



# Project Data Sheet



## RedOrange At a Glance

RedOrange is an international communication agency, started its journey from Bangladesh, creating impact through communication strategies, programme implementation and content creation. Our work includes social and behaviour change communication (SBCC) and advocacy campaigns, social marketing, knowledge management and capacity building. We work in several areas such as health, human rights, climate change, water management, gender, education, corporate compliance, agriculture and aquaculture. Gender and women empowerment are the key focus areas of RedOrange.

Over the last 11 years, our in-house team of strategists, project managers and content creators have initiated and implemented more than 60 long-term and mid-term projects and conducted hundreds of short-term assignments. As a unique organisation, our major partners and clients are: the Government of Bangladesh, The World Bank, UNICEF, The Kingdom of the Embassy of the Netherlands, WFP, World Vision Bangladesh, RUAS, Action Against Hunger, Amplify Change, Royal Tropical Institute (KIT), SNV, DGFP, the Dutch Foreign Ministry, Nuffic, European Union, GIZ, UN organisations (UNDP, WFP, FAO), Canadian Embassy, OXFAM, Deltares, ActionAid, Vrije University Amsterdam and Rutgers.

The RedOrange team consists of 35 full-time experts and an additional pool of several national and international short-term experts. The operations of RedOrange are divided into four departments: Strategy, Program, ICT and Creative. This allows us to manage and implement all projects ensuring quality. RedOrange maintains international standards of due diligence and corporate ethics. In order to do this, we have several policies in place such as Data Protection Policy (based on the EU guidelines), Anti-corruption and Anti-bribery Policy, Sexual Harassment and Gender Policy. RedOrange is ISO certified (ISO 9001:2015) for “Quality Management System”.

Awards	Project title		Share-Net		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Royal Tropical Institute (KIT)	Bangladesh Nationwide	2 million+ Euro	KIT Royal Tropical Institute (KIT)	October 2014/ December 2024	Lead: KIT Royal Tropical Institute, Netherlands
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>This is the largest online knowledge platform and membership network on Sexual and Reproductive Health and Rights (SRHR) in Bangladesh. This project has been running since 2015 and currently has more than 200 organisational members and more than 2000 individual members. It is one of the first county hubs of Share-Net International. The other county hubs are in Jordan, Burundi, Netherlands, Ethiopia, Burkina Faso, and Colombia.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Need for a collaborative platform to advance SRHR policy and programs.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Host Share-Net Bangladesh to connect SRHR stakeholders and share knowledge.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved collaboration among SRHR researchers, practitioners, and policymakers.</li> <li>Enhanced sharing and application of best practices and lessons learned.</li> <li>Strengthened SRHR policy and program development through a comprehensive network.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Overall design implementation of the project</li> <li>Knowledge management</li> <li>Content creation and branding</li> <li>Website design, development and maintenance</li> <li>Newsletter content and design</li> <li>Social media management</li> <li>Event management for practitioners</li> <li>Video editing, photo editing and animation</li> </ul>		

Awards	Project title				
	<b>Ritu: Promoting Menstrual Hygiene Management in Bangladesh</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Embassy of the Kingdom of the Netherlands in Bangladesh	Bangladesh Nationwide	1,700,000 Euro (1.7 million)	Embassy of the Kingdom of the Netherlands in Bangladesh	September 2016/ December 2019	Partner: SIMAVI, BNPS, DORP
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The project aimed at increased Menstrual Hygiene Management (MHM) awareness; an improved supportive environment towards MHM; and improved access to MHM services. Menstruation is a foundation issue of sexual and reproductive health and rights. As a strategic and communication partner of this project, RedOrange created awareness on MHM issues both at the community level (project district) and at the national level.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Menstruation is a foundation issue of sexual and reproductive health and rights. Menstrual health (MH) and hygiene are a taboo topic for school-going adolescent girls across Bangladesh.</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>SBCC at the community level (with school students, teachers and parents) and National level awareness and policy advocacy campaign</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Increased knowledge and improved attitudes and practice on MH of girls, boys, men and women.</li> <li>Women and girls in the project area have access to better MH facilities at schools and affordable (biodegradable) sanitary napkins.</li> <li>MH is included in the secondary school curriculum</li> <li>Supreme court decided to initiate MHM facilities in their premises</li> <li>All BCC materials taken over by GoB for internal use</li> <li>First MH platform in Bangladesh initiated</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>As strategic partner co-created the project</li> <li>Designed the guided the national Level SBCC campaign</li> <li>Designed and implemented national level awareness and policy advocacy campaign and knowledge management</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>60,000+ teachers, girls, boys, parents and guardians sensitised on MH at community level</li> <li>Over 19 million people reached through campaigns at national level</li> <li>100 Journalists published articles on MH issues through fellowship</li> <li>The SBCC included communication tools: animations, AV, social media campaigns, school-based campaigns, and journalist fellowship. Moreover, RedOrange used the transmedia approach by developing a character called “Ritu” and appearing in all communication channels (IEC materials, social media campaigns, animations, etc.).</li> <li>For the project, RedOrange created an online platform (<a href="http://www.rituonline.org">www.rituonline.org</a>), and designed public and school activation campaigns. The school-based awareness campaign was one of RedOrange’s core activities for this project; it was targeted at girls between 11 and 13 years old in 89 schools in Netrakona.</li> <li>RedOrange produced a breakthrough television reality show called “BSG (Best School for Girls)”, which focused on WASH and MHM facilities available in schools in Bangladesh. The show was aired weekly on RTV and BTV, ATN News and Songshod TV and had been a tremendous success in breaking the taboo related to menstruation.</li> <li>Apart from this, through the journalist fellowship provided by RedOrange, 90 journalists from all forms of media collectively produced and published/ aired various news articles/reports relating to MHM, alongside other media advocacy activities including social and online media.</li> </ul> <p>Overall, for the project, RedOrange designed and implemented the communication and advocacy strategy, conducted 3 large-scale research assignments to assess and understand the situation before implementing the project, and produced 8 audio-visual materials in the form of animations, case story videos and best practice documentaries. RedOrange also developed and disseminated IEC materials in the form of take-home modules tailored at sensitising and raising awareness among specific target groups.</p>		

Awards	Project title		IMAGE and IMAGE Plus: Initiatives for Married Adolescent Girls Empowerment		
Name of legal entity providing awards	Assignment Location	Overall project value	Name of legal entity providing contract	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Embassy of the Kingdom of the Netherlands in Bangladesh	Bangladesh Nationwide	1,500,000 Euro (1.5 million)	Terre des Hommes Netherlands	January 2015/ December 2020	Partner: Terre des Hommes Netherlands, Terre des Hommes Foundation, Pollisree, SKS Foundation
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The IMAGE project, extended by the IMAGE Plus initiative, significantly impacted the lives of married adolescent girls in Bangladesh. Implemented across 6 unions spanning Kurigram, Gaibandha, and Nilphamari districts, as well as nationwide, it reached 9,000 early married girls with comprehensive support and training. Covering crucial areas such as Family Planning, Sexual and Reproductive Health and Rights (SRHR), Nutrition, Mother and Child Healthcare, Gender-based Violence, Income-generating activities, and Education for livelihood, the project aimed not only to empower these girls but also to raise awareness on a national scale and advocate for their rights.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>50% of our girls get married before age. A lot of focus is on protecting child marriage but no focus on the millions of already early married girls</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>SBCC at the community level (9000 girls, their spouses) and National level awareness &amp; advocacy campaign</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Access too PNC services increased by 4 times in project area</li> <li>Violence reduced by 38.4% in project area</li> <li>Institutional delivery increased 14% in project area</li> <li>Birth spacing increased by 11.6% in project area</li> <li>The issue of early married girls as a special group for the first time raised and recognised at national level.</li> <li>3 ministries expressed interest to implement this project nationwide</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>As strategic partner co-created the project</li> <li>Designed the guided the national Level SBCC campaign</li> <li>Designed and implemented national level awareness and advocacy campaign and knowledge management</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>Developed the communication and advocacy strategy used to create all communications tools and carry out all project interventions through dedicated social media and knowledge-sharing platforms.</li> <li>Conducted qualitative research to observe the efficacy of the national-level communications tools and the national-level communications approach.</li> <li>A 13-episode TV series was produced and aired across national television under this project. Additionally, another 20 audio-visual productions were made ranging from documentaries, case story videos and best practice videos. As part of a training toolkit multiple IEC materials in the form of printed and designed physical materials as well as animated videos were developed. These covered 6 different thematic areas.</li> <li>Mass media communication tools were developed and disseminated across radio, print, television and online mediums in a 360-degree communication effort. 12 policy advocacy events were also arranged throughout the project including talk shows, seminars, roundtables and conferences which were attended by members of the government and policymakers. RedOrange also conducted media buying across all mediums throughout the entirety of the project.</li> <li>36,000+ direct beneficiaries sensitised through SBCC Campaign at community level.</li> <li>30 million people reached at national level through mass and social media awareness and advocacy campaign</li> <li>90 journalists trained and</li> <li>Over 100 reports published</li> </ul>		

Awards	Project title		Suniti - Securing Rights for Domestic Workers		
Name of legal entity providing awards	Assignment Location	Overall project value	Name of legal entity providing contract	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Oxfam Bangladesh	Bangladesh Dhaka	1012396 Euro	Oxfam Bangladesh	January 2019/ October 2023 (Ongoing)	Partner: Oxfam Bangladesh, BILS, CAMPE, HelloTask, Nari Moitri, RedOrange Communications, UCEP
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>'Securing Rights' aimed to change the status of Women Domestic Workers who are deprived of fundamental human rights in Bangladesh, and succeed in setting a positive example.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Domestic workers in Bangladesh live in miserable condition since their work neither legally recognised nor socially respected</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Advocacy, awareness and behavior change campaign to reposition domestic workers as formal employees and empower them to advocate for their rights</li> </ul> <p><b>Intended Results</b></p> <ul style="list-style-type: none"> <li>Domestic work will be recognised as a formal occupation in the Bangladesh labour law</li> <li>Job placement for 16000 domestic workers</li> </ul>			<p><b>Our Role</b></p> <ul style="list-style-type: none"> <li>Co-created the project</li> <li>Designed and implemented awareness raising campaign among targeted groups including policymakers</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>15 million+ people reached through national level campaign</li> <li>4 government ministries were engaged in project activities</li> <li>14,000 domestic workers engaged so far through activities</li> <li>RedOrange was also responsible for the project's total brand and visibility.</li> <li>RedOrange produced all the media content (TVCs, television series, theme songs, best practice videos, and social media content) for the project, along with the social media engagement of the project.</li> </ul> <p>The campaigns reached over 15 million people across the nation, made significant strides in raising awareness. Furthermore, RedOrange's collaboration extended to engaging four government ministries, ensuring the project's alignment with broader national initiatives and garnering vital support.</p>		

Awards	Project title		Technical Assistance for Implementation of Communication and Stakeholders' Engagement Strategy (CSES), under DSIP		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Dhaka WASA	Bangladesh	475,545 Euro	World Bank	March 2023-March 2028	Partner: Maxwell Stamp Ltd. Bangladesh

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p>The overall objective of Dhaka Sanitation Improvement Project (DSIP) is to increase access to safely managed sanitation services in selected areas of Dhaka City. The project will support the Dhaka Water Supply and Sewerage Authority (DWASA) in rehabilitating and constructing sanitation infrastructure, introducing improved alternative sanitation systems in the Pagla catchment area, and strengthening DWASA's institutional capacity.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Dhaka Water Supply and Sewerage Authority (DWASA) will implement soon its sanitation improvement master plan but there is no proper communication channel and plan in place. Also, there is little communication between DWASA and the consumers</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Holistic strategic communication among stakeholders including policymakers and masses</li> </ul>	<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Mass media campaigns</li> <li>Capacity building for DWASA communication team</li> <li>Organizational rebranding</li> <li>To help in updating DWASA's communication strategy, create and implement a communication and stakeholder implementation strategy for DSIP.</li> <li>To support DWASA to improve its image and client relations by building confidence and trust between DWASA and its customers.</li> <li>To ensure timely and effective information sharing.</li> <li>To facilitate skills and capacity building for implementing an effective communication strategy for the relevant staff of DWASA.</li> <li>To develop different communications tools to help disseminate information about DWASA's work and promote good practices of water supply and sanitation.</li> </ul>

Awards	Project title		EUD Bangladesh Visibility and Communication		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
European Union Delegation in Bangladesh	Bangladesh	412,275 Euros	European Union Delegation in Bangladesh	January 2019/ December 2021	Lead: Particip GmbH
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Visibility &amp; Communication for the European Union Development Cooperation in Bangladesh was a media visibility, communication and awareness project for the EUD in Bangladesh. The EUD supported Bangladesh as a longstanding partner. Therefore, the project's overall objective was to enhance the visibility of EU development cooperation in Bangladesh.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Lack of Consistent EU Branding</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Developed a Comprehensive Branding Strategy</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced Brand Recognition and Increased Public Awareness</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Bangladesh-European Union Film Festival (BEUFF), a first-of-its-kind EU-BD online film festival was designed and implemented to great success by RedOrange.</li> <li>Different cross-media events such as talk shows, press events, youth engagement events and promotional events had been implemented.</li> <li>All communication materials involved in the project were designed and produced in-house by RedOrange.</li> <li>10 different types of branding, visibility and promotional materials (physical) were designed, produced and distributed in bulk Cross-platform media buying was conducted for promotional content dissemination.</li> <li>Various promotional events such as talk shows, seminars and conferences were organised for promotional purposes.</li> </ul>		



Awards	Project title		We Care: Strengthening Sexual Reproductive Health services provided by health care workers at the local level in Bangladesh		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Nuffic	Bangladesh	409,966 Euro	The Netherlands' Ministry of Foreign Affairs.	March, 2019/ 2022	Partner: Royal Tropical Institute (KIT), Rutgers, Niketan Foundation, NIPORT, DGFP
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Field level government health service providers lack adequate knowledge and capacity on SRHR</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Equip govt service providers working at local level and their supervisors with the ability, attitudes and motivation to provide inclusive SRHR services and information</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>3 curriculums developed and adopted by Health Ministry</li> <li>12000+ govt. health care provider capacity developed to deliver better SRH, FP health care</li> <li>4,400 Union Health and Welfare Centers will adopt and implement youth-friendly SRHR and HIV Services with this curriculum</li> </ul>			<p><b>Role of RedOrange:</b> RedOrange Communications drew on its expertise in Social and Behavioral Change Communication (SBCC) for</p> <ul style="list-style-type: none"> <li>co-developing training curriculum</li> <li>developing training materials,</li> <li>capacity building of the health care workers</li> <li>national level advocacy</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>Communication strategy and was responsible for its Implementation</li> <li>Various communication tools such as animated audio-visuals, printed IEC materials and booklets</li> <li>Developed an online e-learning platform through which various training materials were disseminated among government trainees</li> </ul>		

Awards	Project title				
	<b>SRHR Tailor-made Information and Training to Contribute to Occupational Health and Safety conditions of factory workers in the Ready-Made Garment Sector in Bangladesh - STITCH</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Netherlands' Ministry of Foreign Affairs; Orange Knowledge Platform	Bangladesh Dhaka	258,346 Euro	Dutch Ministry of Foreign Affairs.	January 2019/ December 2023	Partner: Vrije Universiteit Amsterdam, Directorate General of Family Planning (DGFP), Bangladesh Garment Manufacturers and Exporters Association (BGMEA), Indigenous Peoples Development Service (IPDS) and Ayat Skill Development Center (ASDC)
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The STITCH project stands for "SRHR Tailor-made Information and Training to Contribute to Occupational Health and Safety conditions of factory workers in the Ready-Made Garment Sector in Bangladesh".</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Lack of quality SRHR information and services for Ready Made Garments (RMG) workers in Bangladesh</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Built capacity of government and private sector health workers working in the RMG sector</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Govt-approved curriculum circulated nationwide by Ministry</li> <li>500 RMG factories utilised the developed training module by GoB through blended-learning platform</li> <li>2.5 million workers expected to be benefited</li> <li>5000 Top level &amp; Mid level management of 500 RMG factories expected to be benefited</li> <li>Blended-learning platform will also be used by DGFP for other trainings</li> </ul>			<p><b>Role of RedOrange:</b></p> <p>RedOrange team has developed communications &amp; advocacy strategy for this project. Our team of expert has ensured effective project management and coordination with partners (country A &amp; Dutch partners)</p> <ul style="list-style-type: none"> <li>Project implementation and providing expertise in areas of Training Needs Assessment (TNA), Social and Behavioral Change Communication (SBCC), development of interactive teaching aids and materials</li> <li>Developing information and communication materials</li> <li>Coordination with the 3 units of DGFP- Field Service Delivery (FSD), Maternal and Child Health (MCH) &amp; Information, Education and Motivation (IEM)</li> <li>Local level financial administration and funds coordination</li> <li>RedOrange also developed an online e-learning platform through which various training materials were disseminated among government trainees.</li> <li>RedOrange was also responsible for curriculum development and capacity building training and national-level advocacy for this project.</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>Training curriculum developed for RMG health workers</li> <li>Innovative training toolkits</li> <li>Blended training platform</li> <li>Advocacy campaign through events and social media</li> </ul>		

