's Sanitation By-laws achievements, methodologies, and approach in driving sustainable sanitation system changes within the municipality. Furthermore, SNV aims to leverage mainstream media platforms to highlight the enhanced governance, regulatory, enforcement, and services where SNV has operated the program.

2.2 Scope of work

2.2.1 Media coverage

The selected agency will be responsible for the following tasks:

- Develop a comprehensive plan outlining the approach, media houses, journalists, for the coverage.
- Collaborate with SNV to refine key messaging and success stories related to the Sanitation By-laws in Kushtia Pourashava.
- Identify and liaise with three mainstream TV channels (Jamuna/Chenel 24/News 24/Chenel I/ntv/Rtv/Samay/ATN News etc.) and five top-rated newspapers in Bangladesh for news coverage (two English and two Bangla at national level, one most popular Bangla at local level (Kushtia). Preferred - The Daily Star/ They daily Independent/ Dhaka Tribune/ The Business Standard/ The Financial Express/ Prothom Alo/ Jugantar/ Inquelab/ The Daily Samakal/The Daily Kaler Kantha/ Daily Ittefaque etc.).
- Develop compelling news reports and content that effectively showcase Sanitation By-laws of Kushtia Pourashava's best practices and accomplishments.
- Plan and execute media buying for the selected TV channels, ensuring optimal time slots for news broadcasts.
- Monitor media coverage, measure and report on reach, viewership, readership, and engagement.
- Produced content will be strategically positioned and promoted to social media so that achievement of Sanitation By-laws of Kushtia Pourashava and SNV Bangladesh reach 1,000,000 people through Mass and Social Media Campaign within 30 November 2024.

2.2.2 Deliverables

The hired agency is expected to deliver the following outputs within the agreed-upon timeline, ensuring that the media coverage campaign effectively highlights Kushtia Pourashava's best practices and approach under Sanitation By-Laws implementation and showcases the enhanced capacities of municipal officials.

- **Propose the media house:** The hired agency must propose the name of 3 TV channels (at least one of them must be news channel) and 5 newspapers (2 English and 3 Bangla (one is local paper)).
- **Propose the journalists:** The name of the journalists who will cover the news.
- **Media coverage plan:** A media coverage detailing the dates, selected time slots for news broadcasts on the chosen TV channels.
- **Content:** Content should effectively highlight municipal authority's achievements, methodologies, challenges, and success stories. Hence, the agency must submit the developed news reports, articles, and visuals for TV broadcasts and newspaper coverage prior to broadcast and publication for review and approval. The agency must adjust all the major recommendations.
- **TV broadcasts and news paper coverage:** Broadcasts in TV channels (at least one of them must be news channel) and coverage 5 newspapers (2 English and 2 Bangla at national level, one most popular Bangla in local level (Kushtia)).
- **Two pagers:** Prepare and design two pagers with summary of achievements of Sanitation By-Laws.
- **Boost up in Social Media** - produced content on Sanitation By-Laws will be strategically positioned and promoted in Kushtia Pourashava and SNV Bangladesh Facebook page to ensure the expected reach (1,000,000) as well as increase followers and engagement significantly in the month of October - November Mobilization.
- **Reporting:** A reports on media coverage, including its quantitative data on reach, viewership, readership, and engagement of the next 15 days.
- **Soft copy submission:** The agency must submit the original TV reports (pro-res quality), Ai and PDF copy of two pagers and the photographs taken by the newspaper under this assignment.

- The video must be delivered in a separate non-refundable 2 TB SSD drive. All the raw footage, source file, back ground music must be delivered. The video format is HD quality and background music must comply copyright issue.

2.2.3 Consent

Ensuring SNV’s data protection and safeguarding policy, which is compliant with the EU General Data Protection Regulation (GDPR) policy, is of paramount importance in this video production engagement. The selected agency must adhere to stringent data privacy standards and obtain written consent from all individuals featured in the videos for safeguarding the rights and privacy of individuals involved in the video production. This consent shall encompass the collection, storage, processing, and dissemination of personal data, including images, interviews, and other identifiable information.

2.2.4 Timeline

The estimated timeline to complete the deliverables including the production, broadcast and publish the news, including all the specific timeframes for orientation, field visit, consultation with SNV, etc. is 80 days.

2.2.5 Budget

The budget quoted by the interested agencies must cover all the expenses related to successful completion of the tasks – from document review to final report submission. The hired agency/firm must ensure the availability of resources required for the successful completion of the project within the budget they propose.

2.2.6 Intellectual Property Rights

All intellectual property rights associated with the news, will be transferred to SNV and the relevant media house upon completion. This ensures that both SNV and the media house retain ownership and control over the documentary’s content and can utilize it as needed.

2.2.7 Confidentiality

The selected agency must maintain the confidentiality of information/creatives/copy/script/artworks/visuals (photo and video) shared by SNV and its partners during the assignment. It specifies that all information will be treated as confidential unless publicly available or approved for dissemination by the respective parties. This provision protects sensitive information and respects the privacy of stakeholders.

2.2.8 Amendment and Termination

The ToR acknowledges that amendments to the document may be necessary and should be made in writing with the agreement of all parties involved. It also outlines the conditions for termination, allowing either party to provide written notice of termination with a reasonable period for completion or handover of ongoing work. These provisions ensure flexibility and a fair process in case any modifications or terminations are required.

2.2.9 Governing Law

The ToR will be governed by and construed in accordance with the laws of Bangladesh. It establishes the legal framework within which the project will operate.

