

Terms of Reference (ToR): **Design, Development and Printing of Training and IEC Materials for Green Social Dialogue Programme for RMG workforce**

1. Ethical Trading Initiative (ETI)

ETI is a ground-breaking alliance of companies, trade unions and voluntary organizations, working in partnership to improve the working lives of people across the globe who make or grow consumer goods – everything from tea to T-shirts, from flowers to footballs. Our vision is a world where all workers are free from exploitation and discrimination, and work in conditions of freedom, security and equity.

A key strategic priority for 2021-2025 is to work with companies, trade unions and NGOs to develop solutions to manage and mitigate the impact of change on workers and business in the future low carbon world of work.

1.1 ETI Bangladesh

ETI Bangladesh Ltd is independently registered subsidiary of ETI; established with the aim of designing and delivering programmes and activities in Bangladesh to achieve ETI's global vision and strategy. As part of that vision, ETI Bangladesh is delivering multiple programmes in RMG factories in Bangladesh including Social Dialogue Programme, Occupational Health & Safety Programme, Gender Sensitive Workplace Programme (GSWP) and Green Social Dialogue (GSD) programme. Since its inception in 2015, ETI Bangladesh has worked in around 100 factories through its programmes and has increased the well-being of more than 200,000 workers. ETI intends to work on many other thematic areas extending its involvement with the stakeholders at multi-levels to produce more tangible and sustainable outcomes.

1.2 Green Social Dialogue Programme

ETI Bangladesh is implementing a programme titled, "Green Social Dialogue (GSD)", to sensitize RMG workers and civil society representatives to engage on the impacts of climate change on RMG workers. The primary objectives of the programme is to make RMG factory management, worker representatives and general workers aware of climate change-related issues within their workplaces and address them through existing social dialogue mechanisms. The programme will focus on worker representatives to realize and prioritize climate change-related issues as their rights and incorporate them into their social dialogue discussion agenda. The programme will be implemented in five(5) RMG factories in Dhaka region.

1.2.1 Overall goal of GSD : To make RMG workers' and civil society representatives sensitized to engage on the impacts of climate change on RMG workers.

1.2.2 The GSD programme aims to:

- Capacitate RMG factory management, worker representatives and general workers on climate change related issues so that they consider these issues as part of their discussion agenda.
- Increase awareness of RMG factory workforce of the five (5) factories on the impact of climate change, so that they can collectively contribute to the reduction of the impact of climate change and contribute to environmental sustainability.
- Engage relevant stakeholders including RMG workforce, business association, workers associations, NGOs and other Civil Society Organizations are more engaged in the debate on the impact of climate change on RMG workers through learning and evidence-based discussions among multi-stakeholders, facilitated by ETI Bangladesh.

In this context, ETI Bangladesh is looking for an interested and qualified agency, who shall be responsible to provide require service to design and develop training and IEC materials in line with the goal, objectives mentioned above and the specific tasks described below.

2. Overall objective of the assignment

The overall objective of this assignment is to provide necessary support to design, develop and print training and IEC materials for awareness-raising, and behavioral change communication for the GSD programme.

2.1 Target audiences

The programme's target audience and priority includes:

Audiences	Priority
RMG general workers	High
Worker representatives of different committees (Participation Committee-PC, Trade Union-TU, Safety committee, Maintenance committee, Sexual Harassment Complaint Committee-SHCC, Environment Management System-EMS committee etc.)	High
Mid-level management (supervisors/line chief)	High
Management staff (HR & admin, production, operations, supply chain etc.)	Medium
Other indirect audiences (business association, workers associations, NGOs and other Civil Society Organizations)	Low

2.2 Key thematic areas to focus

- a. Climate change and global warming
- b. Environmental resources and the optimum use of resources
- c. Waste management
- d. Renewable energy
- e. Green social dialogue (address climate change related issues through workers-management dialogue)

2.3 Specific tasks

The agency will be responsible to develop below mentioned materials. However, they are encouraged to suggest additional items, materials, or concepts that align with the objectives of the programme and target audience while considering key thematic areas:

SL	Item	Quantity	Specification
01	Training Flip Chart: Design, develop and print training flipcharts using the contents (text) shared by ETI Bangladesh. The flipcharts should be designed with the combination of developed pictorial, infographics and text. The agency will be responsible to design, draw or produce required pictorials or info-graphics. These flip charts will be used to orient workers by master trainers.	70 sets of flip chart x 4 separate thematic area design = 280 pieces	Spiral desk calendar style, size 18" x 13", 300 GSM laminated paper of each page, paper board structure
02	Audio songs: Audio songs to be developed that will be played on PA system of factories and also in other platforms. The songs will have messages on the mentioned thematic areas. The agency will be responsible for the entire production process, including writing the script, recording, and finalizing the production.	2 audio songs	Duration: 3:00-5:00 minutes
03	Audio-Visual - 1: An Audio-Visual to be developed on the thematic areas that will be displayed inside factories and in other virtual platforms. The agency will be responsible for the entire production process including script development, casting, recording and finalizing.	1 audio-visual	Duration: 1:30 – 2:00 minutes. Language: Bangla Subtitle: English
04	Audio-Visual – 2: An audio-visual on ETI Bangladesh organizational profile to be developed. This will include ETI activities, mission, vision, strategy, context of operation, testimonial from stakeholders etc. It will be a combination of real video footages and graphics/ animation. While ETI will provide necessary information, the agency will be responsible for conceptualization of the production, developing	1 audio-visual	Duration: 5 minutes Language: English Subtitle: Bangla