Awards		Project title		Sustainability in the Textile and Leather Sector - STILE	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
GIZ	Bangladesh Dhaka	255,900 Euro	GIZ	April 2020/ October 2023	Partner: Particip GmbH, COEL BD
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The objective of the project was to strengthen public and private sector actors' capacity to fulfil their mandate and responsibilities to ensure compliance with <b>social and environmental standards including SRHR in Bangladesh's</b> textile, garment and leather industry.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Even 10 years after the Rana Plaza disaster, RMG and Leather industry workers and employers in Bangladesh still do not have adequate knowledge and awareness on social and environmental compliance</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Stakeholder engagement and policy level advocacy through capacity building and awareness raising campaign to create a better work environment for the female workers and employers</li> </ul> <p><b>Intended Results</b></p> <p>Improved social and environmental compliance in at least 150 factories.</p>			<p><b>RedOrange's Role:</b></p> <p>Media, awareness and information campaigns.</p> <ul style="list-style-type: none"> <li>Concepts for high-profile media campaigns on topics like gender, SRHR, environment, complaint mechanisms, health and safety</li> <li>Development of toolkits/training/visibility materials/ campaign content/ messages</li> <li>Concepts for campaigns through digital/social media incl. analysis of media behaviour of the respective target group</li> <li>Development and production of infotainment- or edutainment-based materials/campaign content</li> <li>Development of digital applications or platforms for campaigns</li> <li>Contribution to reporting</li> <li>Training sessions and Capacity Building.</li> <li>Policy advocacy</li> </ul> <p><b>Delivered:</b></p> <ul style="list-style-type: none"> <li>30+ RMG and Leather Company management trained</li> <li>10,000 Female RMG and Leather Workers trained and engaged in the tailored media campaigns</li> <li>SRHR policies included in factories</li> </ul>		

Awards	Project title		RISE - Resilience through Information on SRHR & Empowerment		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Nuffic	Bangladesh Dhaka,Chittagong,Cox's Bazar	250,000 Euro	Nuffic	March 2020/December 2022	Partner: Royal Tropical Institute (KIT), FPAB, ISDE
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>“Resilience through Information on SRHR &amp; Empowerment or RISE” was a Nuffic Funded Tailor-Made Training Plus (TMT+) project in partnership with KIT.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>SRHR service providers in climate disaster prone areas do not have enough access to knowledge and training to provide tailored services</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Strengthen the SRHR knowledge and skills of NGOs working with climate-affected populations, Rohingya refugees and host communities living in the coastal belt of Bangladesh.</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Blended learning platform developed for FPAB for their nationwide training courses</li> <li>Improve coverage of the MISIP, including basic emergency obstetric care through a 10% increase by FPAB’s and 2% increase by ISDE’s current coverage</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Co-created training curriculum and materials.</li> <li>Conducted capacity building and advocacy.</li> <li>Trained 80 health professionals.</li> <li>Provided SRHR info to 15,000 youth.</li> <li>Developed communication and training materials.</li> <li>Created an e-learning platform for collaboration.</li> <li>Curated knowledge for online platforms.</li> <li>Facilitated local project coordination.</li> <li>Implemented RISE capacity development fieldwork.</li> <li>Developed and trained Digital Lab staff.</li> </ul>		

● Awards	Project title		Country Learning Hub for Immunisation Equity in Bangladesh		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Gavi-the Vaccine Alliance	Bangladesh	160,000 Euro	Gavi-the Vaccine Alliance	Ongoing	Partner: icddr,b, Jhpiego USA
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Country Learning Hub is an initiative by GAVI, the Vaccine Alliance. GAVI, the Vaccine Alliance, works with the mission to save lives and protect children’s health by increasing access to immunisation in poor countries. Emphasising equity in vaccination coverage, Gavi will reach out to zero-dose children, under-immunised children and their communities.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Lack of knowledge, knowledge sharing and awareness among stakeholders in Bangladesh around immunisation programme for children</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Establishing and maintaining an online+offline country learning hub on vaccination combined with mass communication campaigns for advocacy and awareness</li> </ul> <p><b>Intended Results</b></p> <ul style="list-style-type: none"> <li>Ensuring equitable immunization coverage focusing on Pentavalent vaccination for Zero-Dose and Under Immunized children in Bangladesh</li> <li>Improve metrics, measures, and methods to access and use data on a regular basis to improve reaching Zero-Dose children and missed communities.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Knowledge collation and curation</li> <li>Knowledge translation</li> <li>Knowledge dissemination</li> <li>Knowledge Platform Development and Maintenance</li> </ul>		

Awards	Project title		Support development of a Communication Action Plan and communication materials and guidelines and implementation of multimedia campaigns for Primary Education stakeholders		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
UNICEF	Bangladesh	103,500 Euro	UNICEF	Ongoing	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The purpose of this assignment is to support the Directorate of Primary Education (DPE) under the Ministry of Primary and Mass Education (MoPME)</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Primary education in Bangladesh facing challenges due to lack of engagement and awareness among major stakeholders</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Social mobilisation and stakeholders engagement through awareness campaign at individual, community and institutional levels, together with the Directorate of Primary Education (DPE)</li> </ul> <p><b>Intended Results</b></p> <ul style="list-style-type: none"> <li>Increased awareness among parents, communities, and relevant government institutions on quality of primary school education</li> <li>Enhanced capacity of DPE Communication Cell in building commitment among stakeholders</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Conducting an operational study on needs assessment and effectiveness of communication materials/approaches;</li> <li>Developing a communication action plan based on identified needs, gaps and recommendations,</li> <li>Developing capacity development plan for DPE's communication cell;</li> <li>developing SBCC materials and guidelines based on the study findings and as specified in the communication action plan;</li> <li>running communication campaign to promote behavioural change to foster positive education-supportive practices at all levels (institutional to individual levels; national, sub-national, community and school levels); and</li> <li>Support building capacity of DPE's communication cell.</li> </ul>		

Awards	Project title		Safety Wing		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Amplify Change	Dhaka, Bangladesh	100,535 Euro	Amplify Change	January 2020/ January 2021	Partner: NEARS, SOLIDARITY, Society Development Agency (SDA) and Socio-Economic and Rural Advancement Association (SERAA)
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The project's overall objective was to strengthen the capacity of the grassroots organisations and coalition partners to amplify joint advocacy on safe MR and MRM issues locally and nationally.</p> <p>The Safety Wing project was implemented in partnership with 4 coalition partners in Dhaka, Kurigram, Netrokona and Patuakhali. The coalition partners are Network for Ensuring Adolescent Reproductive Health, Rights and Services (NEARS), SOLIDARITY, Society Development Agency (SDA) and Socio-Economic and Rural Advancement Association (SERAA)</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Though Menstrual Regulation (MR) is legal in BD still women die and suffer due to unsafe abortion</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Strengthen the capacity of the grassroots organisations and coalition partners to amplify joint advocacy on safe MR and MRM issue locally and nationally</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Directorate General of Family Planning validated the results of the project and took the recommendations to improve MR services throughout the country</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Capacity building of local NGO's</li> <li>Awareness raising campaign at local level.</li> <li>Policy advocacy</li> <li>For this project, RedOrange developed and implemented the Communication strategy. RedOrange also developed advocacy and behaviour change packages in the form of communication tools, materials and guidebooks.</li> <li>RedOrange conducted the mass media advocacy campaign through social media, television, online media and print media.</li> <li>RedOrange developed 3 audio-visual products including a case story video, best practices video and a television commercial.</li> <li>Additionally, RedOrange developed and produced various graphics and printed materials for the promotion of the project.</li> <li>RedOrange organised 4 stakeholder meetings for policy advocacy with the government and other relevant individuals.</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>80 grassroots organisations were capacitated on advocacy and behaviour change communication for MR</li> <li>1,000,000 people reached through social media advocacy campaign</li> <li>4 stakeholder meetings with GoB</li> </ul>		

Awards	Project title		Tailor Made Training Plus		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Nuffic - Orange Knowledge Institutional Collaboration Projects	Bangladesh	84,000 Euros	Nuffic - Orange Knowledge Institutional Collaboration Projects	1 April 2021 to 30 March 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Royal Tropical Institute KIT had received a grant from Nuffic under its Orange Knowledge Programme Tailor Made Training Plus. The grant was awarded for the training 'RISE (Resilience through Information on SRHR &amp; Empowerment)'. KIT, RedOrange and Simavi had formed a partnership for approaching this grant, where KIT was the lead partner, and Simavi &amp; RedOrange was performed as the supporting partner.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Limited SRHR information access in communities</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Implemented RISE training program for SRHR</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Increased community awareness of SRHR</li> <li>Enhanced local capacity for SRHR advocacy</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Support project formulation and planning activities.</li> <li>Implement activities according to the project plan.</li> <li>Ensure objectives are met as planned.</li> <li>Contribute to strategic planning and evaluation.</li> <li>Meet legal obligations and financial reporting requirements.</li> </ul>		



Awards	Project title				
Growing UpUpUp/Stunting Free Village					
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Max Foundation	Bangladesh	58,000 EURO	Dutch Postcode Lottery	2016/ 2019	Partner: Royal Tropical Institute (KIT), Village Education Resource Center(VERC)

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p>The Growing UpUpUp project was a pilot intervention by Max Foundation which targeted to reduce stunting among children. This project has been implemented in Sylhet, Bangladesh since 2016. The project aimed to form a “stunting free village” where close to 5500 children will grow up healthy; and to provide nearly 58000 people with access to clean drinking water, clean toilets and information on hygiene and nutrition. The beneficiaries of this project were mostly mothers and pregnant women, adolescents and children from ethnic minorities in poor rural villages. The goal of this project was to ultimately achieve a healthier community.</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Stunting is creating a ‘lost generation’ of children who are missing out on their life potential.</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>An innovative Stunting Free Village (SFV) approach. This approach was developed based on the experience of Community Led Total Sanitation (CLTS).</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>70% children in the project area were stunted during baseline, which reduced to 43% at the project end.</li> <li>Under 5 years of age children, 63% were stunted during the baseline which reduced to 46% at the project end.</li> <li>3 out of 54 communities were declared as stunting free</li> <li>7 out of 54 communities were severe stunting free.</li> </ul>	<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Promoted the experience of this project through an interactive website</li> <li>Communication and advocacy Strategy</li> <li>Audio-Visual Materials</li> <li>Social Media Campaigns</li> <li>Content Creation</li> <li>Newsletter content and design</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>More than 14,000 regular user view on website and social media in 1 year</li> <li>More than 26,900 organic page visit during last 1 year</li> <li>Nearly 500 people received the newsletter</li> <li>Published report in 6 newspaper</li> </ul>

Awards	Project title				
	<b>SBCC Campaign on Hand Hygiene for Feed the Future: Bangladesh Nutrition Activity</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
iDE	Dhaka, Khulna, and Barisal, Bangladesh	50000 Euro	USAID	October 2017/October 2018	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The assignment was for developing an SBCC intervention on focused on improving hand hygiene in rural and peri-urban households in collaboration with renowned soap and soap alternative brands for the Feed the Future Bangladesh Nutrition Activity project funded by USAID.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Need to improve hand hygiene in rural and peri-urban areas</li> <li>● Engaging a large number of households and retail stores</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Developed an SBCC campaign in collaboration with soap brands</li> <li>● Targeted 12,000 households and engaged 550 retail stores</li> <li>● Implemented the campaign over four months in specified districts</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Enhanced hand hygiene practices in targeted households</li> <li>● Increased visibility and availability of hygiene products in retail stores.</li> </ul>			<p>RedOrange developed and conducted the SBC campaign and to provide strategic input on the most effective way of delivering this campaign along with a comprehensive action plan with measures for sustainability, and SBCC key messages and materials in both soft and hard copy. The SBCC materials incorporated the importance of hand washing with soap at five critical times, five critical times for hand washing with soap, benefits of washing hands and its linkage with good health and wellbeing, utilisation of low-cost, locally-available handwashing facilities and systemic and sustainable change regarding washing hands with soap as a practice and lifestyle. The deliverables are:</p> <ul style="list-style-type: none"> <li>● <b>SBC Communication Materials Development</b></li> <li>● <b>Household and Community-level Engagement</b></li> <li>● <b>Reporting and assessment</b></li> </ul>		

Awards	Project title		South Asia Wash Results Programme II (SAWRP II)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Department for International Development	Bangladesh, Bhola	46,188 Euro	Department for International Development	October 2017/ October 2018	Lead: Plan International
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>RedOrange was the creative agency for South Asia WASH Results Programme II (SAWRP II). For this campaign, RedOrange had designed the social and behavioural change communication (SBCC) campaign for Plan International UK which was implemented in Bangladesh. Apart from developing the SBCC campaign, RedOrange set the SBCC strategy and pre-tested the SBCC tools.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Need for effective social and behavioral change communication (SBCC) tools to promote water, sanitation, and hygiene (WASH) practices in Bangladesh.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Design and develop a unique SBCC campaign package, including strategy and tools, pre-test them in the field, and refine based on feedback before full-scale implementation.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Creation of a tailored, engaging SBCC campaign and tools package.</li> <li>Improved effectiveness of the campaign through field testing and refinement.</li> <li>Successful implementation of the refined tools by Plan International Bangladesh and WaterAid Bangladesh.</li> </ul>			<p>The theme of the campaign is 'Best Family'. The collective motives for the theme are status and affiliation. The SBCC package was designed after identifying reasons and emotional hooks like Status (social status for the family), Affiliation (Creating social acceptance; a new social norm that everyone does this new practice), religious purity (cleanliness), comfort, dignity, etc. For this project, the SBCC tools included: Emo-Demo (Emotional Demonstration) games, theatre play, flashcards, stickers, danglers, jingles, and other tools. The SBCC campaign was designed to address target behaviour elements:</p> <ul style="list-style-type: none"> <li>Handwashing with soap after defecating and before eating</li> <li>Increased use of a clean latrine at all timestraining mod</li> <li>Increased disposal of child faeces into a latrine</li> <li>Increased perceived confidence of adolescent girls in the management of their menstrual hygiene</li> </ul>		

Awards	Project title		Alor Jatra		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Amplify Change	Bangladesh Dhaka	40,334 Euro	Amplify Change	June 2019/December 2023	Lead: Amplify Change
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The aim of the `Alor Jatra` project was to ensure a Menstrual Hygiene (MH) inclusive environment at schools for girls with disabilities. This was done with the help of school campaigns where awareness was created among parents, teachers and caretakers on Menstrual Health Management (MHM).</p> <p><b>Issue</b></p> <ul style="list-style-type: none"> <li>Girls with disabilities lack proper support in schools, in dealing with menstrual health and hygiene</li> </ul> <p><b>Intervention</b></p> <ul style="list-style-type: none"> <li>Creating a menstrual-friendly environment for girls with disabilities through a tailored and strategic communications intervention at school level in Dhaka</li> </ul> <p><b>Results</b></p> <ul style="list-style-type: none"> <li>Teachers, parents and caregivers of girls with disabilities at 6 schools in Dhaka city have created an MHM-friendly environment for girls with disabilities.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Capacity building for schools and caregivers</li> <li>Awareness raising campaign</li> <li>Policy advocacy.</li> </ul> <p><b>Delivered</b></p> <ul style="list-style-type: none"> <li>Developed and implemented the communication strategy.</li> <li>Developed the training module and implemented training through workshops in 8 local schools in Dhaka.</li> <li>An online advocacy campaign was conducted through social media for which various audio-visual materials such as 2 animations and 2 documentaries were produced.</li> <li>2 Policy advocacy workshops were conducted with government stakeholders.</li> <li>RedOrange also organised workshops and a seminar for Civil Society Organisations (CSO), through which the project contributed to identifying the gaps in current interventions and possible ways to address the gaps.</li> </ul>		