3. TIMELINE

The anticipated timeline for this engagement is as follows:

Sl.	Work	Time period	Duration
01	Pre-production <i>(Finalising the TV channels, newspapers, journalists, visit dates, reporting structures, list of interviewees, etc.)</i>	1 – 6 October 2024	6 Days
02	Visiting cities	6 October – 15 October 2024	10 Days <i>(Any two to three days within this period.)</i>
03	News report generation <i>(Writing, editing, etc.)</i>	16 – 20 October 2024	5 Days



04	Review and Feedback Cycles	21 – 25 October 2024	5 Days
05	Final report broadcast and publish <i>(Both the versions mentioned in 2.2.2)</i>	26 October – 19 November 2024	24 Days
06	Design and share two pagers	20- 25 November 2024	6 Days
07	Media story boost up in social Media	26 October – 10 December 2024	45 Days
08	Project completion report submission	By 15 December 2024	<i>Analysing the reach from the date of publishing.</i>

4. EXPERIENCE REQUIREMENTS

A firm having at least three years of experience in similar kind.

5. SUBMISSION OF TECHNICAL AND FINANCIAL PROPOSALS

Interested agencies are invited to send a summary of their organisation, relevant experience and the CVs of the journalists along with the detailed technical and financial. The proposals should include a summary of the organisation’s legal documents, capacities, and areas of expertise; a short description of experience in similar assignments; list of renowned clients (Development partners/ INGOs, Government, Companies) with at least one contact name and email; organisational structure and profile of key personnel relevant to the task.

The agency must propose the name of 3 TV channels (at least one of them must be news channel) and 5 newspapers (2 English and 3 Bangla (one is local level most popular Bangla newspaper) in their technical proposal.

6. SELECTION CRITERIA

Proposals will be evaluated on the basis of following criteria. Proposal should be limited within 15 pages.

Criteria	Maximum score
Overall experience: Year of experience, list of completed assignments/projects in last three years, and list of major clients	20
Proposed media houses:	10
Technical proposal: Methodology, timeline, plan, sample drawing, etc.	20
CV of the proposed journalists : Must submit the CV of the journalists	30
Financial proposal: Detailed financial proposal where all the possible breakdowns are clearly mentioned.	20

7. GENERAL INSTRUCTION

Carefully read the instructions before completing the questionnaire and compiling your bid. Note that submission of false information will lead to automatic disqualification.

- Responses to this ToR must be in accordance with the requirements for information in the document.
- Applicants must fill all sections and provide all requested documents.
- As per the criteria listed above, in selection of Consultancy Firms, SNV will be short-listed only those firms/ organizations that are able to clearly demonstrate their capacity and competence to conduct the work by achieving more than 65 points. Applicants are encouraged to apply only if they can demonstrate clear expertise and past performance.



- The application document must be signed by the authorized representative of the Firm/ Company and under the registered Company Seal / Stamp.
- Please note that by responding to the SNV Due Diligence Self-Declaration and signing on behalf of your company, you accept that all answers provided are legally binding and should the need arise, may be used as evidence in a court of law.
- Applicants should note that this call for ToR does not amount to any contractual obligation.
- Applicants will meet all cost associated with preparation and submission of their applications.
- Any and all canvassing will lead to automatic disqualification of the applicant.
- The SNV Due Diligence Self-Declaration form and annexes **which are NOT filled out completely and submitted in the prescribed manner with all requested attachments and certificates will not be considered.**

8. PAYMENT PROCESS

SNV will make payments in compliance with the rules of Bangladesh Government. As per income tax law, tax will be deducted from the main budget amount by SNV. The agency/ firms must bear all Annual Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the budget.

The payment will be done based on the deliverables following below table:

Deliverable	Details	Due date of submission	Payment
Final delivery	Payment will be made after final delivery.	Due date as per agreement end date	100%

9. SNV DUE DILIGENCE DATA INSTRUCTIONS

- It is understood and agreed that the pre-qualification data on prospective bidders is to be used by SNV in Bangladesh in determining, according to its sole judgment and discretion, the qualifications of prospective bidders to perform in respect to tender category as described. SNV follows the EU GDPR data protection guidelines and will maintain data in secure electronic and hard copy for a period no longer than 7 years.
- Prospective bidders will not be considered qualified unless in the judgment of SNV in Bangladesh they possess capability, experience, and qualified personnel to satisfactorily executed the contract for services.
- Should a condition arise between the time the firm is pre-qualified to bid and the bid opening date which in the opinion of SNV in Bangladesh could substantially change performance and qualification of the bidder or his/her ability to perform, such as but not limited to bankruptcy, change in ownership or new commitments, SNV in Bangladesh reserves the right to reject the tender from such a bidder even though the bidder was initially pre-qualified through the TOR.

10. SUBMISSION REQUIREMENTS

- Applications must be in ENGLISH and in PDF Format.
- Interested agency/ firms are requested to develop and submit their financial and technical proposals along with the SNV Due Diligence Self-Declaration form and annexes, in line with evaluation criteria mentioned in this ToR.
- Electronic copy of the proposals duly signed should be submitted to bangladesh@snv.org with the subject line: **“Document the progress of Sanitation By-Laws in Kushtia Pourashava and Media coverage”** latest by **3rd October 2024**.
- Any submissions made after this date and time will be disqualified. The bidder is responsible for obtaining an electronic receipt.
- For any query related to the ToR, please communicate to Proshanto Ranjan Sharma Roy, Governance and Advocacy Advisor, E-mail proy@snv.org and CC to bangladesh@snv.org.

Click here- [SNV Due Diligence Self-Declaration form and annexes](#)