

RedOrange Communications - Project Data Sheets

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Dhaka WASA | Bangladesh | 52,310,000 BDT | World Bank | Ongoing | 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>The primary objective of this specific assignment is to update and implement the Communications and Stakeholders' Engagement Strategy (CSES) in such a way that it provides a meaningful contribution to the enhanced outcome of the overall DSIP. It combines effective DSIP communications by providing access to meaningful, timely and relevant information to stakeholders, effectively disseminating this information, and facilitating stakeholder consultation and engagement. Simultaneously it will contribute to strengthening DWASA's public image.</p> | | | <p>The objective of the consultancy is to facilitate DSIP to achieve its project development objective with communication. The sub-objectives of the consultancy are as follows:</p> <ul style="list-style-type: none"> • To help in updating DWASA's communication strategy, create and implement a communication and stakeholder implementation strategy for DSIP. • To support DWASA to improve its image and client relations by building confidence and trust between DWASA and its customers. • To ensure timely and effective information sharing. • To facilitate skills and capacity building for implementing an effective communication strategy for the relevant staff of DWASA. • To develop different communications tools to help disseminate information about DWASA's work and promote good practices of water supply and sanitation. | | |

| Awards | | Project title The Zero Dose (ZD) - Country Learning Hub for Immunization in Bangladesh v | | | |
|--|---------------------|--|---|-------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Gavi-the Vaccine Alliance | Bangladesh | 160,000 USD | 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 immunization in poor countries. Emphasizing equity in vaccination coverage, Gavi will reach out to zero-dose children, under-immunized children and their communities.</p> <p>The Zero Dose (ZD) and under immunized-children are more likely to live in extreme poverty, and in "missed communities", communities that are deprived of basic services that face socio-economic and gender disparities. The underlying causes for a child to be ZD and under-immunized include socio-economic factors, vulnerabilities related to poverty, conflict, forced migration, homelessness and religious or cultural marginalization. There is a growing need to identify the pockets of ZD and under-immunized children in Bangladesh and dive deeply into the reasons behind the low immunization uptake through a human-centric approach.</p> <p>The Country Learning Hub (CLH) in Bangladesh ensures increased and timely availability of evidence for national stakeholders to ensure equity in vaccination and immunization. This learning hub involves the engagement of local to national bodies that govern and implements routine immunization (RI) of children. It will provide systematic and robust monitoring and learning for the 'Identify, Reach, Monitor, Measure, and Advocate' (IRMMA) interventions by working in conjunction with the government, local academic institutions and civil society organizations (CSOs) in order to maximize data use, learning, partner engagement, assessment of current situation related to ZD and under-immunization, develop and test appropriate mechanisms for reaching to the ZD and under-immunized children.</p> | | | <p>The Bangladesh Country Learning Hub is an initiative by GAVI, the Vaccine Alliance. This initiative is being implemented jointly by icddr,b, Jhpiego USA and RedOrange Communications. This initiative aims to reach all zero-dose and under-immunized children in Bangladesh. This hub encourages stakeholders to connect, communicate, share and exchange their knowledge. The objectives of the CLH in Bangladesh are:</p> <ul style="list-style-type: none"> • Generate and synthesize learning on the barriers to children being reached to influence programme planning and tailored approaches to identify and reach ZD and under-immunized children and missed communities • Strengthen the evidence base of effective approaches to identify and reach ZD and under-immunized children and missed communities by understanding what works, should be scaled up, and what does not work and to do so in a timely, iterative manner • Improve metrics, measures, and methods to access and use data on a regular basis to improve reaching ZD and under-immunized children and missed communities <p>RedOrange is responsible for preparing and maintaining a dedicated knowledge platform under this project.</p> | | |