Awards	Project title		Feed the Future Bangladesh Nutrition Activity		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Feed the Future Bangladesh Nutrition Activity	Bangladesh (Khulna, Faridpur & Cox's Bazar)	33612 Euro	USAID	20th June 2023 - 30 September,2023	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Feed the Future Bangladesh Nutrition Activity was a project funded by USAID and implemented by Abt Associates partnering with Dhaka Ahsania Mission (DAM), Friends in Village Development Bangladesh (FIVDB), Jagorani Chakra Foundation (JCF), and International Development Enterprises (IDE). The goal of the Nutrition Activity was to improve nutritional outcomes of households, especially children under five, pregnant and lactating women, and adolescents.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Low nutritional outcomes and poor WASH practices affecting children, women, and adolescents in southern Bangladesh.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Implement a market systems development approach combined with social behavior change to improve diet diversity, women's and adolescents' empowerment, and WASH practices.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Increased consumption of nutritious and safe diets in targeted households.</li> <li>Enhanced social and economic empowerment of women and adolescents.</li> <li>Improved adoption of WASH practices, leading to better overall nutritional outcomes.</li> </ul>			<p><b>Role of RedOrange</b></p> <ol style="list-style-type: none"> <li>A communication plan for the campaign, linking key messages to interventions, channels, and target audiences</li> <li>Key communication messages (catchphrases) appropriate to the context</li> <li>A draft outline of the materials, add design, and test at the field</li> <li>Final graphics/visual materials which included promotional and knowledge items,</li> <li>Reach 12,000+ household through campaign</li> <li>Conducted multi-contact interventions at the household level targeting women and adolescents to promote knowledge and adoption of practices related to handwashing</li> <li>Conducted multi-contact community engagement activities targeting men and adolescents to promote knowledge and adoption of practices related to handwashing</li> <li>Engaged local trusted figures (religious Leads, teachers, ward/union members, local government officials, health workers, etc.) in the community engagement activities</li> <li>Engaged primary and secondary school students as they were the actual change agents of the communities</li> <li>Reported on activities conducted and households/individuals reached through the activation on a weekly basis</li> <li>Shared pre and post-intervention assessment reports highlighting the effectiveness of the campaign</li> </ol>		

Awards	Project title				
	PRABRIDDDHI				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
PRABRIDDDHI	Bangladesh (Jashore, Shibganj, Bhairab, Dinajpur, Bogura, Dinajpur, Kushtia, and Cox's bazar).	31364 Euros	Swisscontact	10 November 2023 - 10 November 2024.	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>PRABRIDDDHI is a Local Economic Required Skills and Qualifications PRABRIDDDHI is looking for agencies having:</p> <ul style="list-style-type: none"> <li>• Previous experiences of videography targeting donor agencies, NGOs, INGOs, representatives of the public and private sector working both on national and local level.</li> <li>• Understanding of the local context of Bangladesh. Working Conditions and Environment</li> <li>• This will be applicable according to the Swisscontact Staff Manual.</li> </ul> <p>Development (LED) project, funded by the Government of Bangladesh and Switzerland, and co-implemented by the Local Government Division (LGD) and Swisscontact.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>• Need for effective communication and visibility of the PRABRIDDDHI LED project's impact and progress to donor agencies, NGOs, and local stakeholders.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>• Develop and produce high-quality videography showcasing project achievements, local context, and stakeholder engagement to enhance communication and visibility.</li> </ul> <p><b>Intended Results:</b></p> <ul style="list-style-type: none"> <li>• Increased awareness and understanding of the PRABRIDDDHI project's impact among donor agencies, NGOs, and local stakeholders.</li> <li>• Enhanced visibility of project achievements and progress, fostering greater support and engagement</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>• 10 high quality files of these videos (Bangla versions with English subtitles) in a hard drive/online transfer.</li> <li>• The raw files of the footage along with the final edited ones.</li> </ul>		

Awards	Project title				
	<b>Strategic Communication Support for “National Platform on Disability - Shokkhom”</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Niketan Foundation	Bangladesh	30,975 Euros	Niketan Foundation	Ongoing	Partner: Niketan Foundation, DRRRA
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>This project involves strategic ICT services and communication development for establishing a National Knowledge Hub for the caregivers and practitioners of people with disabilities.</p> <p><b>Issue:</b> Lack of a centralized digital platform for caregivers, practitioners, and other stakeholders working with people with disabilities.</p> <p><b>Intervention:</b> Develop a digital platform with necessary branding in collaboration with Niketan Foundation and DRRRA, and establish a National Knowledge Hub to centralize and disseminate knowledge.</p> <p><b>Intended Results:</b></p> <ul style="list-style-type: none"> <li>● Creation of a user-friendly digital platform to facilitate knowledge sharing.</li> <li>● Establishment of a comprehensive knowledge hub including major government and non-government partners.</li> <li>● Improved access to valuable information and resources for caregivers, practitioners, parents, and teachers.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● 360 Knowledge Management Support</li> <li>● Web Application Development</li> <li>● Mobile Application Development</li> <li>● Software Maintenance</li> <li>● Developing logo and branding guidelines</li> <li>● Social Media Activation and SEO</li> <li>● Communication and Stakeholder Engagement Strategy</li> <li>● Videography Support</li> <li>● Graphics Designing Support</li> <li>● Technical project management and implementation support</li> </ul>		

Awards	Project title				
Strategic Communication Support for "Action on the Ground"					
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Stichting Deltares	Bangladesh	30,975 Euros	Stichting Deltares	2022-2023	Partner: Institute of Water Modelling (IWM), Bangladesh Water Development Board, Royal Netherlands Meteorological Institute (KNMI), Alliance for Global Water Adaptation (AGWA), WaterAid
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The project involves strategic communication development for "Action on the Ground" project which includes software product, software marketing and outreach, software training and visualisation and partner &amp; client acquisition.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Ineffective communication and outreach for the "Action on the Ground" project's software and knowledge products.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Develop a comprehensive communication strategy that includes website redevelopment, logo and branding guidelines, social media activation, SEO, videography, graphics design, and technical project management to enhance outreach and engagement with prospective clients and partners.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved visibility and branding of the software product and knowledge products.</li> <li>Increased engagement and outreach through optimized website, effective social media presence, and targeted marketing.</li> <li>Enhanced partner and client acquisition with well-managed communication channels and results-driven approach.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Communication and Stakeholder Engagement Strategy</li> <li>Redevelopment of website <a href="https://www.mybangladelta.org">https://www.mybangladelta.org</a></li> <li>Developing logo and branding guidelines</li> <li>Social Media Activation and SEO</li> <li>Videography Support</li> <li>Graphics Designing Support</li> <li>Technical project management and implementation support</li> </ul>		



Awards	Project title		SHIFT		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
SHIFT	Bangladesh (Barishal)	27254 Euros	Save the Children	17th September,23 - 20th December 23	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Shishuder Jonno (SJ) Program of Save the Children International is an Integrated Child Development Program, which was implemented in Dhaka, Barishal and Gaibandha Impact Areas. SJ goal was to ‘Children Learn and Develop to their Full Potential’ following a ‘life cycle approach’. The program had implemented a SHIFT of power to youth intervention, which was an offline and online campaign accelerator project that links grassroots youth advocacy movements with creative agencies.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Limited youth participation in advocacy and change.</li> <li>● Insufficient support for designing impactful campaigns.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Implement SHIFT campaign linking youth with creative agencies.</li> <li>● Use human-centred co-design to empower youth in campaign creation.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Enhanced youth-led advocacy and transformative action.</li> <li>● Improved policy awareness and societal change influenced by youth.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● An inception meeting with the SCI SHIFT team and review of the shift documents and branding guideline.</li> <li>● A briefing session to connect Shift youth participants with the Creative team directly. Brief confirmation with Q&amp;A space ensured that all parties were on the same page.</li> <li>● Identified specific actions or solutions addressing the challenge identified during the challenge framing stage.</li> <li>● Designed and developed the campaign materials. Brochure, Bag, Pen, Cap, Bracelet, Umbrella, Ludo Game, Mascot, Banner, Standee,</li> <li>● Develop A storybook (English &amp; Bengali)</li> <li>● Logistic Support us provided for each activity to successfully complete the campaign.</li> <li>● Developed one Celebrity video.</li> <li>● Developed 2 videos. (Impact video &amp; Documentary)</li> </ul>		

Awards		Project title		Water Management Knowledge and Innovation Programme (WMKIP)	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Deltares	Bangladesh Patuakhali, Sathkhira	25,000 Euros	Deltares	February 2019/ February 2020	Partner: Deltares
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Water Management Knowledge and Innovation Programme (WMKIP) was a 3-year program supported by the Embassy of the Kingdom of the Netherlands (EKN). The objective of WMKIP was an effective contribution to the long-term development goals for the Southern Coastal Region of Bangladesh and the objectives of the Blue Gold program through tested and sustainable water management innovations, knowledge development and participatory action research.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Implementing sustainable water management innovations effectively in the Southern Coastal Region of Bangladesh with strong local engagement.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Develop and deploy four innovation projects focused on apps for water management, pumped drainage, testing composite materials for sluice gates, and river management and bank protection, with active participation from local authorities, communities, and relevant stakeholders.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Introduction of tested and sustainable water management innovations.</li> <li>Enhanced local engagement and participation in water management practices.</li> <li>Contributed to the long-term development goals of the Southern Coastal Region and the objectives of the Blue Gold program.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Developed communication strategy for Component 2</li> <li>Created horizontal learning and outreach strategy</li> <li>Addressed knowledge gaps and stakeholder commitment</li> <li>Enhanced learning for water management groups</li> <li>Provided graphic design and animation support</li> <li>Produced animated video and case story</li> <li>Developed documentary, posters, leaflets, brochure</li> <li>Managed regular content production for social media</li> </ul>		

Awards	Project title		Development of TVC and Motion Graphics on Development in Agricultural sector and development in senior citizen		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Access to Information Programme II	Dhaka, Bangladesh	22632 Euros	Access to Information Programme II	August 2018/ September 2018	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The purpose of this initiative was to develop popular and quality content for playing a key role in behavioural change; satisfying curiosity and making a difference in people's lives; engaging the needs of the people of all background; creating knowledge among the users/viewers; raising awareness opportunities to learn around central themes in Bangladesh society.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>○ Need for quality content to drive behavioral change</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>○ Developed audio-visual content on education, health, and agriculture</li> <li>○ Utilized multiple communication mediums to reach underserved communities</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Increased engagement and knowledge across diverse communities</li> <li>○ Enhanced awareness on key social and developmental issues</li> </ul>			<p>RedOrange Media and Communications provided all the necessary support to develop the audio-visual content required to communicate and disseminate mediated messages in favour of the assignment, such as:</p> <ul style="list-style-type: none"> <li>● The RO team worked in all stages of production to develop the TV Spot and Motion Graphics/Animation assigned for this project, which include research and scripting, timeline, fieldwork (location scouting and shooting), sound design, casting, artist management, lighting and other set work, animation, color grading, editing etc.</li> <li>● All the lead casting were famous artists and celebrities.</li> <li>● The animation video for this assignment was developed by RedOrange.</li> </ul> <p>The deliverables for this assignment was -</p> <ul style="list-style-type: none"> <li>● 1 TVC and 1 Animation on Development in the Agricultural Sector</li> <li>● 1 TVC and 1 Animation on Development in Senior Citizens</li> </ul>		

Awards	Project title		Recovery and Advancement of Informal Sector Employment (RAISE)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Recovery and Advancement of Informal Sector Employment (RAISE)	All over the Bangladesh	21,824 Euro	The World Bank	14th January, 2024 - 30th April, 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Government of the People’s Republic of Bangladesh has received a Credit from the World Bank towards the implementation of the “<b>Recovery and Advancement of Informal Sector Employment (RAISE)</b>” for a period of 5 years in the amount of USD 300 million, including USD 100 million as counterpart funding. Through the two implementing agencies – Palli Karma-Sahayak Foundation (PKSF) and the Wage Earners Welfare Board (WEWB) - the Project provides support to enhance access to earning opportunities for low-income youth, including COVID-affected and returning migrants, in urban areas.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Economic vulnerability of low-income youth.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Provide community outreach, skill acquisition through apprenticeships, business management training, and access to credit.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Background note that will highlight the evolution of the Project.</li> <li>Develop case studies that document the stories of the economic inclusion program (microentrepreneurs, apprenticeship trainees, and COVID-impacted microentrepreneurs) and the reintegration of return migrant programs.</li> <li>Prepare a photo gallery of the RAISE Project.</li> <li>Develop a promotional video that will highlight project objectives, target beneficiaries, field activities, impact at the beneficiary level.</li> </ul>		

Awards	Project title <b>16 Days of Activism Campaign</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any: (Lead/ Partner of the consortia)
The Embassy of the Kingdom of the Netherlands in Bangladesh	Dhaka, Bangladesh	21669 Euros	The Embassy of the Kingdom of the Netherlands in Bangladesh	November 2023/ December 2023	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Embassy of the Kingdom of The Netherlands as part of its regular communication and outreach activities planned on taking part in the 16 days of activism campaign. For this, they sought to develop video materials for social media campaigns and also organised a roundtable discussion.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Need to raise awareness and show solidarity against violence against women while increasing the visibility of the Embassy of the Kingdom of The Netherlands in Bangladesh.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Develop video materials for social media and organize a roundtable discussion as part of the 16 days of activism campaign.</li> </ul> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>Increased awareness of violence against women and enhanced visibility of the Embassy in Bangladesh.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Developed 16 social media videos of 16 people from 16 different countries in a developed format.</li> <li>Designed and produced a roundtable discussion around the end of the 16 days campaign</li> <li>Video on roundtable discussion around the end of the 16 days campaign</li> </ul>		

Awards	Project title		EIS Pilot		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
EIS Pilot	All over the Bangladesh	21463 Euros	GIZ	14th January,2023 - 31st December, 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>This project focuses on enhancing social protection for workers in Bangladesh's textile and leather sector. The existing Central Fund, while a positive step, falls short of the international standards outlined in ILO Convention No. 121. To address this, a pioneering Employment Injury Scheme (EIS) pilot was launched in June 2022 for the RMG sector.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Insufficient coverage under the existing Central Fund.</li> <li>● Limited data on occupational accidents and risks.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Launch pilot Employment Injury Scheme (EIS) for RMG sector.</li> <li>● Collect comprehensive data and implement risk-sharing model.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Enhanced social protection aligning with international standards.</li> <li>● Foundation laid for permanent, compliant EIS system.</li> </ul>			<ul style="list-style-type: none"> <li>● 07 (up to) video production of the EIS pilot beneficiaries</li> <li>● 01 compilation video (maximum duration 7 minutes), ready for online distribution and viewing</li> <li>● 07 case study (two pager for each case) factsheet in both English and Bangla</li> <li>● Raw footage with line-up and edited project files.</li> <li>● Subtitles/captions file(s) in English or Bangla.</li> <li>● Any additional graphics, animations, or assets used in the video production.</li> <li>● All the case studies in a designed written format (preferably in word and pdf files)</li> </ul>		

