

RFQ No.	2256	Date	27/10/22
Service Title	Photography and videography		
Purchase Request No.	22112	Date	27/10/22

Terms of Reference (Tor): Educo’s CEO’s visit-Photography and videography’

A) BACKGROUND

Educo is a global development and humanitarian NGO based in Barcelona, Spain with over 30-year experience working in 14 countries. We work with and for children and their communities to promote just and equitable society that can secure their rights and wellbeing. We envision a world where all children fully enjoy their rights and lead a life with dignity. We are a member of ChildFund Alliance, one of the largest global networks of child-focused development organizations working to create opportunities for children and youth, their families, and communities.

Since 1999, we have been implementing Development programmes in Bangladesh in the marginalized urban and rural areas and with time we expanded our works to broader thematic and geographical areas. Currently, we are working in 11 districts of the country.

B) OBJECTIVES OF THE ASSIGNMENT

The content requested has to reflect and highlight the reality and context of the children we work with and for, and to cover the visit of Pilar Orenes, the CEO of Educo.

Recording several Educo spokesperson speeches in the field (Pilar Orenes)

C) INSTRUCTIONS

The aim of the materials requested are to share Educo’s work and highlight the reality and contexts of the people who we work for and with, in accordance with our Child Safeguarding Policy, and in accordance with the strict legal conditions for image processing. All the content gathered must include Educo's image and data authorization. The children in the images must be empowered and appear as protagonists.

The images must be accompanied by a caption with a description of the project or activity they correspond to. Caption format shall be shared later on.

D) SCOPE OF WORK

The agency/agencies are expected to cover the visit of the CEO of Educo at Cox’s Bazar and Sreemangal on the specific dates (see below). Agency/agencies can apply for both or any one of the tasks mentioned below.

Visit plan:

Date	07 November 2022	08 November 2022	10 November 2022	12 November 2022
Place	Cox’s Bazar	Cox’s Bazar	Sreemangal	Dhaka

E) Photography:

- Pictures of each activity/project visited (50 minimum/visit)
- Vary shots to have close-ups, mid-range and shots that are further away.
- Shots of children and adolescents without the presence of adults, and as protagonists of the images.

- Shots with Pilar Orenes in the field with a variety of shots: general shots, American shots, medium shots, detail shots. With and without beneficiaries of the project.
- Images of Pilar wearing the Educo vest and in the background showing the work on the ground and the project's beneficiary population.
- Format and dimensions:
Picture size: 5760 x 3840 pixels (approx.) content edited
Delivery format: RAW and JPG originals

F) Videography:

Educo Head Office will need for every project visited a content kit with the clips + Pilar's statement in RAW (no edits required)

- 04 CONTENT KIT Videos of Pilar Orenes –wearing Educo vest or tee shirt-: (Tea Garden; Adolescent and Youth Initiatives; Cox Bazar; Child Labour (ODHIKAR))
- Resource clips of the projects visited (context, etc.)
- Clips of project beneficiaries visited (children)
- Clips of Pilar with beneficiaries of the visited project
- Clips of the Educo spokesperson (Pilar) wearing the Educo waistcoat and in the background showing the work on the ground and the project's beneficiary population.
- Clips of Pilar making statements (with a landscape in the background to contextualise and show that she is on the field).
- Pilar's statements/speeches (take one shot for each statement).
- Examples for final product. Raw riles/ B-rolls shall be required from vendor:
https://www.youtube.com/watch?v=quaNwgPOeCw&ab_channel=SavetheChildrenEspa%C3%B1a

G) General declarations:

"We are in Bangladesh and here we work so that boys and girls can continue to have a childhood. We will continue by their side because they need us. They need to be able to continue learning, continue to grow healthy, continue to be children today to have a future tomorrow."

H) Generic statements for Marketing?

"Help us so that these boys and girls can continue learning. Collaborate"

"Thanks to your collaboration, boys and girls will be able to study in better conditions"

"Collaborate so that we can continue supporting the children of Bangladesh, but also from other parts of the world"

I) Declaration at Tea Garden (ALOY ALOW): + specific content of the visited project and impressions:

"We are in the north of Bangladesh, in an area where thousands of families live from tea plantations. They are very low-income families. They have no well, no running water, and no latrines. They use the water from the dirty canals for cleaning and drinking, they collect the water from the neighbor's well. Most, including the children living on the plantations, suffer from malnutrition. They also do not have access to any hospital. There are very few schools and in very poor condition. The horizon for a boy or girl from the tea plantations is quite dark."