| Awards | | Project title | Strategic Communication Support for “National Platform on Disability - Shokkhom” | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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. During the first phase of the project RedOrange in partnership with Niketan Foundation and DRRRA will develop a digital platform and necessary branding. Based on the field tests of the platform a hub will be formed which would encompass other major government and non-government partners and experts working with disability. The aim of the knowledge hub is to collect, collate, generate knowledge and translate them for caregivers and practitioners as well as parents and teachers of the people with disability.</p> | | | <ul style="list-style-type: none"> • 360 Knowledge Management Support • Web Application Development • Mobile Application Development • Software Maintenance • Developing logo and branding guidelines • Social Media Activation and SEO • Communication and Stakeholder Engagement Strategy • Videography Support • Graphics Designing Support • Technical project management and implementation support | | |

| Awards | | Project title | Strategic Communication Support for “Action on the Ground” | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Stichting Deltares | Bangladesh | 30,975 Euros | Stichting Deltares | Ongoing | 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 & client acquisition. During this 2-year long project, RedOrange will also provide its expertise in redevelopment of the existing website, Developing logo and branding guidelines, Social Media Activation and SEO, Videography Support, Graphics Designing Support, and Technical project management and implementation support.</p> <p>The communication shall target prospective clients of the software and other knowledge products of the project. The communication will include proper channelling of information to government, non-government and private sector partners with a results driven approach to leverage the outreach.</p> | | | <ul style="list-style-type: none"> • Communication and Stakeholder Engagement Strategy • Redevelopment of website https://www.mybangladelata.org • Developing logo and branding guidelines • Social Media Activation and SEO • Videography Support • Graphics Designing Support • Technical project management and implementation support | | |

| Awards | | Project title | Support development of a Communication Action Plan and communication materials and guidelines and implementation of multimedia campaigns for Primary Education stakeholders | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| UNICEF | Bangladesh | 11,385,000 BDT | UNICEF | Ongoing | |
| 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) to:</p> <p>a) Conduct a rapid operational study to assess effectiveness of current communication approaches, tools, and materials, identify key gaps, challenges, and issues to be addressed in increasing both coverage and quality of social mobilization interventions, and generate a set of recommendations,</p> <p>b) Develop a comprehensive communication action plan, informed by the recommendations from the study, that identifies in concrete operational terms who are the target audience, what thematic messages to be disseminated, using what platforms and instruments at institutional, community/family, and individual levels to lead to what behavioural changes,</p> <p>c) Develop a set of Social and Behaviour Change Communication (SBCC) materials and guidelines as specified in the communication action plan,</p> <p>d) Support implementation of multimedia campaign/ communication and social mobilization activities to generate awareness among key stakeholders.</p> <p>e) Support strengthening of the communication and social mobilization cell of DPE</p> <p>The above activities will enable DPE to reach individuals, families, communities, and the wider stakeholders with key messages using various platforms, communication approaches and tools to raise awareness, catalyse behaviour change and increase their engagement to improve participation and learning of all children including girls and children with disabilities in primary education.</p> | | | <p>The objective of this institutional contract is to support DPE in: a) conducting an operational study on needs assessment and effectiveness of communication materials/approaches; b) developing a communication action plan based on identified needs, gaps and recommendations, c) developing capacity development plan for DPE's communication Cell; d) developing SBCC materials and guidelines based on the study findings and as specified in the communication action plan; e) 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 f) support building capacity of DPE's communication cell.</p> <p>For this project, RedOrange is expected to provide the following outputs:</p> <ul style="list-style-type: none"> • A set of recommendations based on identified institutional capacity gaps and needs to strengthen planning and implementation of social mobilization and behaviour change communication interventions • A communication action plan with identification of activities, materials/products, audiences, anticipated behaviour change, detailed task list including capacity building initiatives across all levels and corresponding budget • A capacity development plan • A set of SBCC materials and guidelines • SBCC campaign implemented • Capacity development activities implemented | | |