Awards		Project title		Development and Implementation of Communication & Outreach Strategy and Communication and Outreach Training for Mapping Team	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Deltares	Bangladesh	19,810 Euros	Deltares	October 2018/ December 2018	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Water Management Knowledge and Innovation Program (WMKIP) is a three-year programme aimed at developing water management innovations in the coastal region of Bangladesh.</p> <p>The overall WMKIP objective was: “Effective contribution to the Medium and Long Term Development Goals for the Southern Coastal Region, through tested and sustainable water management innovations, knowledge development and participatory action research.”</p> <p>Knowledge institutions in Bangladesh and the Netherlands carry out the programme, with the aim of strengthening their cooperation in applied research and innovation. WMKIP is led by Deltares of the Netherlands and implemented in partnership with the Institute of Water Modelling (IWM) in Bangladesh. WMKIP was developed with support provided by the Blue Gold Program through its Water Management Innovation Fund. Close coordination with the Blue Gold program is a key feature of WMKIP.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Need for sustainable water management innovations</li> <li>● Limited cooperation between knowledge institutions</li> <li>● Coordination required with existing programs</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Launched WMKIP to develop and test water management innovations</li> <li>● Strengthened collaboration between Dutch and Bangladeshi institutions</li> <li>● Coordinated with the Blue Gold Program for support and alignment</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Advanced water management solutions for the coastal region</li> <li>● Enhanced research and innovation cooperation between institutions</li> <li>● Improved alignment and integration with the Blue Gold Program</li> </ul>			<p><b>Role of RedOrange</b></p> <ol style="list-style-type: none"> <li>1) Improving the existing communication and outreach strategy, making it a more comprehensive and actionable document that is well linked to the objectives of the project</li> <li>2) Creating work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy</li> <li>3) Implementing the strategy over six months period, working closely with the local and international project partners</li> <li>4) Providing input and guidance in developing communication materials like best practice fact sheet, flyers (featuring project and community achievements and news), flyers, infographics and workshops</li> <li>5) Capacity building of local graduate student(s) through an internship over a six month period.</li> </ol> <p>For this project, RedOrange has -</p> <ul style="list-style-type: none"> <li>- Prepared realistic, effective and efficient content for training the mapping team on communication and outreach;</li> <li>- Conducted a training in communication and outreach for the mapping team in polder 43/2b;</li> <li>- Prepared the guide and materials that can be used by the mapping team to translate the information collected in the polder into rich communication materials in English and/ or Bangla;</li> <li>- Prepared timeline for communication and outreach for the mapping team;</li> </ul>		

Awards	Project title		Digital Hub Development		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Share-Net International	Dhaka, Bangladesh	17,900 Euros	Share-Net International	May 2021/ August 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The core requirement was developing an updated version of Share-Net International’s current website. This website integrated elements of the existing (Bangladesh, Burundi, Jordan, and The Netherlands) and the future country hubs in Burkina Faso, Colombia and Ethiopia. It allowed an interactive space for all users to access knowledge and connect with one another.</p> <p>The updated website was the Digital Hub. This platform reflected the findings from the primary research conducted by Butterfly Works. It included the mentioned features and functionalities as mentioned in the ToR and the additional documents provided, specifically the sitemap, basic IA structure, the prototype and the visual preferences.</p> <p>○</p>			<p>Upon finalisation of the various elements of the design and functionalities, in several phases, the Digital Hub were developed to :</p> <ul style="list-style-type: none"> <li>• Providing an interactive platform for people who are working and interested in Sexual and Reproductive Health and Rights (SRHR)</li> <li>• Promoting knowledge sharing across Share- Net’s country hubs in one single platform. (including but not limited to: CoPs, membership, events, SRHR services, and resources)</li> <li>• Connecting/matching members across all country hubs and SNI with one another</li> <li>• Being a resource and acting as a connector for SRHR professionals worldwide</li> </ul>		



Awards	Project title		E-Magazine		
Name of legal entity providing awards	Assignment Location	Overall project value (	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Verloskunde Academie Rotterdam	Dhaka, Bangladesh	15,730 Euros	Verloskunde Academie Rotterdam	February 2021/ June 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The aim of this project was to exchange knowledge and best practices concerning vulnerable pregnancies between midwifery practices and midwifery curricula in several European countries, and to contribute to improving knowledge and skills of (future) midwives.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>● Difficulty standardizing practices across diverse countries.</li> <li>● Challenge in effectively sharing knowledge and resources.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Developed resources to share knowledge and best practices.</li> <li>● Facilitated professional development through various project outputs.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Improved care for vulnerable pregnant women across Europe.</li> <li>● Enhanced skills and knowledge for midwives and students.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● Developed content with storytelling approach.</li> <li>● Focused on human stories and experiences.</li> <li>● Emphasized visuals with minimal text.</li> <li>● Created an engaging, narrative-driven e-magazine.</li> </ul>		

Awards	Project title		Branding and Website for Delta Conference		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Embassy of the Kingdom of the Netherlands	Dhaka, Bangladesh	15,000 Euros	Embassy of the Kingdom of the Netherlands	August 2021/ December 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Bangladesh Delta Plan 2100 (BDP2100) was developed in close cooperation with the NL and officially approved by Bangladesh Prime Minister Sheikh Hasina in September 2018. EKN funded Support for the Implementation of the BDP project (SIBDP, 2019-2021) to facilitate the shift from planning to implementation. This support was mostly focused on enhancing the institutional context, developing the knowledge agenda and facilitating the dialogue on funding arrangements.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Difficulty integrating BDP2100 into sectoral and grassroots plans.</li> <li>● Challenges in coordinating a large-scale international conference.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Facilitated dialogue for policy mainstreaming and integration.</li> <li>● Organized a high-level international conference for acceleration.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Enhanced alignment of BDP2100 with sectoral and local projects.</li> <li>● Increased stakeholder engagement and support for BDP2100.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>i) All participants on the BDP2100 and relevant other ongoing projects were informed;</li> <li>ii) Discussed and further elaborated the main water- and agriculture-related strategies for the 6 hotspots identified in the BDP;</li> <li>iii) Contributed to the process of reviewing, updating, and prioritising and funding projects included in the 8th FY plan; and</li> <li>iv) Mutually identified adaptive pathways and a generic roadmap for optimising BDP implementation.</li> </ul>		

Awards		Project title		Design, Development and Printing of Training and IEC Materials for Green Social Dialogue Programme for RMG workforce	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Ethical Trading Initiative (ETI) Bangladesh	Bangladesh	13469 Euros	Ethical Trading Initiative (ETI) Bangladesh	March, 2023/ July, 2023	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The core objective of this assignment was to provide the necessary support to design, develop and print training and IEC materials for the GSD programme of ETI Bangladesh; which was basically addressing climate change-related issues through workers' behaviour change management.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Need for effective training and IEC materials to support climate change-related behavior change among workers and stakeholders.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Design, develop, and print training and IEC materials for the GSD programme, focusing on green production and climate change issues.</li> </ul> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>Enhanced understanding and adoption of climate-friendly practices among workers, management, and relevant stakeholders through well-developed training and IEC materials.</li> </ul>			<p><b>RedOrange provided the following services under this project:</b></p> <ul style="list-style-type: none"> <li>Designed and printed two flipcharts on climate change adaptation training module</li> <li>Prepared two audio-visu-als: One was on the project interventions of the Green Social Dialogue program and another one was on the organisational promo video for ETI Bangladesh</li> <li>2 audio-songs that promoted climate change adaptations</li> <li>Designed and printed 2 message board</li> <li>Planned campaign for the Celebration of the World Environment Day 2023</li> <li>Additional IEC material/Quiz App</li> <li>Photography support</li> </ul>		

Awards		Project title		Progressing the Retail sector by Improving Decent Employment (PRIDE) project: Video Production	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
BRAC	Bangladesh	13230 Euros	BRAC	July 2022/ October 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Progressing the Retail sector by Improving Decent Employment (PRIDE) project created a model for scale, providing sustainable livelihoods for low-income urban youth in Bangladesh in partnership with the retail sector and the Government of Bangladesh. Creating decent employment opportunities in the retail sector for the most disadvantaged had huge potential for national-level scale and impact in the coming years.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Challenge in scaling training models nationwide.</li> <li>● Difficulty in aligning diverse stakeholder interests.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Implemented blended training approaches for broader impact.</li> <li>● Facilitated collaboration to standardize industry practices.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Increased employment opportunities for disadvantaged youth.</li> <li>● Enhanced industry standards and training competency in Bangladesh.</li> </ul>			<p>RedOrange produced training (informational) videos that showcased retail sales training competencies (selected) required to work in the retail sector and decent work practices to be promoted to the retail sector.</p> <ol style="list-style-type: none"> <li>1. Good quality work videos - Retail sector employees</li> <li>2. Competencies for work in the retail sector- Programme participants trained to work in the retail sector</li> </ol>		

Awards	Project title		Development of Social Behaviour Change Communication (SBCC) campaign materials and guidelines for 'Shobai Miley Shikhi' Project		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Save the Children Bangladesh	Bangladesh	12713 Euros	Centre for Disability in Development	March, 2023/ June, 2023	N/A

#### Detailed project description

#### Detailed description of the assignment (Services/Supplies/Works)

For this project, RedOrange Communications provided services as a consultancy firm to develop an SBCC strategy for the Sobai Miley Shikhi (SMS) project, along with a Comprehensive Action Plan. RedOrange also designed for SBCC key messages and materials, and guidelines to support the implementation of all strategic results to achieve the broader goals of the "Sobai Mile Shikhi" project.

**Issue:**

- Need for an effective SBCC strategy to promote inclusive education and combat stigma associated with disabilities in school communities.

**Intervention:**

- Develop an SBCC strategy, comprehensive action plan, key messages, and materials to support the Sobai Miley Shikhi (SMS) project, collaborating with DPE, UNICEF, and USAID.

**Result:**

- Enhanced promotion of inclusive education and reduced stigma, leading to increased school attendance among children with disabilities.

RedOrange Communications was responsible for providing the Shobai Miley Shikhi Project with -

- A comprehensive SBCC strategy, along with an action plan that included measures for sustainability, and all SBCC key messages and materials in both soft and hard copy.
- Infotainment scripts, visuals, video scripts, song/jingle, training packages/modules, kits, and other related products.
- Supported the Directorate of Primary Education (DPE), UNICEF, and other USAID activities to ensure that the SBCC campaign was implemented effectively and that all the strategic results were achieved.

With these deliverables, the project aimed to increase knowledge, create favourable attitudes and practices, and ultimately improve the learning and self-esteem of children, which resulted in a more inclusive education system in Bangladesh.

Awards		Project title		Media content development and materials design	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
ActionAid	Dhaka, Bangladesh	12273 Euros	ActionAid	September 2020/ December 2020	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>During the COVID-19 lockdown, ActionAid Bangladesh adopted a ‘new ways of working’ approach where use of technology, social media and online platforms became the key medium to reach out to its targeted audiences. To build capacity and awareness as a part continuation of its existing work, the Resilience and Climate Justice Strategic Priority and associated projects are seeking external support from individual / firm to develop animation videos that can help reach out to wider stakeholders of ActionAid Bangladesh in the following areas:</p> <ul style="list-style-type: none"> <li>● National Climate Budget Accountability</li> <li>● Young people taking climate action</li> <li>● Preparedness at community level to respond to disasters and climate change impacts</li> </ul> <p>This consultancy work was to seek for an expert firm on different aspects of media work who can deliver contents within the timeline maintaining quality.</p>			<p>A total of three 2D Animation videos (max 3 min with or without voiceover) on above noted issues were prepared.</p>		

Awards	Project title				
	<b>Proyash II- Building Urban Resilience in Dhaka and Chattogram</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Proyash II- Building Urban Resilience in Dhaka and Chattogram	Bangladesh	12,180 Euro	Save the Children	22nd January, 23 - 30th July, 23	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>PROYASH II was a five-years (July 2018 - June 2023) urban risk reduction project of Save the Children Bangladesh with support from its implementing partners YPSA (Young Power in Social Action) and SEEP (Social and Economic Enhancement Programme), in the vulnerable urban communities of Dhaka, Savar and Chattogram.</p> <p>Its overall purpose was to increase preparedness and resilience of urban slum communities in Dhaka, Savar and Chattogram to cope with shocks and stresses. The objective was to enhance capacities of women, children and relevant government institutions to contribute to urban resilience. Proyash II had worked to increase the capacity of community-based disaster management committees, women, children, youth and other community members. The project's main interventions target women and children, in particular, ensuring their participation in local risk assessments and planning. To sustain the effort, Proyash II had tried to build a strong network and liaison with government, NGOs, INGOs, academia, research institutions and the private sector, so as to ensure a combined effort in effective urban risk management. For sustainability and long-term impact, the project had worked with the city corporations and municipalities and local government authorities to include risk reduction planning into the annual development plans.</p>			<p><b>Role of RedOrange:</b></p> <ol style="list-style-type: none"> <li>1. Produced 10 features (all stories in both English and Bangla), success, learning and other relevant</li> <li>2. High resolution photos from three project areas (Dhaka, Savar and Chattogram).</li> <li>3. Published 3 stories in Dhaka Tribune and Samakal.</li> <li>4. Developed 3 videos with subtitles.</li> <li>5. Organised a talk show with RTV.</li> </ol>		

● Awards	Project title		AV and Graphic Materials		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
BRAC	Bangladesh	11737 Euros	BRAC	13 July 2022/30 August 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The assignment was to produce a video documentary to highlight the success stories of persons with disabilities learners with thought-provoking messages under the Disability-Inclusive Vocational Training and Youth Employment project and to showcase its impact on the lives of persons with disabilities learners to a larger platform within or outside BRAC.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Limited filming time for comprehensive success stories.</li> <li>Difficulty in obtaining permissions and scheduling interviews.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Careful planning to maximize impact within 3 days.</li> <li>Proactive communication to secure interviewees efficiently.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced visibility for disability-inclusive training success.</li> <li>Informed policymakers and partners on impactful training benefits.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Conceptualisation and ideation of all communication materials</li> <li>Creation of a strong storyline for the videos</li> <li>Script development of the video and approval of script by the project team</li> <li>Video production</li> <li>Creatively added statistics of the retail sales sector in Bangladesh to the video</li> <li>Provided filming and editing services to BRAC SDP.</li> <li>Provided all kinds of prompt post-production support</li> <li>Handover the video to the project team in a format that can be used effectively on mobile phones, laptops, and other relevant devices</li> <li>Design posters, X-stand banners and other IEC materials that were used during social media campaign</li> <li>Production of IEC materials as per specifications</li> <li>Installation of posters into the specified centres</li> </ul>		



Awards	Project title		Ar Na Project		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Ar Na Project	Bangladesh	10904 EURO	Brac		

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p>BRAC's Human Rights and Legal Aid Clinics received over 25,000 complaints across 410 clinics in 2020, even with restricted mobility due to the lockdown. BRAC has been working towards addressing violence against women through its community based activities for a few decades now. The organisation is committed to stand against anything that forms an obstacle in women's development, holds women back, deprives them of their rights and damages their self-esteem or self-respect.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>High prevalence of violence against women and limited capacity of field staff to address these issues effectively.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Launch the 'Ar Na' project to train field staff as first responders and develop a web app for reporting cases.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced capacity of field staff to respond to violence against women.</li> <li>Improved reporting and tracking of violence cases through the 'Ar Na' web app.</li> <li>Increased immediate, mid-term, and long-term support for survivors of violence.</li> </ul>	<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Developed 3 script for 3 AV.</li> <li>Developed 3 videos (App demonstration video, Type of violence &amp; Docu drama)</li> </ul>

Awards	Project title		ETI		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
ETI	Bangladesh	10133 Euros	ETI	1st April, 23 - 15th November, 23	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>ETI Bangladesh implemented a programme titled, “Green Social Dialogue (GSD)”, to sensitise RMG workers and civil society representatives to engage on the impacts of climate change on RMG workers.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Lack of awareness and engagement among RMG workers and management regarding climate change impacts within workplaces.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Implement the “Green Social Dialogue (GSD)” programme to educate and engage RMG factory management, worker representatives, and workers on climate change issues through social dialogue mechanisms.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved understanding of climate change impacts among RMG factory management and workers.</li> <li>Integration of climate change-related issues into social dialogue agendas, leading to proactive discussions and actions.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>A comprehensive work plan with a clear time indication mentioning required lead time, feedback, final production date etc.</li> <li>Developed lyrics and tune of two audio songs.</li> <li>Developed contents and illustration of 10 message boards.</li> <li>Illustrated 4 flip chart and proofread the content</li> <li>Developed a Docu Drama.</li> <li>Photography.</li> </ul>		

