

Government of People's Republic of Bangladesh
Office of the Project Director
Sustainable Forests & Livelihoods (SUFAL) Project
Bangladesh Forest Department
Ban Bhaban, Agargaon, Dhaka-1207

Terms of Reference

Consulting Services for Communication & Outreach Activities for Collaborative Forest Management and Wildlife and Protected Area Management
(Package # SUFAL/SD-34)

A. Background

Bangladesh Forest Department (BFD) under the Ministry of Environment, Forest and Climate Change has received IDA loan of US\$175.00 million and GoB contribution of US\$3.90 million for a period of 5 years (01 July 2018 to 30 June 2023) to implement Sustainable Forests & Livelihoods (SUFAL) Project. The overall objective of the project is to improve collaborative forest management and increase access to alternative income generation activities for forest-dependent communities in targeted sites. This will be achieved by: (i) improving public sector management of forest resources and increasing participation of communities in forest conservation and restoration and, (ii) reducing direct dependence and exploitation of forest resources by offering alternative livelihood sources to dependent communities and improving the enabling environment for trees outside forests. Together, these will result in the eventual improvement of forest cover and ecosystem functions, coastline protection and increased employment opportunities for some of the poorest and most vulnerable communities, including women and small ethnic communities. Project will implement a number of activities which are grouped under following four components:

Component-1: Strengthening Institutions, Information Systems and Training

Component-2: Strengthening Collaborative Forests and Protected Areas Management

Component-3: Increasing Access to Alternative Income Generating Activities (AIGAs) Forest Extension Service & Trees Outside Forests (ToF)

Component-4: Project Management, Monitoring, and Reporting

This project is designed to contribute in improving organizational effectiveness by adopting improved policy and regulatory framework including infrastructural development, upgrading management information system, capacity building of BFD officials and investing in degraded and denuded forest restoration including Protected Areas (PA) and building green belt along the coastal region. This project will finance tree cover improvement in the ToF areas technology transfer, training, research and innovation support and engage forest dependent communities in collaborative forest management and PA management practices. Thus the project will enhance wildlife and PA management practices and thereby improve forest conservation and wildlife protection in the country.

The key interventions under the project are:



i) Institutionalizing Collaborative Forest Management (CFM): The aim of collaborative management is to give forest dependent communities¹ a stake in the management and preservation of the quality of forests over the long term and to foster local stewardship of forests.

ii) Strengthening wildlife and PA management system: The project will finance conservation, community co-management committees (CMCs), capacity development, and ecotourism activities in selected PAs. Annual work plans will be developed for each of the selected PAs with active participation of CMCs and financed by the project, following their approval by the BFD. The project will also support implementation of management plans in 08 other PAs. The BFD's PA management system will be strengthened by developing technical and human capacity for SMART patrolling of wildlife and forest resources in 08 PAs and improving the BFD's forensic capacity for wildlife law enforcement. Training, facilities, equipment including software and hardware, GPS navigators, binoculars, tools for data collection and analysis will be procured under the project. Wildlife Crime Control Unit will lead the roll out of SMART patrolling in collaboration with the SKWC and conservation partners. The sustainability of the effort will be ensured through the BFD and WCCU commitments to sustain the patrol teams with technical support from the SMART Partnership and its support program.

iii) Extension services and Trees outside Forests (TOF)²: The area of trees grown outside forests has been increasing steadily over the last two decades, and has become a major source of tree products in the country, contributing to an important and developing domestic wood processing capacity. Social forestry initiative by the BFD, including awareness raising, supply of planting materials and providing training has supported this increase. Side by side, there is an existing private sector network of nurseries and planting material distribution, but this network tends to use non-certified, low quality seed of unknown origin and germination rates, and generally raises poor quality seedlings using outdated methods. Outreach to and collaboration with this network will be a focus of this sub-component.

The project is currently seeking the services of a consulting firm that will design a Strategic Communication Program and help implement awareness generation, stakeholder engagement and consultations, risk mitigation, and behavioral change communication activities.

B. Objectives of the Assignment

The main objective of the assignment is to develop and implement a communication strategy to facilitate SUFAL project to achieve its Project Development Objective as well as create broad-based support for the activities proposed under the project.

