

Scope of Work

Filming of USAID Food for Peace and Democracy and Governance Activities and Impact in Bangladesh

Period of Performance: Fourteen days in-country beginning o/a February 22, 2015 – March 6, 2015 with additional deliverable dates for the completion of the film.

Background on Food for Peace Activities:

USAID's Food for Peace (FFP) development food assistance programs are multi-disciplinary approaches to addressing the key root causes of hunger and poverty in developing countries. In Bangladesh, these programs target more than just one sector, such as agriculture or health, but rather focus on a suite of interventions that build the capacity of communities to break the cycle of poverty and hunger in a more holistic fashion. Throughout all activities, these programs attempt to address gender inequalities and promote a more inclusive environment where women and men are equally respected and utilized as the drivers of their own development. Through agriculture and livelihoods, men and women increase the income, while they learn about improving nutrition at the household level. Health services, water, sanitation and hygiene activities promote proper treatment and prevention of diseases and illnesses and include the provisioning of nutritious food for pregnant and lactating women and children under five years of age, to address nutritive deficiencies that can cause irreversible damage to the development of a child's brain. This food is essential, especially in the critical window of opportunity in the first 1,000 days, from conception to the child's second birthday. Furthermore, these programs strengthen the resilience of Bangladeshis so that they can overcome the common and recurrent shocks, such as floods and food price hikes, enabling them to bounce back to a state where they can maintain incomes and access to nutritious foods for their families.

Agriculture is a critical sector in the economy of Bangladesh. Although agriculture accounts for an estimated 48 percent of employment, the average farm size of 1.2 acres is declining due to continued population growth coupled with traditional land distribution and inheritance practices. Thirty-eight percent of farmers are functionally landless, owning less than one-half acre. Population growth, urbanization and the depletion of soil and natural resources have resulted in the degradation of land, water bodies, wetlands and forests. Climate change also contributes to the loss of arable land, rising sea levels, frequent flooding, and extreme weather patterns. These combined factors pose a significant threat to the agriculture sector in Bangladesh.

Furthermore, poverty, limited dietary diversity, and poor hygiene contribute to one of the highest child malnutrition rates in the world. In Bangladesh, 36 percent of children under five years of age are underweight and 41 percent are stunted. Malnutrition is a significant cause for concern as studies have shown that malnutrition in the first 1,000 days of a child's life can have irreversible, long-term effects on cognitive development, eventually leading to decreased workforce productivity. Diets lacking in protein and micronutrient-rich vegetables exacerbate chronic and acute malnutrition. On average, about 80% of dietary energy in Bangladesh comes from cereals—75% from rice alone—which in turn leads to a high prevalence of anemia.

Disasters including cyclones, floods, mud slides, tornados, river erosion and drought frequently affect Bangladesh. Storms originating in the Bay of Bengal to the south dramatically affect the amount of water flowing through the country by rivers flowing from the Himalayan, Assamese and Burmese mountain ranges in the north and the northeast. Bangladesh's coastline stretches over 600 kilometers with large expanses of land vulnerable to the destructive effects of cyclones and storm surges. Since independence in 1971, more than 40 catastrophic flood disasters have hit Bangladesh, an average of one such disaster per year. Large-scale floods disproportionately affect the vulnerable rural poor in Bangladesh who have no choice but to live on flood-prone lands due to severe land constraints. Climate change experts estimate that by 2050 the sea level could rise by one half meter and Bangladesh could lose 11 percent of its land, affecting 11 million people many of whom are already land constrained.

Background on Democracy and Governance Activities:

USAID's Democracy and Governance (DG) activities support the goal of Bangladesh becoming a middle income country by 2021 by promoting democratic institutions and practices. In spite of several successes, especially in achieving the Millennium Development Goals, Bangladesh is going through a period of transition. After a year of violent hartals (nation-wide strikes) that cut economic output and severely disrupted daily life, Bangladesh held parliamentary elections on January 5, 2014 that the opposition party boycotted. Following the election, harassment of political leaders, independent media, and civil society continues.

Nonetheless, the Gross Domestic Product (GDP) in Bangladesh expanded 6% in 2013 from the previous year. Bangladeshi garment industries play an invaluable role in driving economic growth and lifting millions of Bangladeshis out of poverty. Since its independence in 1971, Bangladesh's poverty rate has declined from 70 percent to 31.5 percent according to national poverty statistics. It is shifting from an agricultural-based economy to a manufacturing powerhouse, and emerging as the second largest garment exporting country in the world. Bangladesh's economy has benefitted significantly in recent decades from a thriving garment sector, with estimated exports of \$21.5 billion in 2012-13. The industry is estimated to directly employ between 3.5 - 5 million people and as many as 10 million indirectly. Approximately 80 percent of the workforce in the garment industry is women, many of whom are migrants from poor households in rural districts.

