

Scope of Work

USAID's Biodiversity Conservation Communications Program

Background:

Over the past 20 years, the United States Agency for International Development (USAID) has worked in partnership with local communities and the Government of Bangladesh to conserve Bangladesh's rich diversity of forests, wetlands, and species as a foundation for human development and resilience in Bangladesh.

Biodiversity loss in Bangladesh has accelerated during the past few decades with growing population pressure resulting in heavy overexploitation of natural resources. Bangladesh now has one of the lowest rates of forested land and protected areas in the world, with the loss disproportionately impacting the rural poor who are forced to find alternative, and often more costly, ways to meet basic needs. Despite losses, biodiversity sustains lives in Bangladesh, where seventy percent of the country depends on natural resources for their livelihoods.

USAID/Bangladesh biodiversity programs work to improve co-management of natural resources while simultaneously reducing poverty around forests and wetlands through developing improved fishing and agricultural practices, as well as new trades and skills that reduce reliance on forests and wetlands. Ultimately, increasing resilience through reducing biodiversity loss can save Bangladesh billions in limiting not only climate change impacts, but also avoiding expensive measures like water purification and coastal hardening.

The USAID/Bangladesh Environment & Climate Change and Communications Teams are developing a Bangladesh Biodiversity Campaign to raise the profile of biodiversity as the foundation for human development in Bangladesh. The core message of the campaign is Conservation IS Development—to emphasize the importance of biodiversity to human well-being and resilience in Bangladesh.

USAID's Biodiversity Conservation Communications Program Scope of Work:

USAID/Bangladesh is seeking an experienced firm with the ability to design and implement its Biodiversity Conservation Communications Program (the program), which will consist of two main activities: A) a Journalism Training, and B) a University Film Competition. The timeline will be a maximum of six months from beginning to end.

Journalism Training

The Journalism Training will include a minimum of four training events in the regional divisions of Bangladesh, including but not limited to Sylhet, Khulna, Chittagong and Dhaka, and will target approximate 15 journalists in each region. The journalism training program will be based on a needs assessment of regional and national journalists' ability to report on biodiversity conservation issues in Bangladesh. The trainings will be both classroom and field-based. The classroom-based trainings will be hands-on and interactive. The field-based trainings will link

the classroom-based learning with site visits to existing USAID biodiversity conservation activities. Potential journalists and field-based sites will be identified in partnership with USAID.

Within these limits, the contractor will be expected to develop the most appropriate and cost-effective training methodology, possibly including conducting research on evidence-based environmental journalism best practices, and developing the training curriculum and other appropriate materials or media. The contractor will also facilitate the classroom and field-based trainings and design an appropriate evaluation methodology to measure learning and performance.

Objective of the Journalism Training Program:

The objective is to develop a cadre of approximately 60 regional and national Bangladeshi journalists with the knowledge, skills, and abilities to develop stories on:

1. Biodiversity conservation in Bangladesh and its connection to sustainable development.
2. USAID Bangladesh biodiversity conservation activities.

Expected Outcomes of the Journalism Training Program:

1. Journalists understand biodiversity conservation issues in Bangladesh and their link to sustainable development, human well-being, and resilience.
2. Journalists understand USAID Bangladesh biodiversity conservation activities.
3. Journalists have the knowledge, skills, and ability to report on biodiversity conservation stories in Bangladesh.

University Film Competition

The University Film Competition will be national in scope, engaging students from universities throughout Bangladesh in the competition/contest. The objective of the University Film Competition is to identify three to five winning student films that best communicate biodiversity conservation priorities, successes, or challenges in Bangladesh. Competition guidance and selection of winners will be done in consultation with USAID.

At minimum, the competition/contest should include the following elements:

1. A component used to communicate the competition context and guidelines to interested university students:
 - a. Biodiversity conservation issues in Bangladesh and their link to sustainable development, human well-being, and resilience, focusing on Bangladesh national parks and the communities that live around them.
 - b. USAID Bangladesh biodiversity conservation activities.
 - c. The competition/contest guidelines.
2. A platform (including but not limited to a final event/exhibition) to showcase and disseminate the winning films and recognize the competition winners.

