

Terms of Reference

Design, Development and Printing of Training and IEC Materials for The Savar Tannery Estate Project

Background

ETI Bangladesh Ltd. (ETI BD) is an independently registered subsidiary of Ethical Trading Initiative (ETI), established with the aim of designing and delivering workplace and advocacy programmes in Bangladesh that address challenges to achieving decent work, to reduce poverty and increase the sustainable, economic development of the country.

ETI Bangladesh has recently been awarded a contract from the Sustainable Manufacturing and Environmental Pollution (SMEP) programme, established by the UK's Foreign, Commonwealth and Development Office (FCDO), to implement a project in the tannery sector in Bangladesh. There is currently a dearth of understanding, capacity, and control mechanisms to reduce the prevalence of harmful and polluting practices within tanneries.

The tannery industry was relocated to the Savar Tannery Industrial Estate as a result of rising criticism over environmentally destructive practices, such as a lack of proper waste management and industrial wastewater treatment facilities, the dumping of toxic waste that pollutes nearby water sources as well as the use of harmful chemicals and technologies. This new estate is located on the banks of the Dhaleshwari River of Savar Union. All workers are working in hazardous conditions and demonstrate a lack of awareness regarding their rights and environmental pollution. Considering the circumstances, there is a significant risk of environmental pollution, occupational health and safety (OHS), natural resource conservation and environmental awareness within the tanneries.

To address these issues, ETI Bangladesh along with its partner organization, Bangladesh Labour Foundation (BLF), is implementing this project in 40 tanneries in the Savar Tannery Estate. The goal of this project is to reduce pollution and the environmental impact of the Savar Tannery Industrial Estate, fostering adherence to international standards, ethical practices, and environmental responsibilities.

The project aims to achieve:

- Improved Occupational Health & Safety (OHS) standards and promotion of decent work conditions in tanneries;
- Establishment of a Human Rights and Environmental Due Diligence (HREDD) framework, along with an Environmental and Social Management System (ESMS) to enhance resource efficiency and achieve LWG certification eligibility;
- Strengthened connections and business opportunities for tannery owners with both national and international markets.

To accomplish these objectives, the project will conduct capacity-building initiatives and awareness-raising campaigns aimed at enhancing the knowledge and skills of workers, worker representatives, and management on the specified thematic areas. It will also promote safe and gender-sensitive workplace conditions, ensuring compliance with national and international safety regulations, laws, and standards. Additionally, the project will support tanneries in establishing connections with potential business partners to expand market opportunities.

In this context, ETI Bangladesh is looking for an interested and qualified agency, who shall be responsible to provide require service to design and develop training and Information, Education, and Communication (IEC) materials in line with the objectives mentioned above and the specific tasks described below.

Objective of the Assignment

The overall objective of this assignment is to provide necessary support to design, develop and print training and IEC materials for awareness-raising, and behavioral change communication for the Savar Tannery Estate project.

Target Audiences

Audiences	Priority
Tannery workers	High
Tannery management and mid-level management	High
Tannery workers union	High
Worker representatives of different workers committees in tannery (safety committee, anti-harassment committee, ESMS committee etc.)	High
Tannery owners	High
Business associations of leather and tannery industry, tannery estate authority and management	Medium
Financial institutes, leather buyers	Low
Indirect audiences (Local community, Civil Society Organizations, other likeminded organizations working with tannery workers' rights and environment etc.)	Low

Key Thematic Areas to Focus in Messages

- Sustainable Resource Utilization:** Emphasizing the efficient and responsible use of environmental resources.
- Minimizing Environmental Pollution:** Promoting reduced chemical usage for a cleaner and healthier environment.
- Effective Waste Management:** Encouraging practices for proper disposal and recycling of tannery waste.
- Adopting Renewable Energy Solutions:** Supporting the transition to sustainable energy sources in tannery operations.
- Climate and Environment Responsive Social Dialogue:** Facilitating worker-management discussions on addressing climate change impacts and fostering a green workplace.
- Expanding Markets with Sustainability:** Highlighting global standards, certifications, and opportunities for market growth through ethical practices

Timeline

January 2025 - March 2026

The agency will provide support throughout the project as needed, according to the agreed workplan and rate. A workplan will be created for the production process of all materials.

Assignment Activities over the Project Timeline

SL	Item	Quantity (Subject to change)	Specification
01	Training Flip Chart: Design, develop and print training flipcharts using the contents (text) shared by ETI Bangladesh. The flipcharts should be designed with the combination of developed pictorial, infographics and text. The agency will be responsible for designing, drawing or producing the required pictorials or infographics. These flip charts	50 sets of flip chart x 4 separate thematic area design = 200 pieces	Spiral desk calendar style, size 18" x 13", 300 GSM laminated paper of each page, paper board structure