| Awards | Project title | | Ritu: Promoting Menstrual Hygiene Management in Bangladesh | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Embassy of the Kingdom of the Netherlands in Bangladesh | Bangladesh Nationwide | 4,363,000 USD | 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 aims at increased Menstrual Hygiene Management (MHM) awareness; an improved supportive environment towards MHM; and improved access to MHM services. 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>This project was co-created by RedOrange and the Netherlands-based international organisations Simavi and TNO, in close collaboration with the Bangladeshi NGOs DORP and BNPS. It is funded by the Embassy of the Kingdom of the Netherlands.</p> <p>The project focused on behaviour change, awareness and policy advocacy at the local level (in schools) and on a national scale through mass media. The policy advocacy activities successfully reached the Prime Minister's office, where the launching programme was conducted in collaboration with the access to information ministry with the support of the education minister of Bangladesh. The policy-level reporting by the 90 journalists trained under the project also showed immediate results through the institutional-level infrastructural changes witnessed.</p> <p>From the start of 2020, through lobbying and policy advocacy, RedOrange has successfully initiated the handover process of all materials and tools of the project to the government representatives from the Directorate General of Family Planning. The Directorate General will host all content and continue to use them in their later activities, thus ensuring sustainability and continued usage of the mentioned.</p> | | | <p>RedOrange has driven change and created awareness through its SBCC campaign for this project. The SBCC included communication tools: animations, AV, social media campaigns, school-based campaigns, and journalist fellowship. Moreover, RedOrange has used the transmedia approach by developing a character called “Ritu” and appearing in all communication channels (IEC materials, social media campaigns, animations, etc.).</p> <p>For the project, RedOrange created an online platform (www.rituonline.org), and designed public and school activation campaigns. The school-based awareness campaign is one of RedOrange’s core activities for this project; it is targeted at girls between 11 and 13 years old in 89 schools in Netrakona.</p> <p>RedOrange produced a breakthrough television reality show called “BSG (Best School for Girls)”, which focuses 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 has been a tremendous success in breaking the taboo related to menstruation.</p> <p>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.</p> <p>Overall, for the project RedOrange designed and implemented the communication 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 sensitizing 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Embassy of the Kingdom of the Netherlands in Bangladesh | Bangladesh Nationwide | 1,337,500 USD | Embassy of the Kingdom of the Netherlands in Bangladesh | December 2016/ 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) | | |

The Initiatives for Married Adolescent Girls Empowerment (IMAGE) project was continued by the IMAGE Plus project, which was implemented in 6 unions of 3 northern districts of Kurigram, Gaibandha and Nilphamari and overall, on a national scale in Bangladesh.

9,000 married adolescent girls received support and training on Family Planning, SRHR, Nutrition, Mother and Child Healthcare, Gender-based Violence, Income generating activities and Education for livelihood. The project also raised awareness at a national level and built the advocacy movement to ensure rights for these girls.

The project aimed to work with the government and Civil Society Organizations (CSO) to sensitize them and increase the policy influence. The project gathered knowledge and experience by bringing the stories from the field and sharing those through online platforms.

Information, statistics, qualitative data, stories of married girls, challenges and successes are collected and collated in an ever-expanding database. Gaps in knowledge and interventions were identified simultaneously to encourage research and interventions. This project was co-created by RedOrange and Terre des Hommes Netherlands in collaboration with SKS Foundation, Terre des Hommes Foundation and Pollisree. It is funded by The Embassy of the Kingdom of the Netherlands.

As part of the IMAGE Plus project RedOrange has reached over 2 million people across all forms of media through its various media advocacy tools, including TV serials, music videos, documentaries, social media campaigns, newspaper reports and others. Over 30 government representatives across 5 different ministries have been made to participate and involve themselves with the advocacy activities of the project through the lobbying and policy advocacy work of RedOrange.

