

Terms of Reference (ToR)

Digital Content Development and Production Service for Citizen's Platform

Citizen's Platform for SDGs, Bangladesh, with the Centre for Policy Dialogue (CPD) as its Secretariat, is a civil society initiative dedicated to fostering an inclusive and participatory approach to achieving the Sustainable Development Goals (SDGs) in Bangladesh with the aim to 'Leave No One Behind'. The Platform serves as a hub for policymakers, civil society, private sector, academia and international development partners, producing a vast knowledge base through research reports, policy briefs, multi-stakeholder discussions and public dialogues.

To extend reach of this valuable work, Citizen's Platform seeks to significantly enhance its presence in the digital space. The vast knowledge and rich content produced by its Secretariat are its core assets, and this initiative aims to transform this information into compelling, high-impact digital content. The goal is to move beyond traditional dissemination and actively engage and inform a wide range of audiences.

Objectives

The primary objective of this consultancy is to amplify Citizen's Platform's initiatives in the digital space by transforming complex research and policy knowledge into engaging, accessible, and impactful online materials. The firm/individual will serve as a Consultant for Digital Content Development and Production, introducing innovative approaches and tools to achieve a two-pronged communication goal:

- To deliver evidence-based, credible, and professional content tailored for Citizen's Platform's diverse stakeholders — including policymakers, government agencies, civil society partners, development partners, private sector actors, media, academia, youth networks, and disadvantaged LNOB groups.
- To broaden outreach by disseminating information to the wider public in dynamic formats that inspire dialogue, participation, and action.

Scope of Work

The hired consultant/ firm will be responsible for the creative and technical execution of a sustained digital content initiative. They will proactively review Citizen's Platform's work and collaborate with the CPD Secretariat to identify and transform research findings, dialogues, and public engagements into high-quality, innovative digital deliverables. In doing so, the consultant will complement existing communication capacities by introducing advanced production techniques and exploring AI-enabled solutions to enhance efficiency, accessibility, and impact.

The work will be aligned with the Citizen's Platform's four core streams:

Stream 1: Knowledge Products

The hired consultant/ firm will transform Citizen's Platform's research findings, discussions, op-eds, interviews and public engagements into dynamic and accessible online content. This includes, but is not limited to:

- Creating policy explainers (animated or live-action videos) that simplify complex policy recommendations and findings in less than 60 seconds.
- Developing infographics and static posts that visually represent key data points and takeaways from research.

- Producing awareness videos and reels that transform policy recommendations into a concise, shareable story for the general public grounded in lived realities.
- Sourcing and editing interview clips of Citizen's Platform's members and partners to highlight their public engagement in the digital space.

Stream 2: Public Engagement

The hired consultant/ firm will produce engaging content to promote public events, dialogues, and discussions in a campaign format, thereby broadening the outreach of Citizen's Platform's ongoing and upcoming initiatives. This includes:

- Producing highlight videos and social media tickers that capture key moments and takeaways from public discussions, using handy devices to generate and deliver content in real time during events.
- Producing perception videos that showcase and amplify the voices of thought leaders and activists from our programmes, centred on issues aligned with Citizen's Platform's ongoing initiatives.

Stream 3: Project-Based Deliverables

The hired consultant/ firm will be responsible for creating specific, ad-hoc digital communication materials as required by committed projects. This may involve a range of formats and will require flexibility and a rapid response time. In particular, the consultant will produce targeted content to support Citizen's Platform's ongoing initiative [Bangladesh Reform Watch](#), ensuring timely, innovative, and accessible outputs that amplify the initiative's visibility and impact.

Stream 4: Thematic Days & Special Campaigns

The hired consultant/ firm will collaborate with the CPD Secretariat to develop timely and relevant digital content to mark significant national and international days. This will include planning and producing materials that link Citizen's Platform's work with these themes, ensuring greater digital visibility and resonance.

Deliverables

The hired consultant/ firm will be expected to provide a monthly package of professionally produced digital communication materials, tailored to Citizen's Platform's ongoing initiatives, particularly **Bangladesh Reform Watch**. Given the time-bound nature of these initiatives — such as the electoral cycle in the coming 6–8 months — the deliverables must be responsive to immediate priorities and evolving contexts. Each month, the consultant will:

- Participate in one in-person or online coordination meeting with the CPD Secretariat to review upcoming engagements, identify ideas to be developed, and plan content for scheduled public events.
- Deliver a curated package of digital materials (short videos, reels, infographics, highlight videos, perception videos, static posts, etc.) aligned with the agreed monthly priorities.
- Ensure content is produced with flexibility for rapid turnaround and is enhanced where relevant through AI-enabled tools (e.g., transcription, translation, summarisation, visualisation).
- Provide all raw footage, design files, and source materials, which will remain the exclusive property of CPD, as the Secretariat of Citizen's Platform.

Qualifications

The hired consultant/ firm should have a proven track record in digital content development and production. While prior experience with development organisations, think tanks, or similar entities will be considered an advantage, candidates from media, creative industries, or digital agencies with demonstrated ability to translate complex ideas into impactful content are also encouraged to apply. Required qualifications include:

- Demonstrated experience in translating complex, research-based information into engaging digital narratives.
- A strong portfolio showcasing a wide range of content, including both short- and long-form videos, motion graphics, infographics, and social media campaigns.
- Proven ability to integrate innovative and AI-enabled tools for content creation, such as automated translation, transcription, summarisation, visualisation, and analytics.
- Ability to produce and deliver event-related content quickly, including same-day or next-day outputs (e.g., highlight videos, tickers, live updates).
- The consultant must have adequate knowledge of socio-political context of the country and general understanding of development issues particularly related to LNOB groups and citizens.

