

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

We create opportunities

We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social, and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

INTRODUCTION

Swisscontact, Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international cooperation and since 1961 has carried out its mandated projects. In Bangladesh, Swisscontact is registered as an international non-governmental organisation (INGO) under the NGO Affairs Bureau, Government of the People's Republic of Bangladesh.

OVERVIEW OF THE PROJECT (PROGRESS)

The Promoting Green Growth in the Ready-Made Garments Sector through Skills (PROGRESS) is a four-year (2022–26) project funded by the Embassy of Sweden and the Embassy of Switzerland in Bangladesh and implemented by Swisscontact. The project supports RMG factories to advance in green transition by building their resilience and competitiveness. The PROGRESS project drives sustainable growth in the RMG sector through a market-driven approach. The project has two major components. **The first component: Skills & Productivity**, aims at improving the

technical skills and productivity of RMG workers. Under this component with support from the project, the Consultancy Service Providers (CSPs)¹ develop the skills of the RMG workers in areas like low performance, zero defect, women leadership etc. which make them more competent and productive. Besides, the project supports the factories developing an in-house training system to ensure the sustainability of these initiatives. **The second component: Environment Social & Governance (ESG) Compliance**, supports RMG factories in their journey of decarbonisation. The CSPs with support from the project assess the factories' status of carbon emissions at baseline and help them develop tailored pathways to reach net-zero emissions, while also promoting sustainability reporting in line with international reporting frameworks and standards. PROGRESS facilitates partnerships between CSPs and RMG factories to deliver commercially viable solutions. Especially, the project strengthens the local service market, enabling factories to access affordable solutions and digital tools to

¹ Consultancy service providers (CSPs) are reputed national/international commercial consultancy firms that have certain expertise to implement interventions in partner factories for PROGRESS. They have legal, technical and

financially binding contracts with the project. Beyond project, then are expected to provide similar services to the factories in exchange of service fees.

support their decarbonisation journey. Additionally, by leveraging collaborations with international brands,

PROGRESS ensures solutions are aligned with industry demand. The ultimate objective is to increase the retention rates and income of the workers, including 60% women while fostering improved productivity, and environmental and social compliance at factory level. To effectively document these efforts, high-quality photographs and audiovisual content are required to capture implementation processes, challenges, and key learnings. These visuals will be used in organizational and project reports, regular presentations, and advocacy efforts with key stakeholders.

PURPOSE OF THE FRAMEWORK CONTRACT

The purpose of this Framework Agreement is to establish a panel of one or more qualified audio-visual service providers that may be engaged on an as-needed basis for the production of various types of content. The Framework Agreement is intended to standardize service components, deliverables, and unit rates, enabling individual assignments to be commissioned efficiently and transparently through the issuance of Work Orders. Swisscontact intends to establish two separate Framework Agreements: (i) Framework Agreement 1 covering Categories A and B, and (ii) Framework Agreement 2 covering Categories C and D. Interested firms may submit proposals for either Framework Agreement or for both, depending on their qualifications and capacity. Firms applying for both Framework Agreements must submit **separate Financial Proposals** for each. Submission of a proposal for one Framework Agreement is independent of the other, and firms may choose to apply only for Categories A and B or only for Categories C and D.

The Framework Agreement does not constitute a commitment by Swisscontact to procure any minimum quantity or value of services. Services shall be commissioned through individual Work Orders issued on an as-needed basis. Each Work Order will specify the scope of work, deliverables, selected line items, quantities, locations, implementation schedule, and applicable unit rates in accordance with the terms of the Framework Agreement.

OBJECTIVE

The core objective is to develop high-quality, visually compelling and platform-appropriate audio-visual content that communicates PROGRESS activities, ESG and skills interventions, beneficiary and stakeholder stories, and other project priorities. All outputs must align with Swisscontact branding and applicable donor communication standards.

The outputs must align with Swisscontact branding and donor communication standards (Embassy of Sweden and Embassy of Switzerland).