- For both IMAGE and IMAGE Plus RedOrange developed the communication strategy used to create all communications tools and carry out all project interventions through dedicated social media and knowledge-sharing platforms.
- An effectiveness assessment research was also carried out on the communication tool and subsequently the tools that were used until then. The study was divided into two portions, local and national. The local level focused on the tools used in the local intervention and their effectiveness in behaviour change among the early married girls, their spouses, in-laws and communities.
- Regarding the national level, RedOrange took pioneering steps into national communications effectiveness and conducted qualitative research to observe the efficacy of the national-level communications tools and the national-level communications approach.
- 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.
- 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.

| Awards | Project title | | EUD Bangladesh Visibility and Communication | | |
|---|-----------------------|--|---|------------------------------|---|
| | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| European Union Delegation in Bangladesh | Bangladesh Nationwide | 920,000 Euros | European Union Delegation in Bangladesh | January 2019 / December 2021 | Partner: Particip GmbH |

| Detailed project description | Detailed description of the assignment (Services/Supplies/Works) |
|--|--|
| <p>Visibility & Communication for the European Union Development Cooperation in Bangladesh is a media visibility, communication and awareness project for the EUD in Bangladesh. The EUD is supporting Bangladesh as a longstanding partner. Therefore, the project's overall objective was to enhance the visibility of EU development cooperation in Bangladesh.</p> <p>For increasing the visibility of the EU in Bangladesh, the project is divided into 4 service areas-</p> <ul style="list-style-type: none"> i) production of all visibility materials utilised for the promotion of the EU during various events and activities; ii) Bangladesh-wide field trip of media professionals to visit implementation areas and produce visual and text-based stories to promote the EU; iii) events and activities like film festivals, cross-cutting events, TV talk shows, press conferences, one-day awareness events, thematic workshops etc. and iv) monitoring and evaluation of the activities of other service areas. | <p>RedOrange Designed a comprehensive communication and branding strategy to meet the planned outcomes. Various visibility campaigns and activities were designed and implemented, showcasing and highlighting the different areas of involvement of the EU in Bangladesh and catalysing the strength of the continued support.</p> <ul style="list-style-type: none"> ● 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. ● Different cross-media events such as talk shows, press events, youth engagement events and promotional events have been implemented. ● All communication materials involved in the project were designed and produced in-house by RedOrange. ● 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. ● Various promotional events such as talk shows, seminars and conferences were organised for promotional purposes. |

| Awards | Project title | | South Asia Wash Results Programme II (SAWRP II) | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Department for International Development | Bangladesh, Bhola | 50,000 USD | Department for International Development | October 2017/ October 2018 | Leader: Plan International |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>RedOrange is the creative agency for South Asia WASH Results Programme II (SAWRP II). For this campaign, RedOrange has designed the social and behavioural change communication (SBCC) campaign for Plan International UK which is being implemented in Bangladesh. Apart from developing the SBCC campaign, RedOrange has set the SBCC strategy and pre-tested the SBCC tools.</p> <p>For this assignment, RedOrange conducted SBCC research and developed an SBCC package in tandem with a proposed SBCC campaign. These materials and approaches were then pre-tested in the field and further refined before being handed over to the client for full-scale roll-out.</p> <p>Although RedOrange did not carry out the formative research, they used the findings to design a unique, surprising and fun behaviour change tools package that Plan International Bangladesh and WaterAid Bangladesh are implementing. The project is led by Plan International UK and funded by DFID.</p> | | | <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, dangles, jingles, and other tools. The SBCC campaign was designed to address target behaviour elements:</p> <ul style="list-style-type: none"> • Handwashing with soap after defecating and before eating • Increase use of a clean latrine at all times • Increase disposal of child faeces into a latrine • Increase perceived confidence of adolescent girls in the management of their menstrual hygiene | | |