"Here we work to guarantee the right to education and the dignity of boys and girls, as well as their families. We do it from the roots, working on local problems such as lack of access to education, malnutrition, diseases linked to water, lack of protection for boys and girls, sanitation problems... All of this in hand in hand with local and national authorities to improve the lives of boys and girls."

J) Declaration at Adolescent and Youth Initiative + specific content of the visited project and impressions:

"In Bangladesh we work to create spaces for participation and accompany adolescents and young people. Taking their opinions into account is key if we want to create together a better world to live in. Having a trained, empowered, active youth is having a committed youth, who have dreams and will be the best version of themselves.

At Educo we believe that educating heals, empowers and protects.

We believe in the transformative power of youth for a true social transformation."

K) Declaration at Cox's Bazar + specific content of the visited project and impressions:

"Hello, I am Pilar Orenes, director of Educo. We are in Cox Bazar, the largest refugee camp in the world. The Rohingya boys and girls are still here without a homeland, without rights. Faced with this harsh reality, we are with them, accompanying them, offering them education and training because education gives security in an uncertain context. Education heals, protects, empowers and is a right."

"The boys and girls of Cox Bazar need us. Your protection and your education is at stake. We need your help to be able to continue here and support this forgotten population. Help us to continue by the side of Rohingya boys and girls."

L) Declaration at Child Labour (ODHIKAR) + specific content of the visited project and impressions:

"Boys and girls should be in school.

In Bangladesh almost 8 million boys and girls between the ages of 5 and 17 are forced to work. They do it to help their families who live in poverty. And by not being able to go to school, this cycle of poverty is perpetuated.

Here we work from the roots, with families, teachers, employers, so that boys and girls can continue studying and have better opportunities for the future."

M) Generic Guidelines for taking photographs and videos

1. Ensure that Educo's child safeguarding policy is complied with.
2. Make sure you have legal consent for the images to be used.
3. Make sure the photo does not show the name of the school, the community or any place that can locate the child. They should be unidentifiable and untraceable
4. Make sure the light source is coming from in front of the child, not from behind or above.
5. Ensure that the photos are well lit and framed (with enough of a margin around the person in the photo) and avoid dark backgrounds.
6. For portraits of children and adolescents use a neutral background without external elements that could overshadow them.
7. Vary shots to have close-ups, mid-range and shots that are further away.

N) TIMEFRAME

The deadline of the assignment shall be: 11am, Sunday, 13 November 2022.

O) FINAL DELIVERABLES

1. Minimum 200 photo, RAW and JPG originals in 01 external hard disk.
2. Raw video files (footages for the entire contract period) in 01 external hard disk.

P) REQUIRED DOCUMENTS AND SUBMISSION

Applications for the consultancy must include the following documents:

- Agency/agencies can submit proposal for any/both tasks.
- Technical proposal (maximum 02 pages) demonstrating a thorough understanding of this ToR and demonstrated previous similar experience (Weblinks only), a proposed timeframe detailing activity and a schedule/work plan
- Financial proposal with a detailed and comprehensive breakdown of costs for the task, including consultancy fees/costs, developing video materials and other administrative expenses. The amount of the proposal should be submitted excluding VAT.
- BIN certificate
- TIN certificate
- Company profile
- Link (Website/drive) to work references (Application shall not be accepted without previous work references)

Final payment to the consultant will be subject to tax deduction at source as per government rules and NO advance shall be paid for this task.

Q) GENERAL TERMS AND CONDITIONS

1. Educo Bangladesh will deduct withholding tax from the consultancy fees which will be in conformity with the prevailing government rates
2. Need to comply and sign off the Conduct documents and Child Protection Policy of Educo;
3. The service should be completed following the schedule, which shall be attached and incorporated into the agreement
4. Final work will be accepted by Educo Bangladesh and no payment will be made for substandard / poorly performed work
5. Uninformed delay in final product submission will cause 1% penalty on per day of the total budget
6. The services should be in line with all laws, regulations, and orders applicable to it in connection with the Work otherwise Educo Bangladesh reserves the right to take any legal action against consultant / consulting firm under the law of Bangladesh
7. During the documentation period, the agencies cannot take any footage or photos of children without the task's requirement from project areas
8. Educo Bangladesh will preserve all copyright ownership and authority. The footage and final product must be treated as the resource of Educo Bangladesh and agencies will have no authority for further uses and dissemination in case there is no permission from the authority of Educo Bangladesh.

Proposal needs to be submitted to lokman.hossain@educo.org. the deadline for submission is 31 October 2022 Proposal will be accepted only through email and in PDF format (signed scanned copy) by mentioning subject line '**Educo's CEO's visit-Photography**' or '**Educo's CEO's visit-Videography**'.

In case of any deviation, Educo shall have the right to terminate the agreement at any stage of the project.