Awards	Project title				
	Video Documentary - “Ground Zero to Climate Adaptation”				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Friendship	Northern Bangladesh	10,113 Euros	Friendship	December 2020/ January 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The documentary portrayed Friendship’s story about its works regarding climate change adaptation in the ‘char’ area (an alluvial land, in northern Bangladesh). The video documentary was around 10 minutes long. It contained both close-up and drone shots of the char area and the people who were living there to show the geographic area and their living conditions.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Vulnerable living conditions in char areas</li> <li>● Lack of awareness about climate adaptation solutions</li> <li>● Difficulty in visualizing the impact of interventions</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Produced a 10-minute documentary on climate adaptation</li> <li>● Used close-up and drone shots to illustrate conditions</li> <li>● Incorporated strong infographics to support content</li> <li>● Featured interviews highlighting the impact of the plinth</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Increased awareness of climate adaptation efforts</li> <li>● Visualized the positive impact of the plinth on lives</li> <li>● Enhanced understanding of living conditions in char areas</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● Conducted two field visits: before and during the flood.</li> <li>● Captured stories as per Friendship’s schedule.</li> <li>● Filmed documentary in Kurigram, 8 minutes long.</li> <li>● Delivered video with English subtitles, in 4K quality.</li> <li>● Included drone shots and 50 high-resolution photographs</li> </ul>		

Awards	Project title		Website Development		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Share-Net Colombia	Dhaka, Bangladesh	9,050 Euros	Share-Net Colombia	September 2021/ November 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Share-Net Colombia was a new country hub of Share-Net International. They required a website, similar to the websites of Share-Net International and its other country hubs, in order to carry out its core activities as a country hub. As such, RedOrange is providing a proposal for developing the website, providing training on using the website, a training manual for using the website, domain purchase, hosting and maintenance. RedOrange had developed the website for Share-Net International, Share-Net Netherlands, Share-Net Burundi and Share-Net Bangladesh. RedOrange is also the host organisation of Share-Net Bangladesh.</p> <p style="text-align: center;">○</p>			<ul style="list-style-type: none"> <li>• The website had been in line with the existing website for the other Share-Net Country Hubs.</li> <li>• The branding guideline of Share-Net Colombia had been followed.</li> <li>• The website was being developed as a standalone and not as a redesign of the existing Share-Net Websites. So, design changes were made, as per the requirement of Share-Net Colombia. The wireframe and design layout were presented to the SNC team for feedback and approval. After confirmation the technical development of the website had begun.</li> <li>• The website incorporated the option to select between 3 languages. This had been done as a custom plugin and not through the Google Translate plugin to ensure translations were not misinterpreted. The different language contents were inputted manually by the website moderator. Which were not automated.</li> </ul> <p style="text-align: center;">○</p>		

Awards		Project title		Masterclass on Terrestrial Television and Digital Technology (visit to Netherlands)	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
The Bridge	Dhaka, Bangladesh	9,000 Euros	The Bridge	July, 2021/ October 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Bangladesh National Television (BTV) is the first and only terrestrial television channel in Bangladesh. It is also the only public television organisation in the country with the largest national coverage. BTV has been leading the way for the Bangladeshi television industry since the country's independence. Now, with the rise of many private television channels in the country, they want to keep leading the industry's growth and improvement.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Limited experience with integrating new media technologies.</li> <li>Challenge in adapting European practices to Bangladeshi context.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Organized masterclass to showcase advanced media practices.</li> <li>Provided tailored sessions to address specific industry needs.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced understanding of new media integration strategies.</li> <li>Implemented advanced practices to modernize Bangladeshi television.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Facilitated the 2-day masterclass.</li> <li>Arranged facilitators for the masterclass.</li> <li>Organized venue, lunch, and refreshments.</li> <li>Coordinated experts to accompany the delegation.</li> <li>Prepared and sent invitations, including for the Minister.</li> </ul>		

Awards	Project title		Centenary Event Post Production		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
International Labour Organization	Dhaka, Bangladesh	8897 Euros	International Labour Organization	17th, November, 2019/ 25th, November, 2019	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>RedOrange developed the concept, designed and edited the videos and presentation.</p> <ul style="list-style-type: none"> <li>• ILO provided video footage, pictures and copies of the texts.</li> <li>• ILO provided an Advisor who assisted in guiding the production.</li> <li>• RedOrange provided design &amp; print services for Folder, Invitation Card with envelope and Other Event Documents (A4, Color).</li> </ul>			<ol style="list-style-type: none"> <li>1. One introductory Video with Bangabandhu's Historical speech.               <ul style="list-style-type: none"> <li>• Development of a 3 minutes long introductory video.</li> <li>• Editing, color grading, CG and background music with existing video footage.</li> </ul> </li> <li>2. ILO timeline video               <ul style="list-style-type: none"> <li>• Development of a 3-4 minutes long video on ILO timeline.</li> <li>• Editing, color grading, CG and background music with existing video footage.</li> </ul> </li> <li>3. Prezi Presentation               <ul style="list-style-type: none"> <li>• Development of 2 Prezi presentation (2 Minutes for each)</li> </ul> </li> <li>4. Printing               <ul style="list-style-type: none"> <li>• Only Printing of Folder, Invitation Card with envelope.</li> <li>• Only Printing of Event Documents (A4, Color).</li> </ul> </li> </ol>		

Awards	Project title		Website for Climate Microinsurance Innovation Fund (CMIF) and Climate Risk-Resilience Fund (CRRF)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Swisscontact	Bangladesh	8014 Euro			
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Bangladesh Microinsurance Market Development Programme's second phase aims to boost microinsurance for smallholder farmers and MSMEs through the Climate Microinsurance Innovation Fund (CMIF) and Climate Risk-Resilience Fund (CRRF), fostering innovation and de-risking investments in climate-resilient solutions.</p>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● System maintenance and security checks with environment updates such as PHP version, package updates, etc.</li> <li>● Constant monitoring to ensure maximum up time, specifically during the fund application period</li> <li>● Weekly backup of code, media folders and database for disaster recovery</li> <li>● Weekly security patch updates</li> <li>● Weekly performance checks</li> <li>● Disaster mitigation and recovery</li> <li>● Security checks and maintenance to minimise hacking or intrusion into the system</li> <li>● Minor bug fixes and error checking of the running web application</li> </ul>		

● Awards	Project title		E-Magazine development		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Koninklijke Nederlandse Organisatie van Verloskundigen	Dutch and Iceland	7,974 Euros	Koninklijke Nederlandse Organisatie van Verloskundigen	27th August 2020/ November 15th 2020	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>“Twinning Up North ” is a 3 year cultural exchange project between Dutch and Icelandic midwives. It was aimed at increasing transformative Leadership skills to contribute towards midwifery care in both countries. Under the project, 14 pairs of “twins” had come together to share their experiences and build their knowledge and skills alongside each other.</p> <p>Together, they have developed 9 separate materials of various types to continue their mission of contributing towards midwifery care in both countries. With the closing celebration being hampered due to the global COVID-19 crisis, an alternative online approach was taken. As such, the idea, journey, results and achievements of the project was showcased in an online medium through the use of an e-magazine.</p>			<p>The final delivered production was an Interactive online e-magazine with scrollable pages. The content included text, pictures, videos, animations, audio files, publications/documents, etc. All content (excluding text and pictures/graphics) were hosted outside of the e-magazine page on a separate site (either on the website or third party services such as YouTube). These contents were added to the e-magazine through plugins so that they were viewable and accessible through the e-magazine page.</p> <p>The e-magazine was developed by following a storytelling approach. The content was developed and portrayed to meet the objectives, in line with the theme, through a human storytelling lens. The heart and soul of the content was the human stories and experiences the “twins” have shared and was the narrative guide towards portraying the innovation, journey and achievements of the project. The storytelling approach allowed for a more engaging experience for the reader and helped sprinkle the details throughout with a more easy to read narrative structure.</p>		



Awards	Project title		e-Magazine		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
International Confederation of Midwives (ICM)	Dhaka, Bangladesh	7,930 Euros	International Confederation of Midwives (ICM)	November 2020/ December 2020	N/A

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p>The production of the e-magazine was divided into 3 key segments.</p> <ul style="list-style-type: none"> <li>● <b>Content Collection and Editing</b> – The Project manager and editor/content developer had consulted with the ICM team to collect all the (already prepared) content. After collecting all the text, information, pictures, videos, etc. the RedOrange team had to assess and edit to bring the content in line with the intended final output. The editing here only consisted of simple formatting, rewording or restructuring to fit the layout, design and format. The overall content had been provided in a complete format by the ICM team. The RedOrange team had shared a text based template that outlines the overall flow and index of the magazine. The ICM team was able to provide input, feedback and suggestions on the magazine in terms of content. Based on this finalised overall flow, the final product had been developed.</li> <li>● <b>Branding, Design and Visual Representation</b> – The graphics team had updated the previously used e-magazine template to develop a visual layout and design the e-magazine to suit the content and narrative structure, keeping the audience engagement and ease of reading as the key values. The visual representation was shared for feedback after the online development had been completed. The graphics team worked with the ICT team during the online development process to format and process the visual elements (including pictures) of the final online product.</li> <li>● <b>Online Development and Upload</b> – The ICT team translated the content and design into the online format and ensured its smoothness and stability. Upon finalisation they had ensured the upload and operationalization of the e-magazine on the organisation website. The completed version was uploaded onto the required website. This required access to the site being provided by the ICM team to the RedOrange ICT team.</li> </ul> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Content formatting and restructuring delays.</li> <li>● Feedback integration complexities during design and development.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Implemented a structured review process for content and design.</li> <li>● Coordinated closely with teams to resolve access issues.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Efficiently aligned content with design and online requirements.</li> <li>● Successfully launched a fully functional e-magazine on schedule.</li> </ul>	<ul style="list-style-type: none"> <li>● Ensured quality and timely delivery of the deliverables to ICM</li> <li>● Assessed and edited (in a minimum scale only if necessary) the content provided by ICM</li> <li>● Provided text template of the final product for ICM to review and provide approval on. The final product was developed based on this finalised text template.</li> <li>● Provided feedback on the pictures provided by ICM. which included requests or suggestions to replace or change pictures that ICM have selected for the various content.</li> <li>● Uploaded the final product onto the URL suggested by ICM</li> </ul>

Awards		Project title			
		Developing three communication products on Mangrove Forest - Mangrove Documentary			
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Friendship NGO	Bangladesh	7569 Euros	Friendship	September 2021/ October 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The main purpose of this documentary was to enlighten people about climate change in the coastal areas and mangroves as a green solution. The target audience included Entrepreneurs, Development Workers, Activists, Journalists, Policy Makers, Bureaucrats, MNCs, Business Executives, Academics, Mass People, especially those who were interested in humanitarian activities, local partners and students.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Complexity in addressing diverse audience interests effectively.</li> <li>● Balancing detailed documentary content with short promotional formats.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Tailored content to engage various target groups effectively.</li> <li>● Segmented video outputs: full documentary, promo, and engaging short.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Broad awareness raised about climate change and mangroves.</li> <li>● High engagement and visibility across multiple media platforms.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>○ Produced a 10-minute documentary film.</li> <li>○ Created a 2-minute promo video.</li> <li>○ Developed a 60-second social media film.</li> <li>○ Documented families' climate change impacts.</li> <li>○ Highlighted mangrove afforestation project and science.</li> </ul>		

Awards	Project title		Citywide inclusive sanitation (CWIS)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Citywide inclusive sanitation (CWIS)	Bangladesh	7531 Euros	Wateraid	1st Jan, 24 - 30th Mar, 24	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The primary goal was to educate and mobilise the community, particularly the youth, to understand and advocate for Citywide Inclusive Sanitation (CWIS). The videos served as a capacity-building tool, informing viewers about the importance of CWIS and inspiring them to take proactive steps toward creating a better community.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Lack of community understanding and advocacy for Citywide Inclusive Sanitation (CWIS).</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Create three animated video series with engaging stories, poetic integration, and high-quality production to educate and mobilize the community.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Increased community awareness and understanding of CWIS.</li> <li>Enhanced engagement and advocacy for safe, equitable, and sustainable sanitation services.</li> <li>Improved community action towards better sanitation practices through relatable and inspiring content.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>A well-researched and engaging script for each of the three videos, reflecting the core messages of CWIS and the specific objectives of the project</li> <li>Original, culturally relevant character illustrations that were designed to resonate with the target audience, particularly the youth</li> <li>Comprehensive storyboards for each video, visually outlining the flow of the animation, scene transitions, character movements, and key visual elements.</li> <li>High-quality voiceover recordings that were authentic to the local dialect and tone, complementing the narrative of each video</li> <li>Original or appropriately licensed background music tracks that enhanced the emotional and educational impact of the animations</li> <li>Each video ended with a poem provided by WaterAid, which was thoughtfully integrated into the conclusion of the narrative</li> <li>Three complete animation videos, around 3 - 3:30 minutes, that incorporated all the above elements and were aligned with the project's objectives</li> <li>A final report, not exceeding 1000 words, summarised the work done, challenges faced, and insights or recommendations for future projects of a similar nature.</li> </ul>		

Awards	Project title		Case Story Development and Publication		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
German Agency for International Cooperation	Bangladesh	7522 Euros	German Agency for International Cooperation	25.10.2022/ 31/12/2022	N/A

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Insufficient documentation of beneficiaries' success stories.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Document and highlight experiences and impacts of UMIMCC/UMML.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Showcased improved livelihoods, especially for poor women.</li> <li>Demonstrated significant impact of project interventions.</li> </ul>	<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Prepared thirty success stories.</li> <li>Designed layouts and graphics.</li> <li>Took photographs in partner cities.</li> <li>Advised on publication channels.</li> <li>Prepared stories for social media.</li> <li>Printed 400 high-quality booklets.</li> </ul>

Awards	Project title		ERUP Project Video		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
German Agency for International Cooperation	Bangladesh	7,500 Euros	German Agency for International Cooperation	October 2022/ December 2022	Partners: Satkhira Pourashava (Municipal Authority), ANANDA NGO, UPS Committee
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The “Climate Resilient Inclusive Smart Cities (CRISC)” programme took part in the Cities CHALLENGE 2.0 “Building Vibrant and Resilient Neighbourhoods” launched by the GIZ Sector Project Cities in Germany.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Challenge in coordinating with multiple international partners.</li> <li>● Complexity in integrating sustainable materials and local participation.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Streamlined communication channels for efficient collaboration.</li> <li>● Focused workshops to involve the community in planning.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Successful implementation of innovative urban solutions.</li> <li>● Increased potential for replicating and scaling resilient neighbourhoods.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● Regular production of photos and short-clip videos.</li> <li>● Documentation of participative urban development activities.</li> <li>● Visual content showcasing site transformation and activities.</li> <li>● Final explanatory film summarizing Cities CHALLENGE results.</li> </ul>		