| Awards | Project title | | Water Management Knowledge and Innovation Programme (WMKIP) | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Deltares | Bangladesh Patuakhali, Sathkhira | 25,000 USD | 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) is a 3-year program supported by the Embassy of the Kingdom of the Netherlands (EKN). The objective of WMKIP is 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>WMKIP consists of four components that contribute to achieving the overall objective of the program. Component 1 aims to bring about sustainable water management innovations through four innovation projects; namely,</p> <ul style="list-style-type: none"> i) Apps for water management, ii) Pumped drainage, iii) Testing composite materials for sluice gates and iv) river management and bank protection. <p>For all these, participatory water management is an essential element. This will be achieved within the project by engaging with and through the participation of local authorities, local communities, relevant stakeholders such as relevant ongoing projects (e.g. Blue Gold, Joint Cooperation Program for Bangladesh and so on).</p> | | | <p>For this project, RedOrange developed the communication strategy which presents the activities planned for Component 2 to achieve the desired outcomes, lessons learnt from the activities carried out, the work plan of the activities and the monitoring and evaluation plan for the component. The document also provides some additional resources (e.g. information sheet, a summary of concept notes, etc).</p> <p>The horizontal learning and outreach strategy was also developed by RedOrange to cover thematic components, outline processes, and methods of achieving communication goals and objectives. The strategy is in line with one of the key principles of the WMKIP program which is community engagement.</p> <p>The horizontal learning and outreach strategy addressed issues like lack of knowledge and commitment from farmers, water management groups and other stakeholders/beneficiaries. It outlines the process of enhancing horizontal learning of water management and agriculture-based organisations working in polders in the Southern Coastal Regions.</p> <p>Additionally, RedOrange provided support in graphic design, animation production and content generation to produce 1 animated video, 1 audio-visual case story production, 1 documentary production, 10 poster productions, 3 leaflet productions and 1 brochure production as well as regular interval content production for the projects social media.</p> | | |

| Awards | | Project title | | Share-Net Bangladesh | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Royal Tropical Institute (KIT) | Bangladesh Nationwide | 566,600 USD | Royal Tropical Institute (KIT) | October 2014/ December 2024 | Leader: KIT Royal Tropical Institute, Netherlands |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>This is the largest online knowledge platform on Sexual and Reproductive Health and Rights (SRHR) in Bangladesh. This project has been running since 2014 and currently has more than 2000 individuals and more than 200 organisational members. It is the first county hub of Share-Net International. The other county hubs are in Jordan, Burundi, Netherlands, Ethiopia, Burkina Faso, and Colombia.</p> <p>Share-Net Bangladesh aims to contribute to policy and program development in the field of SRHR. It brings together researchers, practitioners, government officials, NGOs, legal experts, academicians, doctors and students so that they can collaborate and take legal issues forward. With direct support and collaboration of the Embassy of the Kingdom of the Netherlands, Share-Net Bangladesh is hosted solely by RedOrange Media and Communications.</p> <p>The community consists of SRHR practitioners, activists, policymakers, social and medical researchers, development practitioners, government officials, legal experts, students, and members of vulnerable and underserved groups. Sharing and translating knowledge is the primary goal of the platform. Share-Net Bangladesh has created a shared space for the communities of practice to be engaged in an active network and has interactive communication to create a sustainable SRHR approach in Bangladesh. It also encourages the members, especially the policymakers and the practitioners, to apply the best practice, learning lessons and other insights.</p> | | | <p>Along with knowledge management, content creation, web development and maintenance, newsletter content & design; and overall branding & social media management; RedOrange is responsible for the overall design implementation of the project in Bangladesh. Currently, Share-Net Bangladesh is working on forming a collaboration with other regional organizations and experts of the South-East Asian region for addressing common concerns, like- Access to SRHR Information, Climate Change & SRHR, Comprehensive Sexuality Education (CSE), Gender-based Violence (GBV), Child Marriage, and Menstrual Health Management (MHM).</p> <p>Share-Net Bangladesh arranges resource group meetings with the members based on topics aligned with the country's national policy. Through policy-level advocacy and lobbying, the platform has brought on board a high-level government official from the Ministry of Women and Children Affairs of Bangladesh, the Ministry of Health & Family Welfare (MoHFW), and the Directorate General of Family Planning (DGFP), ensuring its integration with the government and their infrastructure. For Share-Net Bangladesh platforms, RedOrange is responsible for:</p> <ul style="list-style-type: none"> - Overall design implementation of the project - Knowledge management - Content creation and branding - Website design, development and maintenance - Newsletter content and design - Social media management - Event management for practitioners - Video editing, photo editing and animation | | |