The Consultant will design and implement a communication and outreach program for awareness building, behavioral change, and create support among the stakeholders relating to three key interventions of the project: (i) collaborative forest management; (ii) protected areas and wildlife management; and, (iii) Trees Outside Forests (TOF) activities.

¹ A forest dependent community would include forest dependent people (self-selected) residing in villages located within one kilometer if not available then two or three kilometer from the boundary of the Forest Beat area and would include the nearest village in the case of mangroves.

² Trees outside forests (TOF) refers to trees that have been grown on land that is not classified as Reserved Forest or Protected Forest or any land with legal status of a forest. These trees are frequently grown on government -owned land or some are grown as part of the Social Forestry program.

The communication strategy will also include advocacy and public diplomacy to resolve diverse political interests in an effective policy making on collaborative forest and PA management. The assignment will also enhance BFD's capacity on mass communication and improve design and publication standards.

C. Scope of Services:

- (i) Undertake and prepare a communication need assessment and stakeholder mapping, which will inform the communication strategy of SUFAL Project.
- (ii) Develop and implement a communication strategy to raise awareness, motivate behavior change and create broad-based demand for sustainable forest conservation and management among the local and national stakeholders. The communication strategy should include:
 - (a) key target audiences
 - (b) messages that resonate with specific audiences
 - (c) channels that work for specific audiences
 - (d) messengers that would be effective and credible with target audiences
 - (e) action plans-, including timing and sequencing of specific messages and communications activities
 - (f) measures of advocacy and public diplomacy to policy-making on collaborative forest and PA management;
- (iii) Develop and disseminate information, communication and education (IEC) materials i.e. factsheets, leaflets, posters, flipcharts, booklets, billboards, festoons, photographs (success storybook, stickers, etc.), photographic display, media releases etc., according to the communication strategy;
- (iv) Develop and establish a brand identity for SUFAL project.
- (v) To mitigate social opposition that may stem from a lack of adequate information, understanding, direct communication and involvement of affected groups, the Consultant will help the Project Management Unit (PMU) engage and communicate with stakeholders and affected communities.
- (vi) Conduct a media campaign on collaborative forest and PA management;
- (vii) Assist PMU to organize, promote and commemorate special days and events, including Olympiads.
- (viii) Raise Awareness and motivate for behavioral change and demand policy-making for the various target audience, including but not limited to;
 - (a) Primary audience: local community and forest user group, local elites, youth, students and schoolchildren;
 - (b) Secondary audience: Forest Department Officials, Researchers, Environmentalists, businessman, nature photographers, Journalists at the local and national level, NGO and Civil Society Organizations (CSOs) and students of Forestry, policymakers, Parliamentarians, development partners, and mass population
- (ix) Ensure regular news coverage through press releases, press conferences, editorial, articles, op-ed in various English and Bangla national and local dailies and arrange media visits to project sites, media round tables, etc.



- (x) Develop audio-visual materials (video duration- not more than 3-minutes) including high-resolution field photographs;
- (xi) Develop a YouTube Channel titled as ‘SUFAL’ where the documentary/footage video will be disseminated.
- (xii) Develop messages and slogan in Bangla and design & generate content and operationalize a dynamic Web page to be hosted at the Bangladesh Forest Department Website;
- (xiii) Organize different types of outreach activities for the project beneficiaries;
- (xiv) Utilize news and social media to communicate results and for two-way communication
- (xv) Utilize traditional media (folk songs, pot songs, jatra) for local outreach;
- (xvi) Design, develop and publish reports, progress and annual reports;
- (xvii) Develop, and broadcast TV and Radio spots, and community radio programs;
- (xviii) Conduct youth outreach programs;
- (xix) Develop media kits.
- (xx) Submit Evaluation report of communication interventions.

The Consultant will work closely with SUFAL Project Management Unit and will undertake 6 major tasks but will not limit to the following:

Description of scope of services:

Task 1: Develop and Implement a Communication Strategy:

The Consultant will undertake a communication-based need assessment for developing a comprehensive communication strategy. The Consultant will present the findings of the need assessment to the SUFAL Project officials in a workshop. This will allow clarifying any questions or issues and identifying the project’s vision for the field locations to be covered by the communication strategy. Based on the findings, the Consultant will develop a communication strategy.