Awards		Project title				
Name of legal entity providing awards		Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
International Development Enterprises		Cox's Bazar district, Chittagong, Bangladesh	7109 Euros	International Development Enterprises	July 2020/ August 2020	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)			
<p>The objectives of the MHM promotion strategy and communications tools development were as follows:</p> <ul style="list-style-type: none"> <li>• Understand current practices, consumer behaviours, socio-economic and religious contexts relating to MHM behaviours</li> <li>• Develop strategic guidelines and models for rolling out MHM interventions/activities</li> <li>• Develop IEC/BCC materials as well as ToT modules to effectively disseminate the developed materials.</li> </ul>			<p>A rapid assessment on hygiene/MHM issues in Cox's bazar to assess the holistic scenario was conducted. RedOrange developed a questionnaire for the assessment based on the reviewed project documents and specific objectives. This assessment was done by using a mobile based survey platform for collecting data from the targeted area. Data collectors were trained and equipped with necessary measures.</p> <p><b>1. Strategy report/guideline and recommended implementation plan:</b> The RedOrange team incorporated the information from rapid assessment to compile and develop the initial guideline. After developing the initial guideline, our in-house expert reviewed the guideline. After that, it was shared with the PSM project team and relevant stakeholders for feedback. Based on the input the strategy guideline was further refined and a final version was delivered.</p> <p><b>2. IEC/BCC package with context specific messages on hygiene/MHM promotion:</b> The team then developed context specific IEC/BCC materials on promotional activities including hygiene promotion messages for billboards, leaflets, posters, signboards, hygiene kits, hand washing devices as well as Audio Content/Radio Programs/bulk SMS service with required branding.</p> <p><b>3. ToT modules dissemination of communication package (English and Bangla):</b> After conducting several field testing and incorporating feedback from the iDE team, the RedOrange team then developed Training of Trainers (ToT) modules and demonstrated the ToT modules to the PSM project team members.</p>			

Awards		Project title		Website Redo	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Share-Net NL	Internet	6880 Euros	Share-Net NL	1 Feb 2023 to 30th May 2023	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Share-Net Netherlands required a new design and development of their existing <a href="https://share-net.nl/">https://share-net.nl/</a>. Currently, RedOrange is providing website hosting and maintenance of the Share-Net Netherlands website. RedOrange provided a proposal for creating a fresh WordPress website and migrated the existing website's functionalities. RedOrange has developed the website for Share-Net International, Share-Net Burundi and Share-Net Bangladesh. RedOrange is also the host organisation of Share-Net Bangladesh.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Existing website lacked dynamism and user-friendliness.</li> <li>Need to migrate and enhance existing functionalities.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Proposed and developed a new WordPress website.</li> <li>Implemented Agile methodology for design and testing.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved user experience and website functionality.</li> <li>Enhanced knowledge management and SEO focus.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Redesigned and developed new WordPress website.</li> <li>Implemented Agile design and testing.</li> <li>Migrated data from old website.</li> <li>Enhanced CoP involvement and engagement.</li> <li>Increased unique visitors and newsletter subscribers.</li> <li>Boosted traffic to knowledge products.</li> <li>Improved event registrations and traffic.</li> <li>Facilitated Member Organisations registration.</li> </ul>		

Awards	Project title		ONION IMPACT CLUSTER BANGLADESH		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
ONION IMPACT CLUSTER BANGLADESH	Faridpur, Pabna & Bhaluka	6665 Euros	Dutch Government and the Dutch and Bangladeshi private sector partners.	26th January, 2024 - 5th May, 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The Onion Impact Cluster project is funded by the Dutch Government and the Dutch and Bangladeshi private sector partners. The project involves collaboration between Dutch and Bangladeshi private sector partners, including All-round Vegetable Processing BV, Bejo Zaden BV, Lal Teer Seed Limited Pvt. Ltd., Deltadesh Pvt Ltd, Waterman Onions BV, and Advance Consulting BV. These partners work with local partners, Giant Agro Processing and A R Malik Seeds, to demonstrate the impact of improved onion production, post-harvest handling, and storage technologies on the business results of the supply chain partners.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Inefficiencies in onion production, post-harvest handling, and storage impacting the supply chain in Bangladesh.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Collaborate with Dutch and Bangladeshi partners to improve onion production and supply chain efficiency through demonstration fields, feasibility studies, training, and showcasing advanced technologies.</li> </ul> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>Enhanced onion production and supply chain efficiency in Bangladesh through improved techniques, technologies, and stakeholder training.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Developed promotional video for project impact</li> <li>Filmed in Faridpur and Valuka locations</li> <li>Showcased technology and training effectiveness</li> <li>Highlighted farmer success stories and outcomes</li> <li>Managed content for trade fair visitors</li> <li>Coordinated with the Embassy and private sector</li> <li>Produced engaging visuals and process demonstrations</li> </ul>		



Awards	Project title		Video Production/Animation		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
OXFAM Bangladesh	Bangladesh	6364 Euros	OXFAM Bangladesh	September 2022/ October 2022	N/A

Detailed project description	Detailed description of the assignment (Services/Supplies/Works)
<p>This project aimed to raise awareness around the rise of GBV, VAW and incidents of Rape among mass audience. To counter the flow of negative messages and dialogue on social media around these topics such as victim blaming, glorification of perpetrators, etc. To spark behaviour change among social media users on these issues.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>○ High rates of GBV and VAW</li> <li>○ Negative social media narratives</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>○ Social media campaigns addressing GBV</li> <li>○ Workshops to challenge victim blaming</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Increased awareness and understanding of GBV</li> <li>○ Reduction in victim-blaming rhetoric online</li> </ul>	<p>Social Media specific video content (requested by OXFAM). The number of videos were determined during the pre-production phase in consultation with the OXFAM team.</p> <ul style="list-style-type: none"> <li>● Two videos of at least 2 minutes each (in english and bangla with subtitles)</li> <li>● All raw footage captured for the project</li> </ul>

Awards	Project title		UMIMCC/ UMML (Success Storybook)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
UMIMCC/ UMML (Success Storybook)	Bangladesh	6,238 Euro	GIZ	25th August, 22 - 30th December, 22	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>In Bangladesh, climate change is considered one of the greatest future risks for the sustainable development of the country. It is estimated that six million people have already migrated as a direct result of weather and climate change. The increasing number of people forced to move to other regions within the country could jeopardise social stability in the long term. Migration is one of the key strategies used by poor and vulnerable households in Bangladesh to adapt to changing living conditions. However, internal migration could reinforce acute vulnerability and further exacerbate conflicts if migrants received little public support and are forced to live in urban slums with inadequate infrastructure and without access to basic services and income opportunities.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Climate-induced migration causing strain on urban infrastructure.</li> <li>● Migrants facing inadequate living conditions and lack of services.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Launch UMIMCC/UMML project to enhance migrant living standards.</li> <li>● Collaborate with local governments and training providers for support.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>● Improved living conditions and infrastructure for climate migrants.</li> <li>● Better access to basic services and vocational training for migrants.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● Prepared an inception report.</li> <li>● 25 to 30 Case Stories identified and developed in written form (paper and web versions)</li> <li>● Complementary photographs for the 30 case stories. To save time and keep up with the schedule,</li> <li>● Capturing the photographs was done in 2 locations.</li> <li>● Case story book developed and designed (soft version and print ready version)</li> <li>● 300 printed case story books</li> <li>● Suggested mediums and channels for publication and dissemination</li> </ul>		

Awards		Project title		Website Development	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Share-Net Ethiopia	Dhaka, Bangladesh	6,150 Euros	Share-Net Ethiopia	July 2021/ December 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Share-Net Ethiopia was a new country hub of Share-Net International. They required a website, similar to the websites of Share-Net International and its other country hubs, in order to carry out its core activities as a country hub. As such, RedOrange provided a proposal for developing the website, providing training on using the website, a training manual for using the website, domain purchase, hosting and maintenance. RedOrange developed the website for Share-Net International, Share-Net Netherlands, Share-Net Burundi and Share-Net Bangladesh. RedOrange is also the host organisation of Share-Net Bangladesh.</p>			<ul style="list-style-type: none"> <li>• The website had been in line with the existing website for the other Share-Net Country Hubs.</li> <li>• The branding guideline of Share-Net Ethiopia had been followed.</li> <li>• The website was being developed as a standalone and not as a redesign of the existing Share-Net Websites. So, design changes were made, as per the requirement of Share-Net Ethiopia. The wireframe and design layout was presented to the SNE team for feedback and approval. After confirmation, the technical development of the website had begun.</li> <li>• The website incorporated the option to select between 3 languages. This had been done as a custom plugin and not through the Google Translate plugin to ensure translations were not misinterpreted. The different language contents were inputted manually by the website moderator. Which were not automated.</li> </ul>		

Awards	Project title		Video Production: 20 Years of DCDD		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Dutch Coalition on Disability and Development (DCDD)	Dhaka, Bangladesh	6,000 Euros	DCDD	October 2020/ November 2020	N/A

#### Detailed project description

The core objectives of DCDD was incorporated in the video production via animated characters (persons with disabilities) and symbols as well as through testimonials of interviewees who told stories of inclusion and its importance to create a better world for all.

#### Issues:

- Need for effective storytelling on DCDD's impact
- Ensuring inclusivity of persons with disabilities
- Communicating a long history of interventions clearly

#### Interventions:

- Created a 4-minute video using animation and infographics
- Incorporated testimonials and animated characters for inclusion
- Highlighted the motto "Leave No One Behind"
- Included a timeline of 20 years of DCDD's work

#### Results:

- Effectively communicated DCDD's impact and objectives
- Enhanced visibility of the inclusion of persons with disabilities
- Provided a clear, engaging summary of two decades of work

#### Detailed description of the assignment (Services/Supplies/Works)

#### Role of RedOrange

- Four-minute video used animation, infographics, and visuals.
- Storytelling format driven by voiceover and texts.
- Aligned with DCDD's core objectives and outcomes.
- Included animated characters and symbols representing disabilities.
- Featured testimonials on inclusion and its importance.

● Awards	Project title		Video Production		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Educo Bangladesh	Bangladesh	5455 Euros	Educo	26.09.21/ 03.10.2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The objective of the consultancy was to make a master video and document the major activities and significant achievements of Educo Bangladesh's interventions.</p> <p>The assignment's requirements were to portray Educo as a global development and humanitarian NGO based in Barcelona, Spain with over 25-year experience working in 14 countries, their work with and for children and their communities to promote a just and equitable society that can secure their rights and wellbeing, and their collaboration as a member of ChildFund Alliance, one of the largest global networks of child-focused development organisations working to create opportunities for children and youth, their families, and communities.</p> <p>Additionally, the project sought from RedOrange to showcase Educo Bangladesh's Development programmes in Bangladesh in the marginalised urban and rural areas and how it expanded its works to broader thematic and geographical areas.</p>			<p>Made a master video and documented the major activities and significant achievements of Educo Bangladesh's interventions.</p> <p>For this particular assignment, RedOrange was responsible to -</p> <ul style="list-style-type: none"> <li>● Developing the concept and script</li> <li>● Coordinate with the Educo team to identify and select interviewees for the video</li> <li>● Visit field areas and carrying out production</li> <li>● Edit and delivering the final video as per the specifications</li> <li>● Provide all raw footage in a hard disk</li> </ul>		

Awards	Project title		Audio-visual production on Urban DRR focusing WDMC, DiCCA focusing climate resilient homestead gardening and Disability inclusive DRR focusing Cyclone Preparedness.		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Centre for Disability in Development	Bangladesh	5386 Euros	Centre for Disability in Development	20, October, 2022/ 30, November, 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>To develop an audio-visual process document product all together on</p> <ol style="list-style-type: none"> <li>1. Urban DRR focused Ward Disaster Management Committee,</li> <li>2. Disability-inclusive Climate Change Adaptation focused on climate resilient homestead gardening,</li> <li>3. Disability-inclusive DRR focused Cyclone Preparedness</li> </ol>			<p>RedOrange prepared documentation which covered project strategies, accomplishments and learning on DiDRR &amp; DiCCA. Its contents covered evidence, learning and good practices generated from project implementation within the project locations through engaging persons with disabilities, OPD, SHGs, WDMCs, first responders and other stakeholders in DiDRR &amp; DiCCA.</p>		

Awards	Project title		2 interview videos		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
BRAC	Dhaka and Jessore, Bangladesh	5353 Euros	BRAC	September 2021/ October 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>BRAC was seeking to develop 2 interview-based video productions to highlight several major effects of COVID on children, especially girls. The areas of focus were the link between poverty and child marriage, which had risen due to COVID, and the link between COVID and child labour. As such, two interview-based videos had been developed to highlight these issues through real-life experiences being told by people on camera, along with supporting footage, graphics, animations and voice-overs.</p>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● The video had been produced targeting National Girl Child Day (September 30th)</li> <li>● 4 people were interviewed (2 in Dhaka and 2 in Jessore)</li> <li>● Total video duration was 3 min</li> <li>● All interviews combined into 1 video</li> <li>● Some b-rolls were collected from Jessore</li> <li>● The focus of the video was to portray how during COVID, increasing child marriage was the product of poverty</li> <li>● 1-day production in Dhaka for 2 interviews and 1-day production in Jessore for 2 interviews and b-roll collection</li> <li>● Translation and subtitles were provided (if required) for the final delivery as a contribution from RedOrange.</li> </ul>		

Awards		Project title		Girl-led programming approach, highlighting best practices, challenges and generate recommendations for future initiatives		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)	
ActionAid	Rupganj	5223 Euro			ActionAid Federation	
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)			
<p>Create and disseminate a documentary showcasing the Girl Led Action Project's impact on menstrual health and gender equity in Chanpara, highlighting challenges, best practices, and recommendations for future initiatives.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Stigma and social taboos around menstrual health.</li> <li>Limited access to contraception and sexual health services.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Raise community awareness and sensitize school authorities.</li> <li>Improve access to mental health and menstrual health services.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced menstrual health and sexual health awareness in Chanpara.</li> <li>Increased accessibility and reduced stigma around menstrual health services.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>Final edited video documentary in the specified format (e.g., online streaming, broadcast television, DVD) and duration (assuming the duration is not more than 5-6 minutes as it is not mentioned in the ToR and the proposed budget is depending on it).</li> <li>Script or storyboard outlining the narrative structure and content of the documentary.</li> <li>Raw footage files organised and labelled appropriately for future reference.</li> <li>Graphics, animations, or visual effects used in the documentary.</li> <li>Supplementary materials such as interviews, transcripts, or behind-the-scenes footage.</li> <li>Documentation of any revisions or changes made during the editing process.</li> <li>Feedback or evaluation reports from stakeholders or audience members, if applicable.</li> <li>Any additional supplementary materials or resources to support the documentary's distribution or promotion.</li> <li>Project documentation including Audio-Visual, story book with achievements and Lesson Learnt Report.</li> </ul>			



Awards	Project title		Community Driven Disability inclusive Disaster Risk Management and Climate Change Adaptation (CDDiDRM & CCA)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Community Driven Disability inclusive Disaster Risk Management and Climate Change Adaptation (CDDiDRM & CCA)	Bangladesh	5050 Euros	CDD	20th Oct, 22 - 30th March, 23	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Centre for Disability in Development (CDD) in partnership with CBM was implemented three (3) years project titled 'Community Driven Disability inclusive Disaster Risk Management and Climate Change Adaptation (CDDiDRM &amp; CCA)' project since 2020 in selected areas of Dhaka North City Corporation, Gaibandha, Savar Municipality and Bagerhat and continued till December 2022.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Need for effective documentation of disability-inclusive disaster risk management and climate change adaptation efforts in urban and coastal areas.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Create video documentation covering the Urban DiDRM component in Savar Municipality and Dhaka North City Corporation, and the DiCCA component in South Khali, Bagerhat.</li> </ul> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>Comprehensive documentation of project activities and outcomes, showcasing successful disability-inclusive disaster risk management and climate change adaptation efforts.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>A total of 1 audio-visual process document products, with 4 different cuts/ variations on Urban DRR focusing WDMC, DiCCA focusing climate resilient homestead gardening and Disability inclusive DRR focusing Cyclone Preparedness. The length of audio-visual process document products variations are as follows:</li> <li>10 to 12 minute video documents covered Urban DRR focused WDMC, DiCCA focused climate resilient homestead gardening and Disability inclusive DRR focused Cyclone Preparedness.</li> <li>1.5 to 2 minutes cut video document covered Urban DRR focused WDMC</li> <li>1.5 to 2 minutes video document covered DiCCA focused climate resilient homestead gardening; and</li> <li>1.5 to 2 minutes cut video document Disability inclusive DRR focusing Cyclone Preparedness</li> </ul>		