| Awards | Project title | | 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 | | |
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| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Netherlands' Ministry of Foreign Affairs; Orange Knowledge Platform | Bangladesh Dhaka | 1,197,000 USD | Netherlands' Ministry of Foreign Affairs; Nuffic | January 2019/ December 2022 | 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”. The project was aiming to ensure a respectable work environment for workers in the ready-made garment sector by integrating Sexual and Reproductive Health (SRH) information and services.</p> <p>The STITCH project took a comprehensive approach to co-design. It delivered tailor-made information and training to future RMG workers, mid-level and top-level managers, and healthcare providers. The project was part of the Orange Knowledge Programme, funded by the Netherlands' Ministry of Foreign Affairs and coordinated by Nuffic.</p> <p>The partners in the STITCH project were the Directorate General of Family Planning (DGFP), which was the leading partner in Bangladesh and co-designer of tailor-made comprehensive SRHR training packages; Bangladesh Garment Manufacturers and Exporters Association (BGMEA), which worked to integrate the developed SRHR training tools in their enlisted factories; AYAT Skill Development Center (ASDC), which piloted the innovative SRHR education module to outreach groups; Indigenous Peoples Development Services (IPDS) contributed to the project's intervention design and conduct lobbying to incorporate diversity in the strategic positions in the RMG sector and Vrije Universiteit Amsterdam (VU Amsterdam) was the lead in project management and direction.</p> | | | <ul style="list-style-type: none"> • In this project, RedOrange Communications drew on its expertise in Social and Behavioral Change Communication (SBCC) to develop educational strategies, training and campaign content, tools and interactive apps needed for the project. • RedOrange developed a communication strategy and was responsible for its Implementation. As part of the implementation, RedOrange also developed various communication tools such as animated audio-visuals, printed IEC materials and booklets. • RedOrange also developed an online e-learning platform through which various training materials were disseminated among government trainees. • RedOrange was also responsible for curriculum development and capacity building training and national-level advocacy for this project. | | |

| Awards | Project title | | Sustainability in the Textile and Leather Sector - STILE | | |
|---|---------------------|--|--|--------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| GIZ | Bangladesh Dhaka | 1,079,000 USD | GIZ | April 2020/ October 2023 | Partner: Particip GmbH, COEL BD |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) is implementing the STILE project. The objective is to strengthen public and private sector actors' capacity to fulfil their mandate and responsibilities to ensure compliance with social and environmental standards in the textile, garment and leather industry in Bangladesh. The project is developing a pool of trainers in partner NGOs and in BGMEA, BKMEA and LFMEAB to build the capacity of workers and factory committees. GIZ (The Deutsche Gesellschaft für Internationale Zusammenarbeit) Bangladesh on behalf of BMZ (German Federal Ministry for Economic Cooperation and Development) constructed out a tripartite consortium of Particip, Red Orange Media and Communications and COEL (Centre of Excellence For Leather Skill Bangladesh Limited) to implement the communication component (output 4) of STILE project on the ground level.</p> <p>The project outputs are:</p> <ul style="list-style-type: none"> • The institutional capacities of selected public institutions responsible for ensuring compliance with social standards have been strengthened • The prerequisites for the regulatory and organizational performance of selected public institutions in the area of the environment have improved • Private sector measures have complemented public sector initiatives to strengthen compliance with social and environmental standards • Workers in the textile and leather industry have been actively advocated to increase compliance with social and environmental standards in their working and living environment. | | | <p>RedOrange is developing a communication strategy under this project. A 12-episode web series was also conceptualized, developed and produced to raise awareness among RMG workers. A website and Facebook group was developed with regular content updates to engage the target beneficiaries. Stakeholder engagement events such as seminars, workshops and conferences were arranged under this project. The main activity included training of RMG workers through women's cafe training sessions.</p> <ul style="list-style-type: none"> • Concepts for high-profile media campaigns on topics like gender, environment, complaint mechanisms, health and safety • Development of toolkits/training/visibility materials/ campaign content/ messages • Concepts for campaigns through digital/social media incl. analysis of media behaviour of the respective target group • Development and production of infotainment- or edutainment-based materials/campaign content • Development of digital applications or platforms for campaigns • Contribution to reporting <p>RedOrange is working primarily under output 4 to encourage workers in the sector to actively advocate for compliance with social and environmental standards in their working and living environments. This includes developing communication strategies, communication campaigns and materials, and planning & implementing various capacity development activities with the workers, factory management and owners. The component targets over 150 factory committee members (management and owners) and 100,000 workers.</p> | | |

