

Terms of reference (ToR)

Introduction

FRIENDSHIP is an international Social Purpose organization that addresses social issues and always prioritizes the interests of the communities it serves. Friendship began its operations in 2002 pioneering a hospital ship for the most unaddressed and deprived communities in the world living on sandbar islands, called chars, of the mighty Jamuna River (Brahmaputra) in Bangladesh.

It soon became clear that to make a lasting impact on people's lives we had to resolve other issues. Due to their geographical remoteness and exposure to environmental volatility resulting from climate change, the people of the northern river areas and southern coastal belt of Bangladesh have little or no access to healthcare, education, and other public services and lack opportunities to escape a life of extreme poverty. Friendship has chosen to focus its operations primarily on these remote rural areas and to adopt a holistic approach.

Invitation to submit

FRIENDSHIP is requesting expressions of interest from reputable vendors and firms to register with the organization to provide video production, video special effects, animation as well as photography services to support advocacy and communication through multiple platforms.

To minimize the time required to establish multiple contracts and increase cost-effectiveness, a Long-Term Arrangement (LTA) is required with a company/companies to meet the needs of FRIENDSHIP for twelve (12) months, with the possibility of extension for another 12 months. Through this EOI, FRIENDSHIP will pre-qualify potential firms that can produce high-quality videos and animations, and/or provide video special effects and/or animated videos as well as photography services as per the timeline and requirements.

The scope of work will include but not limited to:

- Filming and/or editing of videos with 3 versions: 1 minute for social media, 3 minutes, and 10 minutes for our YouTube Channel [the video should not exceed 10 minutes Duration]
- Scripting of videos with 3 versions: 1 minute for social media, 3 minutes, and 10 minutes for our YouTube Channel [the video should not exceed 10 minutes Duration]
- Add special effects on videos for titles and/or in the form of infographics, maps, and illustrations.
- Each digital video or animation product is to be discussed and draft samples are to be provided to FRIENDSHIP for comments and inputs during the development/production phase
- Photograph relevant activities as per FRIENDSHIP guidelines and produce photos that would be usable for diverse audiences and have universal appeal.

The selected firm(s) will work directly with FRIENDSHIP under the management of the communication and project team.

Pre-Bid meeting

FRIENDSHIP will conduct a clarification meeting/pre-bid meeting on **30th April 2024** to disseminate our expectations and deliverables.

Interested firms are requested to register for the pre-bid meeting by sending an email to tender@friendship.ngo with the subject line "**Request for a seat (Reference: EOI/2024-Apr01/Climate Action)**". Friendship will send a confirmation email to confirm your seat.

Please note that each firm may bring a maximum of two individuals to the pre-bid meeting.

Application/submission requirements

Interested firms will have to submit the following documents with evidence of confirmation to the abovementioned email before **14th May 2024** to receive the official tender documents:

- Company Profile.
- Company Registration Documents.
- Valid trade license to operate in the field of multimedia production, and photography in Bangladesh.
- Evidence of minimum 3 years of experience in video/multimedia/animation production/photography. Showcase previous projects and clients in relevant sectors (NGO & government organizations).
- A summary of the team/crew's profile: The firm's crew should be composed of professionals of (such as not limited to) producers, directors, art/location directors, photographers and still photographers, editors, animators, and visual effect producers/editors. Submit CV and Information of qualified technical staff (where applicable).
- References: Contact information for at least three professional references from NGO & government organizations.
- Equipment to deliver these services which includes but is not limited to videography equipment used to produce videos (such as not limited to); lighting, cameras, editing programs, visual effects programs...etc. Please indicate your availability.
- Has previously produced videos with human elements and/or animated videos using 2D or 3D visual effects and/or provided professional photography services.
- Has previously produced videos, animation, and/or photography services for NGOs and/or UN agencies and/

- Signed letter of intent to confirm that the firm has the required expertise and is interested in applying to the RFP.

Please indicate for which category of services (Video Production & video special effects, Animation, and Photography services) you are applying as you can apply for one or all of the service categories.

This EOI does not constitute a solicitation. We do not require bids or proposals at this stage; we merely seek your expression of interest in participating in the tender by submitting the required evidence to prove your qualifications.

Please apply and submit your documents if you only fulfill the qualification criteria. A response to this Request for Expression of Interest does not automatically ensure that you will be selected to participate in the tender. Firms will be invited to participate in a tender (Request for proposals) following the outcome of the EOI and prequalification exercise.

FRIENDSHIP reserves the right to change or cancel the requirement at any time during the EOI and/or solicitation process. We also reserve the right to require compliance with additional conditions as and when issuing the final tender document.

Additional clarifications

If additional clarification is required, please send your query to FRIENDSHIP, e-mail: (tender@friendship.ngo) before the closure of business on **14th May 2024** and a response will be provided as soon as possible.

All companies existing or not previously registered with FRIENDSHIP will be required to submit/resubmit their Expression of Interest.

Through the expression of interest received, a prequalification session is conducted and qualified vendors will be onboard to the organization's database as vendors.