TASKS

The service will be from Oct 2026 - Jun 2027. The consultant shall specifically undertake the following tasks:

CATEGORIES OF SERVICES

The framework will cover the following three service categories:

- Category A: Long-form audio-visual content, generally 3–5 minutes per final video.
- Category B: Short-form social media reels, up to 90 seconds per final reel, requiring full production or a combination of production and animation.
- Category C: Editing-only reels, up to 90 seconds, created from footage and/or media assets supplied by Swisscontact, without new shooting and normally without new scripting.

ACTIVITY DETAILS

CATEGORY A: LONG-FORM AUDIO-VISUAL CONTENT (3–5 MINUTES)

Depending on the individual work order, a long-form audio-visual may be shoot-based, animation-based, or a hybrid of live-action footage and animation. The required combination of services will be specified for each assignment.

A. pre-production

- Concept development based on the approved communication objective, audience and key messages.
- Script development and revision in Bangla and/or English as required.
- Storyboard and/or visual treatment preparation.
- Interview planning, question development and sequencing, where interviews are required.
- Recce/site familiarisation and production planning, where required.
- Production schedule shot list and logistics planning.

B. Production / filming

- Professional filming at locations stated in the work order.
- Interview recording with relevant stakeholders such as workers, supervisors, engineers, factory management, CSPs, brands, project representatives and other stakeholders.
- B-roll and activity footage, including step-by-step coverage of implementation where relevant.
- Professional camera, lighting and sound recording.
- Drone filming where specifically requested and legally/permissibly feasible.

C. post-production

- Editing and narrative assembly.
- Colour correction/colour grading.
- Sound editing, mixing and licensed/royalty-cleared background music.
- Professional voice-over/narration in Bangla and/or English where required.
- English subtitles as standard and Bangla subtitles where requested.

- Titles, lower thirds, end cards, logos and other required branding elements.
- Infographic animation, motion graphics and/or 2D/3D animation as selected in the work order.
- Incorporation of feedback and delivery of final approved master files.

CATEGORY B: ANIMATION-BASED AND HYBRID CONTENT

Swisscontact may commission fully animated content or hybrid content combining supplied footage/live-action footage with 2D animation, 3D animation, motion graphics, infographic animation or compositing. Pre-production components such as concept, script and storyboard will be commissioned separately as required, while animation will be charged using the agreed unit rate and actual approved quantity.

- 2D animation / motion graphics.
- 3D animation / CGI.
- Infographic animation / data visualisation.
- Compositing of animation with live-action or archival footage.
- Character/asset development where specifically required.

CATEGORY C: SOCIAL MEDIA REELS (UP TO 90 SECONDS)

Reels may be shoot-based, animation-based, or hybrid. They should be concise, dynamic and optimised for digital/social platforms. Unless otherwise specified, the primary format will be vertical 9:16.

- Concept development and content angle.
- Short script, copy and/or interview prompts as appropriate.
- Storyboard/shot plan where required.
- Filming at the location(s) stated in the work order.
- Editing, pacing, transitions, colour correction and sound treatment.
- On-screen text, captions/subtitles and platform-appropriate graphics.
- Basic motion graphics and/or advanced 2D/3D animation where selected.
- Branding elements and final platform-ready export.

CATEGORY D: EDITING-ONLY REELS FROM SWISSCONTACT-PROVIDED FOOTAGE (UP TO 90 SECONDS)

For this category, Swisscontact will provide the available footage and/or media assets. No new filming is required. Unless the work order states otherwise, no new script development or storyboard preparation is required.

- Review and selection of relevant clips from the supplied footage.
- Editing into a coherent short-form narrative of up to 90 seconds.

- Basic colour correction and audio balancing of supplied materials.
- Addition of approved text overlays, subtitles/captions, logos, title/end cards and simple transitions.
- Use of licensed/royalty-cleared background music where required.
- Basic motion graphics where selected in the work order.
- Export in the required social media format(s).