| Awards | | Project title | | Alor Jatra | |
|---|---------------------|--|--|----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Amplify Change | Bangladesh Dhaka | 45,000 USD | Amplify Change | January 2019/ January 2020 | Leader: Amplify Change |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The aim of the 'Alor Jatra' project is to ensure a Menstrual Hygiene (MH) inclusive environment at schools for girls with disabilities. This is done with the help of school campaigns where awareness is created among parents, teachers and caretakers on Menstrual Health Management (MHM).</p> <p>Alor Jatra focuses on the menstrual health and management of women and girls with disabilities. This initiative was taken because the target group was more prone to improper menstrual hygiene and management. Amplify Change funds this project. RedOrange has designed the social media communication strategy for the project and regularly develops and generates content. RedOrange also conducts the school campaign under this project which covers sensitization sessions for caregivers, parents and teachers of adolescent girls with disabilities to create an enabling environment to flourish.</p> | | | <p>For this project, RedOrange developed and implemented the communication strategy. RedOrange also developed the training module and implemented training through workshops in 8 local schools in Dhaka. Overall an online advocacy campaign was conducted through social media for which various audio-visual materials such as 2 animations and 2 documentaries were produced. 2 Policy advocacy workshops were conducted with government stakeholders.</p> <p>Teachers, parents and caregivers of girls with disabilities at six schools in Dhaka city worked together with this pilot project for creating an MHM-friendly environment for girls with disabilities. In addition, Alor Jatra conducted social media campaigns to create awareness among the masses through vox-pop videos and animation. 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.</p> | | |

| Awards | | Project title | | Safety Wing | |
|---|---------------------|--|--|----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Amplify Change | Bangladesh Dhaka | 112,000 USD | 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. The coalition partners leveraged their diverse skills to mobilise the advocacy effort to dismantle stigma and improve information on the services in Bangladesh. The coalition leveraged the influence of the local and central government to address safe MR and MRM rights.</p> <p>This was a Strengthening Grant from Amplify Change where four local-level implementing partners worked with RedOrange. Local and national-level advocacy, capacity development and creation of awareness were the outcomes of this project. Multiple instrumental findings and results were harvested from this project which is now being used to scale up the project together with the Government collaboratively.</p> <p>The Safety Wing project has been 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> | | | <ul style="list-style-type: none"> 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. RedOrange conducted the mass media advocacy campaign through social media, television, online media and print media. RedOrange developed 3 audio-visual products including a case story video, best practices video and a television commercial. Additionally, RedOrange developed and produced various graphics and printed materials for the promotion of the project. RedOrange organized 4 stakeholder meetings for policy advocacy with the government and other relevant individuals. | | |