Timeframe and Reporting

- **Duration:** The contract will be till end of December 2026 from the agreed-upon start date.
- **Reporting:** The consultant will report directly to the Additional Director (Research). They will be required to submit a detailed quarterly work plan and a monthly progress report that includes key digital metrics (e.g., reach, views, engagement rates).

Proposal Submission Requirements

1. **Technical Proposal:** Interested firms/consultants are invited to submit a technical proposal that maintains anonymity — no mention of company name, consultant name, or any identifying information should be included. The technical proposal should cover the following:
 - **Understanding of the Assignment:** A concise summary demonstrating your understanding of this ToR and why and how you/ your team is fit for the specific needs of the Citizen's Platform.
 - **Proposed Methodology and Content Approach:** A clear and practical explanation of the proposed workflow, detailing how Citizen's Platform's extensive knowledge base will be transformed into compelling digital content. This section should also demonstrate your ability to manage a flexible and sometimes high-volume workload, given the fluctuating number of events and deliverables each month and describe how your team will scale services to meet these demands effectively.
 - **Proposed Deliverables:** A detailed work plan outlining the number and type of deliverables (e.g., videos, posts, reels) that can be produced each month. This should include how public events will be amplified in the digital space in real time.
2. **Organisational/Consultant Profile:** This document should include the following:
 - **Resume of Lead Consultant:** A detailed CV highlighting education, professional background, area of expertise, and years of relevant experience.

- **Short Bios of Team Members:** Brief summaries of each team member's role, area of expertise, and relevant professional experience, including years of experience.
- **Team Composition:** An overview of how the team is structured and how roles (e.g., Digital Content Strategist/Producer, Coordinator, Videographer, Editor, Graphic Designer) will contribute to the assignment.
- **Relevant Past Experience:** A summary of similar projects or assignments previously undertaken, particularly those that demonstrate the ability to translate technical or academic information into accessible digital content.

No financial proposal is required as this will be a fixed-fee contract. The selected firm/consultant will be paid **BDT 1,50,000 every three months**.

Proposal Submission Guidelines and Contact Information

- Proposals will be accepted only by e-mail in PDF format. Any additional supporting documents (e.g., portfolio) may be shared via Google Drive links.
- The submission must include two separate documents:
 - ✓ Technical Proposal (anonymous — no mention of organisation/consultant name or identification).
 - ✓ Organisational/Consultant Profile (with team composition, CVs, bios, and relevant past experience and supporting documents such Trade License, TIN, BIN, Acknowledgment Receipt of the Tax Return, Banking information).
- The e-mail subject line should read: "Submission of Proposal – Digital Content Development and Production Service for Citizen's Platform."
- Proposals must be submitted to procurement@cpd.org.bd no later than **4.00 pm, 4 October 2025**.
- Following Supporting documents must be submitted separately with the proposal:
For Firm: Scanned copy of trade license (latest), TIN and VAT registrations (BIN), Annual Tax Acknowledgement receipt (2024-25), Bank Account details, and Bank solvency certificate must be submitted.
For an individual consultant: TIN certificate, Annual Tax Acknowledgement receipt (2024- 25) and National ID must be submitted.
- For any queries regarding this ToR, please contact:
 Mr. Md. Rifat Bin Aowlad
 Dialogue Associate, CPD
 Phone: +8801676393977

Submissions received after the deadline or without the required documents will not be considered.

Selection Process and Evaluation Criteria

The selection will be carried out in two stages, with a total of 100 points available.

Stage 1: Technical Proposal (60 points)

Initial assessment will be based solely on the submitted **technical proposals (anonymous)**. The Organisational/Consultant Profile and Portfolio will be reviewed only after the technical evaluation, to verify experience and team composition. Proposals will be assessed against the following criteria:

- Understanding of the assignment and alignment with Citizen's Platform's objectives – **10 points**
- Technical soundness, practicality, and creativity of the proposed methodology and content approach – **20 points**
- Feasibility and clarity of proposed deliverables within the fixed budget – **15 points**
- Relevance of past experience (as reflected in the Organisational/Consultant Profile) – **10 points**
- Quality and diversity of past work (Portfolio) – **5 points**

Stage 2: Presentation (40 points)

Shortlisted firms/consultants based on the technical proposal and their organisational profile will be invited to present their proposed activities, content strategy, and technical solutions. Presentations will be assessed on:

- Innovation and integration of AI/digital tools – **15 points**
- Feasibility and realism of proposed activities in light of Citizen's Platform's needs and timeline – **10 points**
- Understanding of Citizen's Platform's communication priorities, LNOB sensitivity, and ability to complement existing capacities – **10 points**
- Clarity, professionalism, and overall quality of the presentation – **5 points**

Final Selection

The final decision will be based on the combined scores of the technical proposal and the presentation. Preference will be given to firms/consultants that:

- Demonstrate innovative and AI-enabled solutions.
- Show strong alignment with Citizen's Platform's objectives and the LNOB principle.
- Present the best overall value for the fixed budget.

Total: 100 points

Finance-related special notes

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- All payments for the selected vendor will be made through Account Payee Cheque in favour of the selected vendor.
 - CPD will deduct TDS from the billed amount as per Section 52A, Income Tax Ordinance 1984.
 - Selected vendor will need to provide CPD Mushak-6.3 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 235.
 - In case the selected vendor is unable to provide Mushak-6.3, CPD will deduct 15% VAT from the billed amount.
 - CPD will deduct VAT from the billed amount as per the government rule.
 - The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.