Implementation Plan: The Consultant will produce a detailed implementation plan along with a timetable, which will outline, among others, methodology, budget, specific activities, responsible parties, evaluation, and coordination mechanisms to carry out the implementation of the Action Plan.

Develop and Implement Communication Program: The Consultant will be responsible for conceptualizing, developing and disseminating communication and information products/materials using appropriate channels.

Task 2: Produce information, education and communication (IEC) materials:

The Consultant will design, develop, produce and disseminate various IEC materials i.e., factsheets, leaflet, posters, billboard, booklet, brochures, festoon, banners, and success storybooks, photo books, progress and annual reports of the project media tool kit and other materials as required including flip-charts to be used for the organizational development of the CFMCs. The IEC materials will be taken into account of the target audience profile.

IEC materials may include but not limited to the development of: Poster, Project Brochures, Success Story Book/ Photo-book, Billboard, Festoon/Roman banner/Banner, Media releases, Press conference, Editorial, Articles, Interviews, etc.



Task 3: Develop and produce project audio-visual materials:

Short Videos: The Consultant will produce videos (not more than 3-minutes length), which may include drone footage, animation, beneficiary interviews, etc. The video topics will be determined in consultation with the PMUs. Probable topics can be collaborative forest management, Social forestry, Coastal forestry, Livelihood programs, Wildlife conservation and awareness, and one comprehensive project video, etc. The videos will be displayed during various meetings, workshops as well as uploaded and to be promoted in the website, social media etc.

Specification:

- (a) **Format and Camera:** DV format and Professional HD camera (Resolution minimum-4K/2160 P).
- (b) **Language:** Bangla and English (with English/Bangla subtitles)
- (c) **Editing:** Standard editing (non-linear) for quality assurance in terms of content and time.
- (d) **Quantity of delivery:** 5 (five) master copies DVD and raw footage of the video for future editing and 50 copies of DVDs.

Photographs: The Consultant will ensure a renowned nature/ wildlife photographer is engaged to capture compelling photographs of the project components, events and beneficiaries as well as a birds-eye view drone shots. The photographs will be published in print, digital and social media.

Specification:

- (a) Number of photos: At least 300 quality photos.
- (b) At least 100 hundred photographs will be printed in 18"x 30" or appropriate sizes and framed for display;
- (c) At least 50 birds eye view drone photos have to be submitted (this will also help compare before and after status)
- (d) Photos must be taken with a professional-level digital camera;
- (e) Photos must be captured at least 300dpi resolution - not upscale to 300dpi resolution in post-processing;
- (f) Photos must have appropriate Exchangeable Image File Format (EXIF) showing photo caption, location, and beneficiary name (if applicable) and photographer's name;
- (g) Supply soft copy (with CD or DVD);

Task 4: Social and Electronic Media Campaign:

4.1 Mass media materials will cover the thematic areas of the project such as forest restoration, community engagement and awareness building, biodiversity conservation and alternate livelihood options etc.

1. Three TV spots for 60 second (and 30 seconds and 20 second cut-down versions)
2. Three Radio spots (60 seconds)
3. Community radio program
4. Three hundred info-graphics on different project activities under project themes

5. Regularly share and promote the project activities, and success through Facebook, twitter, youtube etc.

Concept development and finalization

- (a) Three TV spots featuring targeting forest-dependent communities, youth groups, and the general population.
- (b) **Main Message:** It may include an ambassador (popular actor/actress/cricketer etc.) or use song and/or drama or other creative formats, to deliver the key messages.
- (c) **Shooting:** Shooting will be done in project areas.
- (d) **Format and Camera:** DV format and Professional HD camera

Language: Shoot PSA in Bangla for airing on TV channels. Also, submit a version with English subtitles

Quantity of delivery: 5 (five) master copies DVD and raw footage of the PSA/TVC for future editing. In addition, 50 copies of DVD (include both Bangla and English sub-title version on each DVD)

The radio spot will be uninformed as TVC. The TVC will be converted into RDC (slight changes can be made for proper audio communication).