Awards		Project title			
		Water Knowledge Management Days event communications partnership			
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Deltares	Bangladesh	5,000 Euros	Deltares	27.10.2019 - 31.10.2019	Partner: Deltares
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>In order for the added mutual benefit of conducting a successful event, RedOrange was appointed to be the official communications partner of the event. RedOrange took the lead to provide necessary organisational and infrastructural support to the event to prepare and conduct it effectively and efficiently.</p> <p>All in-house support was provided by RedOrange as a contribution under the existing agreement in place for the Water Management Knowledge and Innovation Program (WMKIP) project.</p> <p>RedOrange was appointed as the official communications partner for the Dhaka Water Knowledge Days 2019. This included all pre event branding, branding during the event as well as all post event content and material that are directly referencing or related to the event itself.</p>			<ul style="list-style-type: none"> <li>• Graphic design support for development of branding materials and handout materials including but not limited to invitation cards, flyers, brochures, banners, pop stands, roman banners, backdrops, etc. (will be designed as necessary for the event).</li> <li>• Event management support for arranging and conducting the event including but not limited to venue, logistics, equipment, food, arrangement, floor support and event conduction RedOrange worked in coordination with Deltares in order to finalise these elements. RedOrange had also provided procurement support in terms of communication, offer acquiring, shortlisting and finalising in procuring of third party services like printers, caterers and decorators. RedOrange however, was not responsible for any financial requirements that needed to be fulfilled for hiring these services.</li> <li>• Media management support which includes the preparation of pre-event press release and post event press release which were circulated among the RedOrange journalist network of over 100 journalists from TV, Radio, Print and Online (both English and Bangla for all mediums). The journalists attended and published/aired their reports/coverage upon their own discretion. RedOrange did not ensure or guarantee the publication of any such reports as that was on the journalists own volition to do so.</li> <li>• Event coverage support which included the sound recording, photography and note taking for post event press release development</li> </ul>		

Awards	Project title		Website and website content		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Family Planning Association Bangladesh (FPAB)	Dhaka, Bangladesh	4859 Euros	Family Planning Association Bangladesh (FPAB)	December 2020/ February 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>• Lack of centralized SRHR information platform</li> <li>• Difficulty in accessing and organizing resources</li> <li>• Insufficient engagement with target audiences</li> <li>• Need to enhance FPAB's brand image</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Developed and launched FPAB website</li> <li>• Implemented clear categorization and cross-categorization of resources</li> <li>• Integrated interactive features and social media</li> <li>• Upgraded website design to align with SRHR standards</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>• Established a central SRHR resource hub</li> <li>• Improved access and organization of materials</li> <li>• Increased engagement and interaction with audiences</li> <li>• Strengthened FPAB's brand presence and visibility</li> </ul>			<ul style="list-style-type: none"> <li>• Look and feel: Modern, minimalist, professional, international standard. Colour, font, and overall design of the frontend which was compatible with FPAB's branding guideline.</li> <li>• Thoughtful navigation: hierarchical, consistent, predictable, and simple.</li> <li>• Responsive: Accessible via computer, laptop, tablet, and mobile.</li> <li>• Mobile Optimization: The website was mobile optimised across screen sizes and operating systems.</li> <li>• Search Engine Optimization: All content of the website was search engine optimised.</li> <li>• Compatibility with all the popular browsers and their most popular versions including the latest version: chrome, firefox, safari, Internet Explorer, etc.</li> <li>• Site optimised for low bandwidth users.</li> <li>• Versatile page templates: WordPress powered website.</li> <li>• User access: Granted a range of limited (or unlimited) access to content management systems.</li> <li>• Security: Websites had auto updates. Protection against login hack, code injection, etc. features. Member area, registration, application, etc. were encrypted.</li> <li>• Load time: Website load time was minimal.</li> <li>• Accessible to persons with visual disability.</li> <li>• FPAB was able to edit and update content of the website. CSS and JS files.</li> <li>• FPAB have own licence of all the themes/plugins/extensions used to develop the website.</li> <li>• This website was currently hosted by FPAB IT department.</li> </ul>		

● Awards	Project title		Website Development		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
BRAC Institute of Governance and Development (BIGD)	Dhaka, Bangladesh	4727 Euros	Brac Institute of Governance and Development (BIGD)	02.01.2020/ 06.02.2020	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<ul style="list-style-type: none"> <li>● Become a go-to resource centre for researchers, academicians, government agencies, development practitioners, and journalists for research insights that they can use in making public policies and designing development programmes around the developing world.</li> <li>● Make existing resource materials such as research summaries, research papers, reports, case studies, and data easily accessible to the target audience by using thoughtful categorization and cross-categorization of the materials under different tabs and pages.</li> <li>● Develop an effective platform for engaging with the target audience as well as general citizens with blogs and vlogs and other media, fully integrated with BIGD's social media platforms.</li> <li>● Develop BIGD's brand image as an international research and policy institution; for this, the website must be at par with similar research organisations in terms of look and feel, functionality and ease of use (see the examples in the first section).</li> <li>● Attract suitable, prospective students to the academic programmes and training offered by BIGD.</li> <li>● Work as a resource centre for the current students, alumni, and faculty of BIGD on academic programmes, academic resources, alumni database, updates on events, class-schedules, etc.</li> <li>● Showcase existing and past research projects.</li> <li>● Promote upcoming events and catalogue past events.</li> <li>● Highlight media engagement of the organisation.</li> <li>● Facilitate viewing of vacancy announcements and making of applications by prospective candidates via the website.</li> </ul>			<ul style="list-style-type: none"> <li>● Look and feel: Modern, minimalist, professional, international standard. Colour, font, and overall design of the frontend was compatible with BIGD's brand guideline.</li> <li>● Thoughtful navigation: hierarchical, consistent, predictable, and simple.</li> <li>● Responsive: Accessible via computer, laptop, tablet and mobile.</li> <li>● Mobile Optimization: Mobile optimised across screen sizes &amp; operating systems.</li> <li>● Search Engine Optimization: All content of the website was search engine optimised.</li> <li>● AMP and Instant article compatible.</li> <li>● Compatibility with all the popular browsers and their most popular versions including the latest version: chrome, firefox, safari, Internet Explorer, etc.</li> <li>● Site optimised for low bandwidth users.</li> <li>● Versatile page templates: WordPress powered website.</li> <li>● User access: Granted a range of limited/unlimited access to content management systems.</li> <li>● Security: Websites had auto updates. Protection against login hack, code injection, etc. features are included. Member area, registration, application, etc. had been encrypted.</li> <li>● Load time: Website load time was minimal.</li> <li>● Accessible to persons with visual disability.</li> <li>● BIGD was able to edit and update content of the website. CSS and JS files were customizable.</li> <li>● BIGD had the licence of all the themes/plugins/extensions used to develop the website.</li> <li>● Their existing hosting platform was based on the LAMP environment. The developed website ran on the existing hosting.</li> <li>● This website was hosted at BRAC University data centre.</li> </ul>		

Awards	Project title		BYETS Project's Activities		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Swisscontact	Bangladesh	4677 Euro	The Embassy of the Kingdom of the Netherlands	Ongoing	
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Swisscontact is implementing the Building Youth Employability Through Skills (BYETS) project funded by the Embassy of the Kingdom of the Netherlands in four divisions of Bangladesh. The BYETS project intends to gather photographic documentation during its training programs in TSPs and factories as well as other events including seminars, workshops and orientations.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>● Inconsistent documentation of training and factory activities.</li> <li>● Limited visual representation of project impact for communication materials.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>● Capture 30 high-quality photos for each assignment/event.</li> <li>● Organize and submit photos by sector, factory, and beneficiaries.</li> </ul> <p><b>Expected Results:</b></p> <ul style="list-style-type: none"> <li>● Enhanced visual documentation of BYETS activities and impact.</li> <li>● Improved communication materials showcasing project success and engagement.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● A minimum of 30 photographs for each assignment/event.</li> <li>● Photographs will be of print size (300 dpi) in TIFF and JPEG formats.</li> <li>● Photographs will be organised by sector, factory name, and beneficiaries.</li> </ul>		

Awards	Project title		50 years video production		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Embassy of the Kingdom of the Netherlands - EKN	Netherland and Bangladesh	4545 Euros	EKN	March 2021/ April 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>To mark the historic 50 years of Independence of Bangladesh, a video showcasing the 50 years of Netherlands – Bangladesh bilateral relations was produced and aired on 26th March 2021, the Independence day of Bangladesh. The video included archive footage and interviews of people who were the pioneers in establishing and sparking the long standing friendship.</p>			<p>To showcase the 50 years of Netherlands – Bangladesh bilateral relationship.</p> <ul style="list-style-type: none"> <li>● The video was produced from a human interest angle, focusing on personal stories and had an air of positivity and nostalgia about it.</li> <li>● The music, additional footage and editing was done to bring about this tone.</li> <li>● Separate interviews were brought together into one cohesive narrative, with a natural conversation structure.</li> <li>● Graphics and animations were used during the post-production process to tie-together all the additional archive resources and the discussions from the interview.</li> </ul>		

Awards	Project title USAID Feed the Future Bangladesh Improving Trade and Business Enabling Environment Activity – Implementing Gender Equality in Trade Logistics Industry of Bangladesh				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
IDG		4539 Euro	USAID	Ongoing	N/A
<p align="center"><b>Detailed project description</b></p> <p>This project produces two videos to promote gender equality in Bangladesh’s trade logistics industry, showcasing current practices, strategies, and success stories to inspire better working conditions and inclusive employment practices.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>• Limited awareness about gender equality in the trade logistics industry.</li> <li>• Insufficient representation of women and lack of inclusive practices.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Produce two videos showcasing gender equality and successful companies.</li> <li>• Highlight strategies, success stories, and benefits of inclusive practices.</li> </ul> <p><b>Expected Results:</b></p> <ul style="list-style-type: none"> <li>• <b>Increased awareness and understanding of gender equality in logistics.</b></li> <li>• <b>Encouraged implementation of inclusive practices and improved female representation.</b></li> </ul>			<p align="center"><b>Detailed description of the assignment (Services/Supplies/Works)</b></p> <p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>• Concept notes, production plan, and scripts of the videos</li> <li>• 1st draft version of the two videos</li> <li>• 2nd draft version of the two videos</li> <li>• Final versions of the 2 videos, raw footage from filming of interviews, narrated content etc. in a portable hard drive</li> </ul>		

Awards		Project title		Developing a responsive website	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Rekel Producties	Dhaka, Bangladesh	4,475 Euros	Rekel Producties	July 2022/ June 2023	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Rekel Producties wanted a new, modern website with a new design (<a href="https://invis.io/5PSBMYHMX7S">https://invis.io/5PSBMYHMX7S</a>), considering SEO friendliness and optimum site performance. The website must have a user-friendly content management system. Rekel Producties had developed a website navigation structure and design for this purpose. RedOrange followed a new design layout and developed this site in CMS (Wordpress) considering optimum SEO, site performance, user friendliness and optimum resources used for best performance. During the development phase, Rekel Producties provided all necessary content, images and video account access for development.</p>			<ul style="list-style-type: none"> <li>○ 1. Requirement analysis and design</li> <li>○ 2. Technical implementation</li> <li>○ 3. Testing</li> <li>○ 4. Website Deployment               <ul style="list-style-type: none"> <li>○</li> </ul> </li> </ul>		



Awards	Project title		Whiteboard Animation		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
German Agency for International Cooperation	Bangladesh	4234 Euros	German Agency for International Cooperation	July, 2022/ December, 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The overall objective of this assignment was to produce a communication material (in the form of a short video; animated to a large degree) that provides an overview of the approach, methodology, processes and results of the Social Labs to all relevant stakeholders and other interested audiences. This video served as a key communication product to diverse audiences such as GIZ staff (in Bangladesh and other countries), political decision-makers, development organisations, academics, researchers, students etc.</p>			<p>The core team members of each Social Lab (slum community representatives, local decision makers etc) met on a regular basis, i.e. every two to three weeks at the slum level. In those meetings, participants engaged in finding solutions for the most pressing challenges in the slums. On the basis of joint problem identification and analysis, (project-)proposals have been designed and submitted to concerned agencies and relevant organisations for their realisation. This included coordination and cooperation with other organisations and donors that were active in the respective slum areas, like UNDP and BRAC, to materialise synergies between ongoing projects. The engagement of all involved stakeholders, including the mayors, is high and some project proposals were implemented.</p>		

Awards	Project title		Promotional Video for GIZ		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Promotional Video for GIZ	Bangladesh	3567 Euros	GIZ	22nd May, 22 - 30th Dec, 22	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Bangladesh is not often viewed as the most favourite destination by the international development experts. There was clearly a reputational deficit that deters people from considering Bangladesh as a likeable destination. It has resulted in GIZ Bangladesh finding it hard to attract development professionals. Through this video, we wanted to portray a positive image of Bangladesh and demonstrate that working and living in Bangladesh can be an exciting prospect.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Negative perception of Bangladesh among development experts.</li> <li>Difficulty attracting international development professionals to GIZ Bangladesh.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Produce video showcasing positive experiences of GIZ staff.</li> <li>Highlight benefits of working and living in Bangladesh.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved image of Bangladesh as a development destination.</li> <li>Increased interest from international experts in joining GIZ.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Developed Script, Shoot &amp; edit the video.</li> <li>Developed the final video.</li> </ul>		

Awards	Project title		UMIMCC/ UMML (Whiteboard Animation)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
UMIMCC/ UMML (Whiteboard Animation)	Bangladesh	3,564 Euro	GIZ	1st July, 22 - 31st October 22	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>In Bangladesh, climate change is considered one of the greatest future risks for the sustainable development of the country. It is estimated that six million people have already migrated as a direct result of weather and climate change. The increasing number of people forced to move to other regions within the country could jeopardise social stability in the long term. However, internal migration could reinforce acute vulnerability and further exacerbate conflicts if migrants received little public support and are forced to live in urban slums with inadequate infrastructure and without access to basic services and income opportunities. Against this background, the “Urban Management of Internal Migration due to Climate Change” (UMIMCC)/ “Urban Management of Migration and Livelihood” (UMML) project had the objective to improve the living conditions of climate migrants in selected cities of Bangladesh.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Climate change-induced migration causing social instability.</li> <li>Urban slums lacking infrastructure, basic services, and income opportunities.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Implement UMIMCC/UMML project to improve migrant living conditions.</li> <li>Collaborate with local governments and training providers for support.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced living conditions for climate migrants in target cities.</li> <li>Strengthened infrastructure and services in urban areas affected by migration</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Introductory meeting with UMIMCC/UMML, communications and Caritas team to get a better understanding on the Social Labs</li> <li>Prepared a draft script in collaboration with the UMIMCC/UMML, communications and the Caritas team</li> <li>Based on the script, conceptualization of storyboard with possible animation/whiteboard animation, photos and videos were included in the video.</li> <li>Finalisation of storyboard in collaboration with the UMIMCC/UMML team</li> <li>Developed high quality animated visual materials (drawings, cartoons, sketches, diagrams, illustrations, graphics design, collages) as per project needed and in compliance of GIZ PR and corporate design guidelines</li> <li>Development of the voice over script in English language and share with the UMIMCC/UMML and communications team</li> <li>Bangla Translation of the voice over script for subtitles</li> <li>Provided GIZ team with a pool of voice over artist to select the desired one</li> <li>Delivered the final video with audio track in English language with Bangla subtitles</li> <li>A 10-seconds trailer for promotion purposes</li> </ul>		