Worker protection has failed to keep pace with the explosive growth of the garment sector in the past two decades. Unregulated construction of factories and repurposing of residential buildings for factory use has created significant safety concerns. The unplanned construction of workers' housing around factories has created slum conditions without access to basic municipal services normally available in residential areas. Laws protecting workers are relatively strong on paper, but enforcement is uneven at best, with many provisions ignored by the majority of employers.

The Bangladesh Labor Act (BLA) of 2006 introduced improvements for workers by regulating wages, working hours, payment for overtime, clarifying responsibility for inspecting factories for compliance, protecting of union leaders, and ensuring compensation for job-related injuries and severance payments. The ILO and other observers, however, have noted the BLA's shortcomings in ensuring freedom of association. After extensive tripartite discussions and intense external pressure, the BLA was amended in 2013. However, the BLA amendment did not include some

provisions that would have brought the law in full compliance with international labor standards. For example, it did not allow unions to engage professional staff and advisors, and it also failed to remove the requirement that 30 percent of a company's workforce must join a union before it can be registered. These issues aside, the primary obstacles to improving labor conditions depend on its implementation.

The international community, including diplomatic missions, donor organizations, and international buyers played an important role in encouraging changes to the BLA, and in subsequent improvements in safety inspections, union registration, and protection of labor activists. International pressure has been building for years as allegations of labor rights abuses and periodic factory fires became increasingly frequent. Large, deadly fires at a Hameem Group factory in late 2011 and at the Tazreen factory in late 2012 exacerbated international concerns. The tragic Rana Plaza building collapse in 2013 galvanized public opinion and spurred international partners and the Government of Bangladesh (GOB) to act. The USG suspended trade privileges under the Generalized System of Preferences (GSP), and provided the GOB an action plan on what they must do to have GSP privileges restored. European governments and the GOB signed a Sustainability Compact committing to reforms. Coalitions of international buyers acted through the Accord on Fire and Building Safety and the Alliance for Bangladesh Worker Safety. Numerous donor programs were initiated to address safety issues in particular.

The increased levels of international attention by companies, consumers and governments have created a window of opportunity for new approaches to promoting labor rights. The enabling environment for labor programming has changed, with major stakeholders demonstrating some willingness to support new approaches. The GOB's increased interest in improving labor rights has increased pressure on employers to engage with worker organizations. This has led to an increased number of registered worker organizations offering new opportunities for progress. These initiatives may improve the stability, productivity and potential for the growth of the garment sector in Bangladesh. Over time this will enable Bangladesh to create more wealth and jobs for its people while ensuring the safety and economic well-being of its workers.

Scope of Work:

This Scope of Work is to produce film products for two separate activities of USAID in Bangladesh: Food for Peace and Democracy and Governance. USAID/Bangladesh is seeking a team (no more than four individuals) of experienced filmmakers to produce two (2) 4-6 minute, and two (2) 30-second educational documentary films.

Description of the films

The 4-6 minute high definition digital documentary will provide the background and set the stage for the development challenges that the two separate USAID programs address and their success and impact in strengthening Bangladeshis to overcome them. For the FFP activities, the film will provide the backdrop for extreme poverty and hunger in Bangladesh and how FFP assistance is breaking the cycle of poverty by investing in skills development, health and resilience for communities. The documentary should be filmed in the FFP program areas, to include

representative examples from the *chars*¹ in Rangpur or upper Dhaka Divisions, and/or from the cyclone-prone, delta region in Barisal, Khulna and Dhaka Divisions.

For the DG labor rights activities, the film will provide a backdrop of factories featuring unhealthy working environments, labor disputes, violation of labor law etc. and set the stage to demonstrate how USAID's support contributed in protecting workers' rights, getting union registrations, developing capacity of young men and women workers and contributing to uphold labor/human rights. The film should allow highlight how USAID also helped to established labor peace, increased workers' efficiency and led to stability, increased productivity and growth of the garment, fish and shrimp processing industries. The documentary must be filmed in the DG labor activity areas in the Dhaka, Khulna or Chittagong Divisions.

The applicant should provide a narrative "pitch" describing the basic film concepts, refining the film focus within the broader theme of hunger and poverty alleviation, gender and resilience for FFP. For DG, the narrative should show the importance of USAID's continuous engagement in the full implementation of the Bangladesh Labor Act to create the enabling environment for protection for workers' rights, Freedom of Association, union registration, Collective Bargaining Agreement and contributions to women's empowerment through leadership roles, establishment of labor peace, and nurturing of healthy relationships between employer/owner and worker. The Contractor should provide illustrative examples of how the film would be structured. Final film content decisions will be discussed between Contractor and USAID before filming begins.