Prepare media schedules and arrange on-air in major channels in prime time. (Indicative timing: 60 sec TV spot will need to broadcast in national-level TV channel/channels (According to the last **TRP** published in last week 3 most popular News channel and 2 most popular mixed channel including state own BTV) at least 60 days, 4 times (2 just before 7 PM to 9 PM news for the news channel and 2 in day time) in a day on pick hours and off pick hours reaching especially to the forest dependent communities. Each channel will broadcast the PSA 4 times in one working day.

Radio spots will be broadcast in 5 Radio channel (4 most popular radio channels having access to community and Bangladesh Betar) at least 60 days (total 240 minutes, minimum 4 times in a day (2 in pick & 2 in off pick) reaching the majority of the forest dependent communities.

The Community Radio project will be at the project site areas.

4.2 Project Website Design and Development

The Consultant will design and develop a comprehensive and dynamic website for the project, which will be linked with the existing BFD website. The content of the website will be bilingual (Bangla and English). The Consultant will be responsible for web hosting and domain registration and will obtain a domain name in consultation with the Project and register it for ten years. After the phase-out of the project, the website should have the provision of up-gradation. Maintenance is required during the whole duration of the Contract. The Consultant will be responsible for maintenance, troubleshooting and other technical support during the Contract period. The website shall be based on a standard open source Content Management System (CMS). The website shall be based on an open source database system (MySQL). The website must be World Wide Web Consortium (W3C) compliant, usable on common browsers respect standards in terms of navigation, user-experience, Search Engine Optimization (SEO) and so on. The webpage design must be compatible with mobile phones.

Design

- (1) The site design/structure will be compatible with should be prepared as per government guidelines (pmo.gov.bd or bforest.gov.bd)
- (2) Create an effective search engine optimization- easy accessible and user friendly.
- (3) The Consultant will deliver proposals outlining the architecture of the website (detailed sitemaps) using standard methods in terms of user interface design and usability.
- (4) The Consultant will also have to provide a graphic charter document for the web site including the main elements of the Cascading Style Sheets (color of the links, style of the titles, fonts, text size of images)
- (5) The backend architecture of the website will include statistics of unique visitors and page visits.
- (6) The website will include drop-down menus providing relevant project information, i.e. site maps, components, documents and reports, photo gallery, links to important site, etc.
- (7) If a template or specific features have to be purchased for the implementation of the CMS, the Consultant shall be responsible for the purchase.

Deliverables:

Provide at least 3 (three) design options for the project to choose the most suitable home page and interior pages.

Test and check before the official launch and provide three-day training for BFD officials for the upload of the contents in the CMS template.

The Consultant will provide at least 25 days of technical maintenance per year, to be used according to project needs. This basic day-to-day technical assistance comprises:

- (1) Bug resolution
- (2) Answers to nay technical questions form the project by email or phone
- (3) Technical assistance relating to the CMS
- (4) Technical assistance relating to the hosting of the website

Task 5: Advocacy and Outreach Activities:

The Consultant shall plan for advocacy to create awareness among leaders. Advocacy will aim at influencing policy decisions and public dialogue; create demand for sustainable forest management and resources, etc. Along with the national level, the advocacy component will play an important role in the community level through the local social, political and religious leaders.

Deliverables:

Communication events and materials as listed in Task 2 to reach out to policymakers and opinion leaders at the local and national level.

Outreach Activities:

Complete traditional media (i.e street drama, folk songs, target the local festival fairs) with mass media and social and new media to project materials for behavioral and attitudinal change communication. The Consultant will also facilitate focus group discussion, female group discussion, small and medium group discussion and devise communication interventions for school children and youth.

Task 6: Organize Special events to commemorate Special Days related to forestry and wildlife issues:

The Consultant will support the Project for observing the important international days as such International Day of Forests, Wildlife day, Biodiversity day, Global Tiger Day, Vulture Conservation awareness Day, Freshwater Dolphin Conservation Day etc. The Consultant will facilitate utilizing the days to raise awareness and policy advocacy.