	will be used to orient workers by factory resource person.		
02	Message board: Message boards containing awareness message, environmental facts or other ideas to be developed, designed and printed. The agency shall provide design and thematic idea for the boards. ETI will assist with technical information for the contents. Environmentally friendly production processes or materials are encouraged. Also, durable materials are used to consider tanneries inside the environment. These message boards will be installed inside factories and estate area.	45 sets of messages board x 5 designs = 360 pieces	Hard board/PVC, size 30" x 18 " Installation process: Double sided foam tape, durable for tannery environment
03	High resolution photoshoot: Photoshoots of target audiences (tannery workforce) that will be used for reports, presentation, IEC materials, digital contents or other platforms.	Per day photoshoot cost required	High-resolution
04	Poster: Design, develop and print posters for different special day celebrations (May Day, International Women's Day, Decent Workday, Environment Day etc.)	To be decided during campaign planning	Size 24" x 18" Glossy paper, sticker
05	PVC Wall Poster: Based on training flipchart contents, a summary poster to design and print on PVC materials. This will be used for training purpose as form of poster-presentation	To be decided upon content	Size 36" x 24", PVC materials
06	Flyer/Leaflet: Flyers or leaflets will be developed focusing on specific thematic areas. The agency will oversee ideation, content creation, design, and printing	5-6 designs, printing quantity to be decided	100 GSM glossy paper, trifold/ double-sided, or four-fold formats.
07	Folder: Paper folder with project name, brief, donor and partner logo to develop.	1000 pieces	250-300 GSM
08	Audio Song: Audio songs to be played on PA system of factories and also in other platforms (miking/webinar/events). The songs will have messages on the mentioned thematic areas. The agency will be responsible for the entire production process, including writing the script, recording, and finalizing the production.	1 song	3-4 minutes
09	Any other IEC materials (e.g., handheld paper fan with messages, pocket calendar etc.), digital tools suggested by the agency relevant but keeping the scope of target audiences in mind.	To be proposed by the agency with cost	To be proposed by the agency with specification

The agency shall be responsible to ensure all the deliverables meet the deadlines as specified and work with the highest professional ethical standards. Moreover, the agency needs to assign a focal person to regularly communicate and coordinate with ETI.

Language Of the Contents

Since majority of the target audiences are native Bangladeshi, all the contents of the developed materials shall be in Bangla.

Deliverables

It is expected that the agency shall produce:

1. A comprehensive work plan with a clear time indication mentioning required lead time, feedback, final production date etc.
2. Source file (editable .ai, .eps, .psd, .mp4, .mp3, .docx, .jpeg, .png etc.) format of all the agreed materials planned to be developed need to be delivered on hard drive.
3. Training flip charts, message boards, high resolution photos, audio songs, leaflet, poster and produced materials/digital tools.
4. Contents of the message boards, leaflets, posters, flyers.
5. Copy-editing and Bangla content review support on developed materials.
6. Required graphics, illustration and infographics.
7. Final developed script, lyrics, and other relevant documents
8. Each deliverable must be produced and delivered within the mentioned timeline.

Support from ETI Bangladesh

ETI Bangladesh along with its partner BLF will provide necessary briefing on the programme concept, thematic area and current state of knowledge, attitude and practice of the targeted audiences. Also, programme team will provide necessary feedback and guidance in the development process of the materials. Text contents of the Training Flip Charts will be provided by ETI Bangladesh. However, the agency will be responsible to ensure copy writing, grammar and spelling of the contents. Also, programme team will arrange necessary access to factory premises, where required.

Required competencies

- Relevant experience in the tannery sector, with a focus on environment, climate change, worker rights, decent work, and workplace-based dialogue is desirable.
- Ability to produce high-quality graphic design, illustration, printing materials and audio or audio-visual communication materials under tight deadlines on the thematic areas.
- Strong hold over climate change related issues and other mentioned thematic areas.
- A minimum of 5 years of experience working in a similar field.
- Proven experience in producing and delivering relevant work for international organizations to reach target audiences.
- Strong technical capacities to ensure the quality of training and awareness-raising communication materials.
- Compliance with the due diligence policies of the donor and partner organization is required.

Feedback Process

ETI Bangladesh and the agency will have regular meetings to discuss progress. It is expected that the agency will produce-

- Draft 1: unedited rough version upon which ETI will provide initial inputs.
- Draft 2: first edited version upon which ETI will provide substantive inputs.
- Draft 3: second edited version upon which ETI will provide final inputs.
- Final high-resolution document format

The Proposal Should Include

- The technical proposal should include an understanding of the assignment, proposed materials catered for this project, campaign ideas, glimpse of previous experiences, and lead time for each

production process. It should also include a workplan outlining the relevant activities for each type of material. So that ETI can understand prior timeframe for each production process.

- The financial proposal with budget must include a detailed cost breakdown, specifying the minimum quantity to be developed. Provide a breakdown where prices vary according to quantity.
- An explanation of how you fulfill the requirements stated above and your relevant skills/ experience
- A detailed workplan and process.
- Profile of the relevant team members involved in the assignment (if applicable)
- A virtual folder containing samples of previously delivered work (Google, OneDrive, WeTransfer etc.)
- **Agency profile with list of completed assignments (evidence of completed materials/sample should be included)**
- **Agency legal documents as admissible (namely license, TIN, VAT) and previous year's audit report (if applicable)**

Application Process

Interested organizations are requested to submit all mentioned documents in soft copy at hr-admin@etibd.org

File size of the email should not exceed 10 MB, multiple emails are allowed to ensure all relevant documents are submitted.

The closing date for submitting technical and financial proposal is **14 January 2025**.

Key contact person for any technical assistance and asking

For any queries you may contact: Nafiz Mahmud Ayon, Programme Coordinator-Climate Change & Just Transition, Email: nafizmahmudayon@etibd.org