The finished 4-6 films will be shown during USAID events, national and international meetings, and will be posted on the internet through USAID/Bangladesh social media outlets (e.g., Facebook, Instagram, Youtube, etc), and through USAID's Bureau of Democracy, Conflict and Humanitarian Assistance communications network in Washington. Additionally, the 30-second films using clips from the 4-6 minute films are also requested. They will be used for similar promotional events or potentially as public service announcements on Bangladeshi television channels.

The Contractor is expected to provide all necessary filming, production, and post-production equipment. No equipment or software (i.e. cameras, computers, movie editing software, etc) will be purchased under this activity. If needed, USAID can assist with the identification of computer lab space for post-production hardware and software, but the costs affiliated with computer lab space rental will be the sole responsibility of the selected Contractor and should be incorporated in the production cost of the films.

Deliverables:

- 1) One four to six minute film focusing on the impact of the USAID Food for Peace programs, with specific emphasis on the advances made to: maternal and child health; nutrition; livelihoods and agriculture; disaster preparedness and risk reduction, and; gender equality. A first cut of the film is expected at the end of the initial fourteen

¹ *Chars* are characterized as riparian areas consisting of seasonal river islands or shoals that are formed as a result of accretion along some of Bangladesh's largest rivers. These ephemeral lands are typically farmed by landless farmers.

- day work period. A screen-able version is expected 15 days after completion of the initial seven day work period, with a final version delivered 45 days after the initial seven day work period.
- 2) One four to six minute film focusing on USAID's labor program activities will showcase how USAID's support helped protecting workers' rights in the ready-made garments industries, Fish and shrimp processing plants and increased access to Freedom of Association, union registration, Collective Bargaining Agreement, opportunities for women's empowerment and leadership role, increased labor peace, and evidence of healthy employer/owner versus worker relationship. A first cut of the film is expected at the end of the initial fourteen day work period. A screen-able version is expected 30 days after completion of the initial seven day work period, with a final version delivered 60 days after the initial seven day work period.
 - 3) One 30-second short film on FFP impact using segments of the longer film to be used for shorter introductions to the topic, with a final version delivered 30 days after the initial fourteen day work period.
 - 4) One 30-second short film on DG labor program's impact using segments of the longer film to be used for shorter introductions to the topic, with a final version delivered 45 days after the initial fourteen day work period.

USAID will review and provide comments on each of the two 4-6 minute films as well as on each of the two 30-second films before approving the final products.

All training materials and films 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.

Personnel Qualifications:

The consulting team of filmmakers will consist of up to four individuals.

- The team members (except for the logistics coordinator, described below) must have at least three years' experience filming internationally recognized documentaries or films in developing countries focusing on development or human rights stories or concepts, preferably with specific experience on agriculture, health, disaster risk reduction, labor rights issues, women's empowerment, safety, and/or labor law compliance in the garments, fish and shrimp processing industries.
- At least one of the team members should have at least three years of filmmaking experience in Bangladesh, preferably focusing on international development programming (e.g., agriculture, health, human rights, emergency response, labor rights, and/or union organizing) and be fluent in Bangla.
- The team should consider having a logistics coordinator (known locally as a 'fixer'). The fixer will manage logistics (car rental, lodging, etc.) and schedule all appointments.

Application Format:

1. A proposal, no more than four pages, describing how the film production objectives will be met in a timely manner;
2. Technical qualifications of the team of filmmakers including CVs for all proposed personnel along with select internet links or digital copies of relevant short films developed by team members;

3. Sample filming schedule; and,
4. Budget including a description of costs for personnel, travel (international and within Bangladesh), logistics, and film production costs.

Evaluation:

USAID will evaluate proposals based on the following criteria:

1. Price will be a factor in the evaluation of all proposals. (25%)
2. Technical quality and feasibility of the approach to develop the two 4-6 minute and the two 30-second films under the proposed deadlines will be a factor in the evaluation of all proposals. Proposals should include a description of the Contractor's proposed methodology to develop the two 4-6 minute and two 30-second films. Additionally, a proposed method to disseminate the films to the widest possible audience, both within Bangladesh and to international audiences is also requested. (35%)
3. Experience and knowledge of USAID, international development, working in Bangladesh and past filmmaking/documentary work will be factors in the evaluation of all proposals. (30%)
4. Past Performance with USAID and the USG will be a factor in the evaluation of all proposals. (10%)