	the script, shooting (ETI will manage factory access) etc.		
05	Message board: Message boards containing awareness message, environmental facts or other ideas to be developed, designed and printed. Environment friendly production process or materials are encouraged. The agency shall be responsible to develop the contents of the message boards. These message boards will be installed inside factories.	8 sets of messages board x 10 designs = 80 pieces	Hard board/PVC, size 30" x 18 " Installation process: Double sided foam tape
06	Celebration of the World Environment Day 2023: A plan to celebrate the World Environment Day 2023 inside factories including IEC materials, campaign plan or any ideas. The celebration aims to aware workforce of the 5 factories with 1-2 hours of workers involvement.	To be proposed by the agency	To be proposed by the agency
07	High resolution photoshoot: Photoshoots of target audiences (RMG workforce) that will be used for reports, presentation, IEC materials, digital contents or other platforms.	80 photos	High-resolution
08	Any other IEC materials, digital tools or campaign plan idea that is produced in environmentally friendly way, may or may-not require printing and promote minimum carbon emissions in the process of development. But keeping the scope of target audiences in mind.	To be proposed by the agency	To be proposed by the agency

The agency shall be responsible to ensure all the deliverables meet the deadlines as specified and work with the highest professional ethical standards. Moreover, the agency needs to assign a focal person to regularly communicate and coordinate with ETI.

2.4 Language of the contents:

Since majority of the target audiences are native Bangladeshi, all the contents of the developed materials shall be in Bangla. However, the Audio-Visual should have English subtitles.

2.5 Tentative assignment timeline

01 March to 30 May, 2023

2.6 Deliverables

It is expected that the agency shall produce:

1. A comprehensive work plan with a clear time indication mentioning required lead time, feedback, final production date etc.

2. Developed scripts of audio songs and audio-visuals.
3. Source file (editable .ai, .eps, .psd, .mp4, .mp3, .docx, .jpeg, .png etc.) format of all the agreed materials planned to be developed need to be delivered on hard drive.
4. Training flip charts, message boards, high resolution photos, audio songs, audio-visuals, and produced materials/digital tools.
5. Contents of the message boards.
6. Required graphics, illustration and info-graphics.
7. Narration, translation, and subtitles in English/Bangla where necessary.
8. Each deliverable must be produced and delivered within the mentioned timeline.

2.7 Factory Locations

The mentioned factories with the planned awareness raising activities are located in Ashulia, Savar, Gazipur and Narshingdi area of Dhaka division.

2.8 Support from ETI Bangladesh

ETI Bangladesh team will provide necessary briefing on the programme concept, thematic area and current state of knowledge, attitude and practice of the targeted audiences. Also, ETI team will provide necessary feedback and guidance in the development process of the materials. Text contents of the Training Flip Charts will be provided ETI Bangladesh. Also, ETI Bangladesh will arrange necessary access to factory premises.

3. Required competencies

- Relevant experience in the RMG/industrial sector, with a focus on environment, climate change, worker rights, decent work, and workplace-based dialogue is desirable.
- Ability to produce high-quality graphic design, illustration, printing materials and audio-visual communication materials under tight deadlines on the thematic areas.
- Strong hold over climate change related issues and other mentioned thematic areas.
- A minimum of 5 years of experience working in a similar field.
- Proven experience in producing and delivering relevant work for international organizations to reach target audiences.
- Strong technical capacities to ensure the quality of training and awareness-raising communication materials.
- Compliance with the due diligence policies of the donor and ETI is required.

4. Progress monitoring and feedback process

ETI Bangladesh and the agency will have regular meetings to discuss progress. It is expected that the agency will produce-

- Draft 1: unedited rough version upon which ETI will provide initial inputs.
- Draft 2: first edited version upon which ETI will provide substantive inputs.
- Draft 3: second edited version upon which ETI will provide final inputs.

- Final high-resolution document format

5. Application process

Interested candidates are requested to provide technical and financial proposal of the cost for services by **22 February 2023**. Submitted proposals will be accessed through screening process of ETI Bangladesh. The proposal should consist of a brief campaign plan and proposed budget including:

- Specific task-wise production cost with necessary breakdown (mentioned in section 2.3)
- Cost of graphic design
- Composition of the film/photoshoot crew
- Number of working days, number of travel days
- Any other relevant cost

5.1. The proposal should include

- Agency profile with list of completed assignments (evidence of completed assignments should be included)
- Agency legal documents as admissible (namely license, TIN, VAT) and previous year's audit report (if applicable)
- An explanation of how you fulfill the requirements stated above and your relevant skills/ experience
- A detailed workplan and process.
- Profile of the relevant team members involved in the assignment
- Professional capacity and experience of professionals assigned
- A financial proposal specifying the required item wise cost.
- A virtual folder containing sample of previous delivered work (Google, OneDrive, WeTransfer etc.)

Interested organizations are requested to submit all mentioned documents in soft copy at hr-admin@etibd.org. File size of the email should not exceed 10 MB, multiple emails are allowed to ensure all relevant documents are submitted.

The closing date for submitting technical and financial proposal is **22 February 2023**.

5.2. Online briefing session

For further clarification ETI will organize an online briefing session on **15 February 2023, 11:00 am-12:00 pm**. To participate in the briefing session, please register your name using this link: [click here to register](#)

5.3. Key contact person for any technical assistance and asking

For any technical assistance and asking you may contact: Nafiz Mahmud, Deputy Programme Coordinator, ETI Bangladesh (nafizmahmudayon@etibd.org)

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