Where the supplied footage is insufficient, technically unusable, or requires services beyond editing, the service provider must inform Swisscontact before proceeding. Any additional service must be separately approved through the work order.

GEOGRAPHIC LOCATION

The project location(s) (Upazila-specific) are:

- Dhaka (Upazilas: Dhaka Metro, Savar).
- Gazipur (Upazilas: Gazipur Sadar, Tongi, Kaliakair, Kapasia, Sreepur, Kaligonj).
- Narayanganj (Upazilas: Narayanganj Sadar, Arahazar, Rupganj, Sonargaon).
- Chattogram (Upazilas: Chattogram Metro, Anwara, Karnaphuli).

Interested bidders are requested to submit a few relevant video samples along with their technical proposal.

Table 1. Audio-Visual Content Production, 3–5 Minutes

S l	Service / Activity	Scope of Service	Unit	Proposed Unit Rate (BDT)
1	Pre-production Package	Concept development, content planning, script development, interview questions/content flow, storyboard/visual treatment and production planning	Per AV content	
2	Shooting Package – Dhaka	Professional production crew, camera, lighting, sound, interviews and required B-roll/activity footage	Per shooting day	
3	Shooting Package – Chattogram	Professional production crew, camera, lighting, sound, interviews and	Per shooting day	

		required B-roll/activity footage		
4	Post-production Package	Editing, colour correction/grading, sound treatment, background music, titles, lower thirds, motion graphics, voice over, branding, subtitles and final master delivery	Per AV content	
5	Professional Voice-over/Narration	Professional Bangla or English narration, including recording	Per AV content	
6	Drone Footage	Drone shooting where required and permitted	Per shooting day/session	

Table 2. Animation / hybrid content: 1- 5 Minutes

Sl .	Service / activity	Scope of service	Unit	Proposed unit rate (BDT)
1	2d animation	Development and production of customised 2d animation/motion graphics based on an approved script and storyboard	Per AV content	
2	3d animation / cgi	Development and production of customised 3d animation/cgi based on an approved script and storyboard	Per AV content	
3	Hybrid animation + footage	Integration of live-action or swisscontact-provided footage with customised animation, graphics and visual effects	Per AV content	

Table 3. Social Media Reel Production, upto 90 Seconds

Sl	Service / Activity	Scope of Service	Unit	Proposed Unit Rate (BDT)
1	Pre-production Package	Concept development, short script/content flow, interview questions where applicable and shot planning/storyboard	Per reel	
2	Shooting Package – Dhaka	Professional filming, interviews and B-roll/activity footage required for the reel	Per shooting day	
3	Shooting Package – Chattogram	Professional filming, interviews and B-roll/activity footage required for the reel	Per shooting day	
4	Post-production Package	Editing, colour and sound correction, music, transitions, subtitles/captions, text overlays, motion graphics, voice over, branding and final vertical 9:16 output	Per reel	
5	Drone Footage, if required	Drone shooting where required and permitted	Per shooting day/session	

Table 4. Editing-only social media reels from pre-existing footage

Sl .	Service / activity	Scope of service	Unit	Proposed unit rate (BDT)
1	Editing-only reel package	Reviewing and selecting footage provided by Swisscontact; editing into a reel of up to 90 seconds; colour and audio adjustment; music; transitions; text overlays; subtitles/captions; mo	Per reel	

		tion graphics; branding; and final social-media-ready export		
2	Advanced animation / motion graphics, if required	Animation or graphic work beyond standard titles, captions and simple motion graphics	Per reel	

DELIVERABLES

For Category A assignments, deliverables may include:

- Approved concept/script/storyboard
- Draft and final long-form audio-visual.
- Final narration/voice-over file
- Subtitled version(s).
- Organised and labelled raw footage captured under the assignment.
- Final master file(s) and requested source/project files.

Category B: animation-based and hybrid content

- Approved concept/script/storyboard
- Draft and final long-form audio-visual.
- Final narration/voice-over file
- Subtitled version(s).
- Organised and labelled raw footage captured under the assignment.
- Final master file(s) and requested source/project files.