The contractor will develop and implement an innovative, appropriate, and cost-effective competition methodology, including but not limited to:

- Forming a plan/strategy to attract and identify contestants from universities throughout Bangladesh.
- Develop outreach materials for promotion of the competition.
- Develop incentives to attract the best students and innovative films (i.e. attractive prizes for the top films), because USAID funds cannot be used to purchase prizes, it is the responsibility of the selected contractor to develop partnerships with other organizations to obtain or develop prizes for select winners.
- Ensuring media coverage (electronic and print) of the events (e.g. partnership with a TV channel).

Expected Outcomes of the University Film Competition:

1. Three to five winning films which USAID can showcase at relevant events and/or on social media.
2. University students understand biodiversity conservation issues in Bangladesh and their link to sustainable development, human well-being, and resilience.
3. University students understand USAID Bangladesh biodiversity conservation activities.

Personnel Qualifications:

The team should include personnel with experience in journalism, communications, biodiversity conservation, training and facilitation, needs assessment, curriculum design, event organization and delivery, and competition/contest organization and delivery.

The training position(s) requires effective written and oral communication skills in Bangla and English in order to effectively facilitate the training sessions. Preferred qualifications include a Bachelor's degree in journalism, environmental studies, communications, or equivalent with at least three years of experience as a professional trainer.

The journalism training curriculum design position requires demonstrated skills in the development of training curricula, instructor manuals, learner guides, and other necessary training materials or media.

The journalism training needs assessment position requires the analytical, evaluation, and written skills necessary to assess and provide recommendations in English on the biodiversity conservation training needs of Bangladeshi journalists.

The University Film Competition design and implementation requires demonstrated skills in the development and implementation of competitions/contests, competition/contest promotion, media relations, and ability to engage with external competition/contest partners.

Tasks and Deliverables:

Journalism Training

1. Conduct a needs assessment to support development of the training program within the first month of the agreement and provide a written report to USAID.
2. Design and deliver a four-month journalist training program based on the needs assessment and program objectives and outcomes, and provide a written program plan to USAID before beginning implementation. The program plan should include a training plan, a timeline of events and venues, and an evaluation methodology.
3. Develop and deliver a replicable training curriculum and provide the curriculum to USAID in a “training of trainers” format by the end of the program.
4. Provide a final written report on the program, including an evaluation of program outcomes, lessons learned, and recommendations for follow-on activities, if appropriate, to USAID.

University Film Competition

1. Design and deliver a two-month university film competition based on the program objectives and outcomes, and provide a written program plan to USAID before beginning implementation. The program plan should include a competition/contest plan, a timeline, innovative partnerships for competition/contest prizes, and an evaluation methodology. USAID funds cannot be used to purchase prizes, it will be the responsibility of the selected contractor to develop partnerships with other organizations to obtain or develop prizes for select winners.
2. A final written report of the program, including an evaluation of program outcomes, lessons learned, and recommendations for follow-on activities, if appropriate, to USAID.
3. Identification and delivery of the winning student films.

All training materials developed become the property of USAID and are not for use or distribution by any other entity unless previously agreed upon by USAID and the selected Contractor. USAID will provide guidance on intellectually property rights and use of disclaimer on winning films.

Application Format:

1. A proposal of no more than five pages describing how the program objectives and outcomes will be met within the proposed timeframe;
2. Organizational history and relevant qualifications to perform the program;
3. Team qualifications, including CVs or bios for all proposed personnel; and
4. Detailed budget – the detailed budget should include but not be limited to: (1) Labor expenses; (2) Training event expenses, including equipment and space rental, transportation, lodging and meals; (3) Training curriculum development expenses; (4) film competition expenses; (5) Promotional and branding materials expenses; and (6) Administrative expenses.

Evaluation:

USAID will evaluate proposals based on the following criteria:

1. Price will be a factor in the evaluation of all proposals. (20%)
2. Quality of the technical proposal on meeting program objectives and outcomes will be a factor in the evaluation of all proposals. (40%)
3. Technical qualifications of the proposed team will be factors in the evaluation of all proposals, including: (1) knowledge of biodiversity conservation and development, journalism and media in Bangladesh, and USAID; (2) experience working in Bangladesh; and (3) past training work. (30%)
4. Past Performance with USAID and the USG will be a factor in the evaluation of all proposals. (10%)

Timeline:

On or about December 20, 2014 to June 2015.