The Consultant will be responsible for event management, including but not limited to–

- (1) the invitation card
- (2) venue (inside and outdoor) decoration
- (3) food and logistics
- (4) audiovisual equipment's and sound system
- (5) publicity

Day Observation Program (tentative but not limited)

Important Days	Type of Activities
29 July – Global Tiger Day	Round table at Dhaka and day observation at Khulna region
31 July-World Rangers Day	Whole Bangladesh
03 March - World Wildlife Day	1) Ctg. Circle, 2) Sylhet and 3) Mymensingh (children events as art/ essay competition)
21 March - International Day of Forests	Round table with media engagement
24 October Freshwater Dolphin Conservation Day	At Khulna, Chattogram and Pabna region
Tree Plantation fortnight	Video Documentary
21 March-International Day of Forests	

D. Output/Deliverable:

The following table describes the deliverables and submission of Report against the deliverables, which are the outputs of the activities specified under the Scope of Services.

Note: T0 = Date of commencement of the Contract; M = Month

SL. #	Deliverables (which could be developed along with the following core information)	Submission Deadline (T1, T2,, TN)
D.1.	Inception Report: 1. Work Plan 2. Communication Need Assessment 3. Assessment of the project objectives 4. Problems encountered 5. Consultant team composition	T1 = T0 +1M
D.2	1st Progress Report 1. Develop and Finalize Communication Strategy with detailed Action Plan and Schedule (Task-1) through proper consultation	T2 = T0 + 5 M

	with SUFAL Project team 2. Design of information, education and communication (IEC) materials (Task-2) 3. Concept development of audio-visual materials (Task-3) 4. Concept development of Social and Electronic Media Campaign (Task-4.1) 5. Project Website Design and Development (Task-4.2) 6. Plan for Advocacy and Outreach Activities (Task-5) 7. Plan of Special days and events (Task-6)	
D3	2nd Progress Report 1. Implementation of Communication Plan (Task-1) 2. Production of information, education and communication (IEC) materials and dissemination of the same (Task-1&2) 3. Design & Development of audio-visual materials (Task-3) 4. Design & Development of Social and Electronic Media Campaign materials (Task-4.1) 5. Content Development for Project Website (Task-4.2) 6. Advocacy and Outreach Activities Implementation (Task-5) 7. Implementation of Special days and events (Task-6)	T3 = T0 + 10 M
D.4	3rd Progress Report 1. Implementation of Communication Plan - continued (Task-1) 2. Production of information, education and communication (IEC) materials and dissemination of the same - continued (Task 1 & 2) 3. Development and display of audio-visual materials (Task-3) 4. Implementation and airing/telecast of Social and Electronic Media Campaign (Task-4.1) 5. Finalize Project Website and update regularly (Task-4.2) 6. Advocacy and Outreach Activities Implementation-continued (Task-5) 7. Special days & events Implementation-continued (Task-6)	T4 = T0 + 15 M
D.5	4th Progress Report 1. Implementation of Communication Plan-continued (Task-1) 2. Production of information, education and communication (IEC) materials (Task-2) and dissemination of the same-continued (Task-1) 3. Development and display of audio-visual materials-continued (Task-3) 4. Implementation and airing/telecast of Social and Electronic Media Campaign-continued (Task-4.1) 5. Updating Project Website regularly (Task-4.2) 6. Implementation of Advocacy and Outreach Activities-continued (Task-5) 7. Implementation of Special Days & events-continued(Task-6)	T5 = T0 + 18 M
D.6	Draft Final Report of the assignment (Which will include core information/documents of all outputs listed in the Scope of Services, etc.)	T8 = T0 + 23 M

D.7	Final Report of the assignment (Which will include core information/documents of all outputs listed in the Scope of Services, responses against the reviewers' suggestions/comments/remarks/queries on the draft final report).	T9 = T0 + 24 M
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E. Reporting Arrangement

The following table describes the reports of the assignment under the **Scope of Services**.

Note: T0 = Date of commencement of the Contract; M = Month/. These six monthly progress reports are in addition to the reports linked with above mentioned seven (07) deliverables.