Awards		Project title			
		Developing Documentary on UN Women Project at Rohingya Camp			
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Action Aid	Cox's Bazar	3,134 Euro		24 March 2024 to 18 April 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>ActionAid, in collaboration with UN Women, has been implementing projects in the Rohingya Camp aimed at empowering women and girls in various communities in 03 Multi-Purpose Women's Centre (MPWC). This project has had a significant impact on the lives of project participants, contributing to positive changes in their socio economic status, access to education, hands on training, and overall well-being. The objectives of the project were as follows:</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>○ Need to showcase the impact of empowerment projects</li> <li>○ Requirement to raise awareness and inspire support</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>○ Captured case studies demonstrating project impact</li> <li>○ Highlighted transformative effects to raise awareness</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Documented significant positive changes in participants' lives</li> <li>○ Increased support and awareness for gender equality initiatives</li> </ul>			<p>RedOrange has a long experience in developing impactful video documentaries that aim to raise awareness, inspire action, and showcase the success and impact of projects for dissemination to National &amp; International audiences which equips us with the knowledge of sustainable solutions. The deliverables for this assignment were:</p> <ul style="list-style-type: none"> <li>● A professionally made video, approximately 3 to 3.30 minutes including scripting, filming and editing.</li> <li>● Background music as required.</li> <li>● Colour grading as required. 2D animation if required.</li> <li>● Raw footage and interview transcripts for archival purposes and potential future use.</li> <li>● Conducting interviews with project participants of UN Women projects, ensuring diverse representation across age, gender, and geographical location.</li> <li>● Capturing footage of project activities, community interactions, and success stories in an authentic and compelling manner.</li> <li>● Incorporating visual elements, such as photographs, graphics, and relevant statistics, to enhance the storytelling and highlight key messages.</li> <li>● Editing the video footage to produce a high-quality, engaging video that effectively communicates the impact of the project.</li> <li>● Ensuring that the video adheres to ethical guidelines and respects the dignity and privacy of the beneficiaries featured.</li> </ul>		

Awards		Project title		Promo Video	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Bandhu Social Welfare Society	Bangladesh	3032 Euros	Bandhu	October 2022/ December 2022	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Limited filming days restrict in-depth interviews.</li> <li>Potential delays from coordinating interviewee schedules.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>Efficient scheduling to maximize filming within 3 days.</li> <li>Streamlined communication to expedite footage collection.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>High-quality video content in 4k resolution.</li> <li>Comprehensive coverage with well-integrated graphics.</li> </ul>			<p>A final fine tuned audio-visual product of apx. 5 mins duration (4k resolution)</p> <ul style="list-style-type: none"> <li>One master copy with subtitle</li> <li>One master copy without subtitle</li> <li>Data files MP 4 with subtitle</li> <li>Data files MP 4 without subtitle</li> <li>Ready-to-use-online (compressed) version of the video for immediate presentation on large screens, internet use through websites, YouTube and Facebook</li> </ul>		

Awards	Project title				
	<b>Branding Manual for Share-Net International &amp; Country Hubs</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Royal Tropical Institute	Dhaka, Bangladesh	3,000 Euro	Royal Tropical Institute	January 2018/ March 2018	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Share-Net International has expanded its network to 3 new country hubs. Specifically in Ethiopia, Burkina-Faso and Colombia. As such, these country hubs were brought under the Share-Net International branding umbrella.</p> <p>RedOrange, having already developed the branding manual and branding materials for all the existing country hubs, provided the same services for the new country hubs in developing the branding package.</p>			<p>RedOrange developed 3 branding packages for the following country hubs –</p> <ul style="list-style-type: none"> <li>• <b>Ethiopia</b></li> <li>• <b>Burkina-Faso</b></li> <li>• <b>Colombia</b></li> </ul> <p>These packages included the materials that were part of the standard branding package of Share-Net International and followed the standard branding manual. Materials include Logo, letterhead, notebook, business card, envelope, etc.</p>		

Awards	Project title		Upgradation of Organisational Website of BNPS		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
BNPS	Dhaka	2,985 Euro	N/A	14 March 2024- 28 April 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Bangladesh Nari Progati Sangha (BNPS) is an activist women organisation, working to establish equality for women and marginalised people. BNPS strives to develop women agency at the grassroots and contribute to bringing their voices to national, regional, and international levels.</p> <p>Issues:</p> <ul style="list-style-type: none"> <li>● Need for comprehensive analysis of organizational systems</li> <li>● Requirement for effective content migration and social media integration</li> <li>● Ensuring website security, accessibility, and ongoing maintenance</li> </ul> <p>Interventions:</p> <ul style="list-style-type: none"> <li>● Conducted organizational analysis and system review</li> <li>● Developed and reviewed prototypes for website design</li> <li>● Provided training on website use and handled hosting and maintenance</li> </ul> <p>Results:</p> <ul style="list-style-type: none"> <li>● Improved organizational understanding and system efficiency</li> <li>● Streamlined content migration and enhanced social media presence</li> <li>● Ensured robust website security and accessibility</li> <li>● Enabled effective user training and ongoing site management</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>● Conduction of an initial meeting with BNPS’s relevant officials</li> <li>● Analysis of the organisation's current website and identification of specific requirements</li> <li>● Design and develop a dummy website that is visually attractive, easily accessible, and convenient for users of all types of devices</li> <li>● Address all feedback and recommendations collected from BNPS and UN Women and finalise the design of the website.</li> <li>● Connecting social media channels (Facebook, X, YouTube, Instagram) and enabling webmail facilities.</li> <li>● Build up necessary security measures to protect the website from cyber threats and provide hand-to-hand training to the BNPS team on administration and content management.</li> <li>● Ensure the website complies with web accessibility standards.</li> <li>● Assist in the website hosting setup and provide support service and fulfil requirements for at least 6 months in case any feature is missing, or any deviation is found after launching the website.</li> <li>● A fully functional, user-friendly, and well-responsive website.</li> <li>● Provide in-person training and guiding materials for website management.</li> <li>● Ongoing technical support for at least 6 months after launching the website</li> </ul>		

Awards		Project title		TAFSSA	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
TAFSSA	Bangladesh	2,835 Euro	CIMMYT	25th May,23 - 30th Nov, 23	N/A

#### Detailed project description

#### Detailed description of the assignment (Services/Supplies/Works)

The TAFSSA initiative aimed to transform food systems in the region by supporting sustainable and equitable agricultural practices that benefit both farmers and consumers. The video was expected to be engaging and clear to convey the message to the audience. To achieve this objective, RedOrange ensured that the deliverables for the project included a two-minute animated video that covered the key objectives and outcomes of the TAFSSA initiative, along with a storyboard and script for the animation.

#### Issue:

- Ensuring the animation effectively communicates the key objectives and outcomes of the TAFSSA initiative.

#### Intervention:

- Develop a detailed storyboard and script to provide a clear blueprint for the animation, ensuring alignment with the project's objectives and including deliverables such as source files and assets for future updates.

#### Role of RedOrange:

- Developed script for the animation.
- Developed storyboard.
- Developed animation.



Awards	Project title				
	<b>Photography And Videography Services On “Going Further Together” Workshop</b>				
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Team Task Secretariat	Dhaka, Bangladesh	2645 Euros	Team Task Secretariat	12-13 February, 2020	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
RedOrange was awarded to provide Photography and Videography Services on “Going Further Together” Workshop on 12-13 February, 2020			RedOrange provided in-house expertise to provide photography and videography service support throughout the workshop RedOrange also provided post-production facilities including Editing, Music, Sound Mixing & Color Grading for the short AV of the Workshop		

Awards	Project title		Recycling for The Environment by Strengthening Income and Livelihoods of Entrepreneurs (RESILIENT) Project.		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Cordaid	Dhaka and Narayanganj	2534 Euro		Ongoing	Coca-Cola Foundation
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Cordaid is implementing the RESILIENT project in collaboration with the Coca-Cola Foundation, and contributing to Sustainable Development Goal (SDG) 12 with this initiative.</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>○ Limited visibility and recognition of the informal waste collectors' efforts and achievements.</li> <li>○ Insufficient documentation of the project's progress and impact, which may hinder stakeholder engagement and support.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>○ Produce high-quality video content and photographs showcasing the progress, success, and achievements of the RESILIENT project.</li> <li>○ Share the created content on various platforms, including social media, publications, and Cordaid's website, to reach a broader audience and increase project visibility.</li> </ul> <p><b>Expected Results:</b></p> <ul style="list-style-type: none"> <li>○ Enhanced awareness and understanding of the RESILIENT project's impact among stakeholders, including waste collectors, policy-makers, and the general public.</li> <li>○ Increased engagement and support for the RESILIENT project, leading to improved sustainability and further opportunities for informal waste collectors.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● An inception report including methodologies, production outline and timetable</li> <li>● Conceptualisation and development of the script</li> <li>● A detailed work implementation plan</li> <li>● One video story (3 minutes long)</li> <li>● 20 high-resolution photographs (JPEG versions)</li> </ul>		

Awards	Project title		Production of Animated Video (Whiteboard style animation)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
German Agency for International Cooperation	Bangladesh	2463 Euros	German Agency for International Cooperation	June 2021/ August 2021	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>Adaptation to Climate Change into the National and Local Development Planning II (ACCNLDP) was commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by Bangladesh Government's Planning Commission and Ministry of Planning in Bangladesh.</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Challenges integrating climate risk information into planning.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Incorporated climate risk data into investment processes.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Enhanced resilience of public investments to climate risks.</li> <li>Improved climate adaptation in national and local planning</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Produced video on ACCNLDP project.</li> <li>Used simple English and Bangla subtitles.</li> <li>Explained project targets and activities.</li> <li>Applied engaging storytelling and visual arts.</li> </ul>		

Awards		Project title		Combine harvester (CH) simulator video documentary	
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
CIMMYT	Dhaka and Faridpur	1855 Euro	USAID	Ongoing	iDE, Georgia Institute of Technology
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The CSISA-MEA project advances agricultural mechanization in Bangladesh by training operators with a Combine Harvester Simulator, promoting modern machinery to farmers and the government, and supporting subsidies for affordability</p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>• Operators/MSPs avoid training due to the short harvesting season.</li> <li>• Off-season training is basic, risking machine damage and poor performance.</li> </ul> <p><b>Interventions:</b></p> <ul style="list-style-type: none"> <li>• Create a video on Combine Harvester Simulator's training benefits.</li> <li>• Showcase CSISA-MEA's role in enhancing mechanization and cost-saving.</li> </ul> <p><b>Expected Results:</b></p> <ul style="list-style-type: none"> <li>• Operators/MSPs engage more with simulator training, reducing risks.</li> <li>• Increased recognition of CSISA-MEA's impact and support from stakeholders.</li> </ul>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>• Capture 2-3 interviews with background music.</li> <li>• Edit video with English subtitles.</li> <li>• Ensure video length is 2 minutes.</li> <li>• Adhere to stipulated time schedules.</li> <li>• Work in CSISA-MEA project locations.</li> <li>• Submit a work plan and draft video.</li> <li>• Provide master files before editing.</li> <li>• Deliver final 2-minute video.</li> </ul>		

Awards	Project title		CSISA-MEA Animation		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
CIMMYT	Bangladesh	1723 Euro			N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The CGIAR research initiative, Cereal Systems Initiative South Asia-Mechanization Extension Activity (CSISA-MEA), aims to support the mechanization of agriculture in Bangladesh by developing the capacity of the private sector to develop, manufacture, and market innovative new technology.</p> <p><b>Issues:</b></p> <ol style="list-style-type: none"> <li>1. Low crop productivity affects food security and livelihoods.</li> <li>2. Limited market access hampers farmer income and growth opportunities.</li> </ol> <p><b>Interventions:</b></p> <ol style="list-style-type: none"> <li>1. Mechanization improves efficiency in crop production and processing.</li> <li>2. Innovative technology enhances market linkages and farmer outreach.</li> </ol> <p><b>Results:</b></p> <ol style="list-style-type: none"> <li>1. Increased crop yields boost food availability and farmer income.</li> <li>2. Better market access empowers farmers and promotes gender equity.</li> </ol>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● A three-minute animated video on CSISA-MEA initiative</li> <li>● A storyboard and script for the animation.</li> <li>● All source files and assets used in creating the animation.</li> </ul>		

Awards	Project title		Production of Annual Report (Designing and Printing)		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
ActionAid Bangladesh	Bangladesh	1013 Euro	N/A	01 May 2024 to 31 August 2024	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>The project involves designing, editing, and proofreading ActionAid Bangladesh's 2023 Annual Report, highlighting the year's achievements and insights. It includes creating a visually appealing, 150-page print and digital report, themed around "Rooted Justice and Transformation," with specific design and finishing requirements.</p>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● Kick-off meeting</li> <li>● Generating design template ideas &amp; finalising the design template</li> <li>● Designing, editing &amp; proofreading the report</li> <li>● Feedback incorporation from AAB team</li> <li>● Final Delivery</li> </ul>		

Awards	Project title		Designing and Printing of Safeguarding Visibility Materials		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
ActionAid Bangladesh	Bangladesh	717 Euro		Ongoing	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>This assignment entails redesigning and printing visibility materials, specifically posters and booklets, for ActionAid Bangladesh (AAB) on its Safeguarding and Code of Conduct Policies and Guidelines. With the aim of reaching AAB employees, new joiners, program participants, stakeholders, and visitors, these visibility materials will promote the brand identity, and convey the values, principles, and practices of AAB. Objectives of this assignment include preventing Safeguarding and Code of Conduct violations in programs of AAB and ensuring the reporting channels (Hotline Number and Email) are easily accessible to the program participants, thereby helping to foster a safe culture within the organisation.</p>			<p><b>Role of RedOrange:</b></p> <ul style="list-style-type: none"> <li>● 1 Booklet</li> <li>● 3 English Posters</li> <li>● 3 Bengali Posters</li> <li>● 500 Copies of Printed Booklets</li> <li>● 600 Copies of Printed English Posters</li> <li>● 600 Copies of Printed Bangla Posters</li> <li>● Soft Copies of the Booklet and Posters (resolution - 300 dpi, colour mode -CMYK, Ai vector files)</li> </ul>		

Awards	Project title		Leaving no one behind: Maximising the power of SRHR to build adaptive capacity and resilience to climate change		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
Nuffic	Bangladesh	EUR 74.672	Nuffic	June 2023 - May 2024	Q-Point, RedOrange Communications, Gender 2 Connect, Jashore University of Science and Technology (JUST), Begum Rokeya University, Rangpur (BRUR)

#### Detailed project description

Leaving No One Behind means improving systems to meet people's sexual and reproductive health needs. We must take a human rights-based approach, recognizing how societal power imbalances affect these needs. We must find solutions to these challenges. Also, we should understand that these same power imbalances can make some people more vulnerable to climate change.

#### Issue:

- Societal power imbalances impact access to sexual and reproductive health and increase vulnerability to climate change.

#### Intervention:

- Apply a human rights-based and intersectional approach to address these interconnected challenges, ensuring equitable access and consideration in policy impacts.

#### Results:

- Improved understanding of how societal imbalances affect sexual and reproductive health and climate vulnerability.
- Enhanced policies that address the needs of marginalized and vulnerable groups.
- Greater promotion of well-being, social inclusion, and equality for all individuals.

#### Detailed description of the assignment (Services/Supplies/Works)

#### Role of RedOrange

1. Introduction to gender, marginalisation and SRHR within the context of climate change; This part covers tools and approaches to assess and respond to intersecting drivers of marginalisation and inequalities in SRHR.
2. Contextual, and intersectional perspective. Including a field trip to a coastal area of Bangladesh, to assess and interact with communities and stakeholders.
3. Strengthening training, research and knowledge management efforts on gender and SRHR within the context of climate change



Awards	Project title		GIZ Country Brochure		
Name of legal entity providing awards	Assignment Location	Overall project value	Origin of Funding	Dates (Start/End)	Name of associated firm if any (Lead/ Partner of the consortia)
GIZ Country Brochure	Bangladesh	518 Euros	GIZ	22nd May, 23 - 30th July, 23	N/A
Detailed project description			Detailed description of the assignment (Services/Supplies/Works)		
<p>GIZ had worked in Bangladesh on behalf of the German Federal Ministry for Economic Cooperation and Development and the European Union (EU).</p> <p><b>Issue:</b></p> <ul style="list-style-type: none"> <li>Managing urbanization while supporting low-income groups and climate adaptation.</li> </ul> <p><b>Intervention:</b></p> <ul style="list-style-type: none"> <li>Develop plans with the government for urban development and climate financing.</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>Improved urban planning, climate adaptation financing, and low-income support.</li> </ul>			<p><b>Role of RedOrange</b></p> <ul style="list-style-type: none"> <li>Developed Illustration for the brochure</li> <li>Developed the whole design of the brochure.</li> </ul>		