

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. **The second component: Environment Social & Governance (ESG) Compliance** supports RMG

factories in their journey of decarbonisation to reach net-zero emissions, while also promoting sustainability reporting in line with international reporting frameworks and standards.

OBJECTIVE

The objective of the assignment is to support the PROGRESS project in developing, coordinating and assuring quality of communications, branding and visibility materials in line with the branding and visibility requirements.

SCOPE OF WORK

The assignment will cover the following areas:

- **Capitalisation of Swisscontact's experience and results:** Identify, consolidate and organise projects' knowledge, evidence, tools and good practices across Swisscontact Bangladesh's portfolio, and package them into knowledge products such as sector briefs, policy briefs, case studies. For example, bring together Swisscontact's extensive RMG portfolio, accumulated experience, proven results and sectoral learning into consolidated products that clearly presents its RMG journey and contribution to the sector. Also, ensure these resources

support internal learning, external positioning, programme design and business development.

- **Communication and branding materials:** Support preparation, editing and quality review of annual branding materials, knowledge products e.g., organisational profile, project portfolio materials, factsheets, presentations and other visibility products.
- **Content development, editing and proofreading:** Draft, edit and proofread communication materials in English and Bangla, including website updates, short articles, press releases or media notes, event briefs, captions, talking points, speeches, presentation texts, publication texts and other communication products.
- **Website content support:** Prepare web-ready content for the Swisscontact website and other approved corporate channels. This may include editing text, preparing captions, checking basic facts and coordinating with relevant focal persons for finalisation.
- **Event communication and visibility support:** Support events from a communication and visibility lens, including concept notes, agendas, invitation texts, speaker briefs, talking points, media notes, event reports, branding materials and post-event communication products.
- **Vendor procurement support:** Prepare ToRs, technical specifications and inputs for quotation/proposal processes. Review vendor samples and proposals from a communication quality lens, when requested.
- **Review of communication products:** Review communication materials to ensure clarity, consistency, correct use of logos, appropriate captions, photo credits and alignment with Swisscontact's branding and visibility standards.
- **Media relations:** Establish and maintain effective relationships with media and ensure national and local media coverage.

REQUIRED QUALIFICATIONS

- Minimum 5-7 years of professional experience in public relations, corporate communications, development communications or related fields.
- Strong writing, editing and proofreading skills in English and Bangla.
- Experience in preparing or reviewing branding materials, publications, event communication products, website content, press materials and presentations.
- Experience working with INGOs, donor-funded projects and advertising/marketing agencies will be preferred.

- Good working knowledge of Microsoft Word and PowerPoint, with basic design and layout sense. Expertise in using graphic designing software will add advantages.

EVALUATION METHODOLOGY

1) Technical Proposal Evaluation Methodology

The Technical Proposals will be evaluated first based on the technical evaluation criteria specified in this RfP. The Technical Proposal will carry a maximum of 70 points. Applicant must obtain a minimum of 70% of the obtainable technical score (i.e., 49 out of 70 points) to qualify for financial evaluation.

2) Financial Proposal Evaluation Methodology

Only Applicants who achieve the minimum qualifying score in the Technical Evaluation will be considered for Financial Proposal evaluation. The Financial Proposal will carry a maximum of 30 points. The Applicant offering the lowest evaluated and compliant financial proposal will receive the full 30 points.

3) Final Selection of the Applicant

The final selection will be based on the combined technical and financial scores. The Applicant obtaining the highest combined score out of 100 points will be recommended for selection, subject to compliance with all requirements of this RfP.

EVALUATION CRITERIA

The evaluation criteria will be as follows:

Evaluation Criteria	Weight (%)
A. Technical Evaluation (Professional Qualifications and Experience of Applicant in Similar Assignments)	70
B. Financial Evaluation (Price competitiveness)	30
Total	100

WORK LOCATION AND REPORTING

The selected applicant may perform the work from their own premises and/or the Swisscontact Bangladesh office, depending on assignment requirements. Regular coordination meetings may be required either physically or virtually.

The selected applicant will report to the Manager, MRM & KCM and work closely with project teams and relevant Swisscontact personnel.

TIMEFRAME

The contract will start on the date of appointment and remain valid until 30 June 2027. Number of days will be decided based on mutual agreement on the daily rate

and availability of budget. There is a possibility of extending the contract based on continued mutual agreement and the availability of funding.

DELIVERABLES

The selected applicant will be required to submit a monthly timesheet and/or summary of activities in the prescribed format, along with an invoice. Payment will be made within fifteen (15) days upon satisfactory review and approval of the submitted documentation and receipt of a valid invoice.

WORKING HOUR, CONDITION AND ENVIRONMENT

Modalities related to field travel, per diem and Code of Conduct will be as per Swisscontact Bangladesh Business Administration Manual.

APPLICATION DETAILS

Interested Applicants are invited to submit proposals in accordance with the requirements set out in this RfP. Applicants should email the following documents to **bd.progress@swisscontact.org** by **24 September 2026**:

- **Applicant Profile/CV:** Detailed CV/profile of the Applicant
- **Expression of Interest/Technical Proposal:** Maximum 8 pages, describing the Applicant's relevant experience, proposed approach, methodology, and suitability for the assignment.
- **Financial Proposal:** Per-day financial offer in BDT, inclusive of all applicable taxes.
- **Supporting Documents:** Applicable supporting documents, including TIN, BIN, PSR and/or relevant registration and other legal documents, as applicable to the Applicant.

Please mention the exact title **“Application for Communications Consulting Services”** in the subject line of the email. Only shortlisted applicants will be contacted for the next step of the selection process.

DISCLAIMER

Swisscontact Bangladesh reserves the right to accept or reject any or all proposals/applications without assigning any reason whatsoever. Please note that applications that do not meet all the above requirements will be disqualified without further evaluation.

Swisscontact is an equal opportunity employer.

Further information about Swisscontact is available on our website www.swisscontact.org.