SL. #	Report Name	Report Format and Quantity	Submission Deadline (T1, T2,, TN)
1.	Six monthly Progress Report	Softcopy (PDF) – 1 Hardcopy – 3	T1 = T0 + 7 M, T2 = 13 M , T3 = 19 M

The Consultant will work closely with the Project Management Specialist/CTA, SUFAL Project as well as Project Director, SUFAL Project. The team leader will report to the Project Director, SUFAL Project and will keep close liaison with the Divisional Forest Officers (DFOs). All reports have to be submitted to the Project Director of SUFAL.

E. Consultant Team Composition:

The requirements for qualification and experience are preferred.

Key Expert

(i) Team leader:

(a) Academic Qualification

- (i) Master's Degree in Mass Communication/Journalism/ Literature/ Marketing/ MBA or relevant subject.

(b) Work Experience:

- (i) 10 years' experience in publicity/increasing visibility/branding/event management industry.
- (ii) experience in developing media relations policy and advise management on public relation interview techniques
- (iii) experience in handling large scale events across the country along with experience in managing creative teams, marketing brochures, making infotainment/ documentary/docudrama/ or Development activities
- (iv) ability to engage with senior government and business figures and the ability to communicate complex technical matters to non-technical decision-makers.

(ii) Communication and Outreach Specialist

(a) Academic Qualification

- (i) Master's Degree in Mass Communication/Journalism or relevant subject.

(b) Work Experience:

- (i) 8 years' experience in developing a script for video spots and documentary for mass communication
- (ii) experience of working in the development sector
- (iii) demonstrated experience in building constructive relationships between Government agencies, civil society and other stakeholders
- (iv) experience in preparation of a communication plan

(iii) Publication and Graphics Design Specialist

- (a) Academic Qualification
 - (i) Master's Degree in Mass Communication/Journalism or relevant subject.
 - (ii) Computer Graphic Designer/ Audio-Visual Clip Designer with minimum Intermediate Level with training in computer graphic design
- (b) Work Experience:
 - (i) 8 years' experience in publication and design of communication materials
 - (ii) experience in the graphic design and related field
 - (iii) experience in handling large scale of communication materials

(iv) Webpage/Website Developer

- (a) Academic Qualification
 - (i) Bachelor Degree in Computer Science or a relevant subject
- (b) Work Experience:
 - (i) 3 years of experience in Website/Webpage Design & Development

(v) Subject Matter Expert:

- (a) Academic Qualification
 - (i) Master degree in Forestry, Zoology, Botany, Natural Resource Management or a relevant subject.
- (b) Work Experience:
 - (i) 10 years' experience in forestry or forest management in Bangladesh.

Non-key Expert:

The following non-key experts will be required to deliver the Services in accordance to the TOR. CVs of the proposed non-key experts should be provided with the technical proposal.

(i) Video editor

- (a) Academic Qualification
 - (i) Bachelor Degree in Mass Communication/Journalism or relevant subject
- (b) Work Experience:
 - (i) 5 years of experience in video editing for producing at least 5 video-documentaries/docu-drama.

(ii) Photographer

(a) Academic Qualification

- (i) Bachelor Degree in any subject

(b) Work Experience:

- (i) 5 years of experience in forest/wildlife photography

In addition to Key Expert and non-Key Experts, the following non-Key experts may be required to deliver the Services following the TOR. Indicative non-key experts are a guideline for the consultants. However, the consultants are free to make their estimate to propose additional non-key expert.

- Event manager
- Scriptwriter

G. Counterpart facilities

The Employer will provide institutional support and all available documents (if any), data and information to the Consultant.

Project Management Specialist/Chief Technical Advisor (CTA) SUFAL Project shall be assigned for this assignment on behalf of the SUFAL Project. Furthermore, PMU Officials will also coordinate the assignment. Divisional Forest Officers of corresponding field divisions should be informed and coordinated regarding any field activity under this assignment.

Location of performance for different tasks:

- As per actual requirement either in Dhaka or at field offices with the consent of counterpart official on behalf of SUFAL.

Specific tasks or actions that require prior approval by the Client:

- Before the finalization of any report, IEC/ media tool, audio-visual clips; draft/mock shall be approved by the Client.
- Prior Approval by the client on any task or action which is not mentioned in ToR or the Contract but necessary for the proper accomplishment of the Contract must be required.

H. Duration

The duration of the consultancy services is 24 months from the commencement date of the Contract.