For Category C assignments, deliverables may include:

- Approved concept/script/storyboard
- Draft and final reel of up to 90 seconds.
- Subtitled/captioned version.
- Raw footage captured under the assignment.
- Platform-ready master file(s).

For Category D assignments, deliverables may include:

- Draft and final edited reel of up to 90 seconds using Swisscontact-supplied footage/assets.
- Captioned/subtitled version where requested.
- Platform-ready master file(s).
- Editable project file where requested.

EVALUATION CRITERIA, SCORING, AND SELECTION PROCESS

The evaluation will be conducted in three stages, with a total score of 100 marks. Stage 1 will carry 60 marks, Stage 2 will carry 30 marks, and Stage 3 will carry 10 marks.

The minimum qualifying score for Stage 1 shall be 42 marks (70% of 60 marks). Applicants scoring less than 42 marks in Stage 1 will not be considered for Stages 2 and 3. Detailed information is provided below.

Criteria	Maximum Score
Stage 1: Technical Proposal Evaluation	
Originality and creativity of the proposed branding approach, including its ability to stand out from other proposals	15
Relevance and appropriateness of the proposed branding approach to the project, Swisscontact's industry, culture, target audience, and brand personality	15
Quality and relevance of work samples demonstrating creativity, design skills, and branding expertise	15
Agency's team structure, relevant expertise, communication skills, and proposed approach for collaboration throughout the branding process	15
Total: Stage 1	60
Stage 2: Financial proposal Evaluation	
Financial proposal	20
Stage 3: Presentation	
Presentation	10
Total Score	100

ETHICAL & CONSENT GUIDELINES

All visuals must be captured with informed consent. The service provider must comply with Swisscontact's photography policy and ensure that no imagery compromises the dignity, safety, or privacy of any individual.

REPORTING CAST

The Service Provider will report directly to the PROGRESS Team Leader and collaborate closely with the PROGRESS KCM team, providing regular updates. Additionally, is expected to maintain seamless communication with team members to ensure timely execution of project tasks and adherence to strategic objectives.

SUBMISSION OF LEGAL DOCUMENTS

It is mandatory for the bidding agency/firm to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

- a) A technical proposal elaborating the understanding of the assignment, proposed methodology, assessment tools, timeline (activity plan), key staff profiles etc.
- b) A separate Financial Proposal setting out a detailed budget for the assignment, including all applicable taxes, for each category group (Categories A & B and Categories C & D), expressed in Bangladeshi Taka (BDT).
- c) A summary of relevant services provided during the last 3 years.
- d) CVs of the key personnel who will be involved in the assignment.
- e) A list of the existing clientele of the organisation.
- f) It is mandatory for the bidding organisations to submit documentary evidence demonstrating their legal, taxation, and financial status. This includes:
 - I. A certificate of incorporation (for individual companies, a trade license), Registration-related documents (trade license, registration with any government entities).
 - II. Tax Identification Number (TIN).
 - III. Business Identification Number (BIN).
 - IV. Latest PSR (Proof of Submission of the Return).

SUBMISSION DETAILS

The agency/firm is requested to specify the proven experienced technical expert within the proposed team in respect to factory level productivity, environmental and social compliance, and gender.

The proposal must be submitted (Financial and Technical proposal separately) via email to **bd.progress@swisscontact.org** by **14 October 2026**.

The email subject line must state: **“Thematic Audio-Visual Content and Reels for PROGRESS Initiatives.”**

OWNERSHIP

Swisscontact will own the intellectual property rights of the documents and materials prepared under this assignment. The report(s) or documents or any part, therefore, cannot be sold, used, shared, presented or reproduced in any manner without prior approval of Swisscontact.

Late or incomplete submissions will not be considered. Only shortlisted vendors/firms will be called for the next steps. Swisscontact reserves the right to accept or reject any application, in part or full, or cancel the entire procurement process without assigning any reason whatsoever. Submission of an application does not guarantee the award of the contract.