| Awards | Project title | | RISE - Resilience through Information on SRHR & Empowerment | | |
|---|---|--|--|------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Nuffic | Bangladesh Dhaka, Chittagong, Cox's Bazar | 250,000 USD | 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 & Empowerment or RISE” was a Nuffic Funded Tailor-Made Training Plus (TMT+) project in partnership with KIT. The project was aimed to develop the capacity of the Family Planning Association Bangladesh (FPAB) and ISDE (a local NGO in the south of Bangladesh) on advocacy and SRHR service provision to people and communities at risk from or victims of climate change across Bangladesh. The project focused on developing tailor-made training materials and modules to train a handful of master trainers within these organisations who would then carry on and cascade the training within their organisations centrally and at the field level to improve the knowledge and service delivery of their organisations.</p> <p>The project has several outcomes to be realized through its activities. It has ensured the increased technical capacity of eighty (80) NGO (health) professionals in working on SRHR with vulnerable populations in fragile settings and the local capacity of eight (8) NGO health professionals to conduct a training programme focusing on SRHR with vulnerable populations in fragile settings.</p> <p>The project also ensured organisations use evidence-informed approaches in the programme, and advocacy and are skilled in knowledge translation as well as alignment and exchange of capacity building and training materials of educational institutions in Bangladesh and NGOs to train professionals. Lastly, it has ensured the increased capacity of KIT, RedOrange and Simavi to understand work in the contextual dynamics of SRHR and fragile settings in Bangladesh.</p> | | | <ul style="list-style-type: none"> RedOrange developed all communication materials and training modules. This included visibility components, printed materials and merchandise. RedOrange developed the e-learning platform for our partners, stakeholders, resource personnel and capacity-development participants to collaborate, share knowledge and co-create knowledge products. To facilitate this, RedOrange curated and transformed knowledge materials for the e-learning platform. Also capacity developed through RISE is implemented at the field level. RedOrange carried out local-level project coordination to ensure that the trained field facilitators and professionals are seamlessly conducting their activities. <p>Digital Lab: The project has also implemented the development and training of Digital Lab to provide hybrid training to ISDE and FPAB staff in Dhaka. The Digital Lab is being used to access materials and eventually run the complete course modules online.</p> | | |

| Awards | Project title | | Suniti - Securing Rights for Domestic Workers | | |
|--|---------------------|--|--|--------------------------|--|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Oxfam Bangladesh | Bangladesh Dhaka | 10,47,140 CAD | Global Affairs Canada (GAC) and Oxfam Canada | April 2019/ October 2023 | 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 of Women Domestic Workers in Bangladesh (known as ‘Securing Rights’), is a four and a half year project which started from 1 st April 2019 and will conclude in 30 October 2023. It is funded by Global Affairs Canada (GAC) and Oxfam Canada. The project is implemented in Dhaka, Bangladesh by Oxfam, Bangladesh in collaboration with national and local partners, including local Women’s Rights Organization (WRO) Nari Maitree, civil society organisations (CSOs) known as Underprivileged Children’s Educational Programs (UCEP) and CAMPE and the private sector Red Orange Ltd. and Hello Task.</p> <p>‘Securing Rights’ aims to change the status of Women Domestic Workers who are deprived of fundamental human rights in Dhaka, Bangladesh, and succeed to set a positive example. The goal of ‘Securing Rights’ is to portray their struggles through continuous advocacy, training and social awareness campaigns in order to alleviate our Women Domestic Workers from their dire situations.</p> <p>The Securing rights project was designed to contribute to changing this situation with two intermediate outcomes. The first intermediate outcome was to create agency among domestic workers to claim and defend their rights to decent work. The second intermediate outcome was planned to improve the social norms of policymakers, government, employers and the wider society on domestic workers' rights and recognition of domestic work as a formal profession. Both of the intermediate outcomes are majorly advocacy outcomes where advocacy, awareness, SBCC communication, capacity building and enhancing empowerment play a major role in achieving the ultimate outcome with contribution from two intermediate outcomes.</p> | | | <p>In this project, Red Orange Limited will draw on its expertise in Social and Behavioral Change Communication (SBCC) to develop Edu-tainment and other social media and marketing materials implemented for advocacy/campaigns on Domestic Workers' rights and issues.</p> <p>RedOrange is in charge of the project's total brand, visibility and communication materials development. We have also developed all the printed communications materials for the project.</p> <p>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. RedOrange facilitates coordination among all the stakeholders and the eight ministries for seamless project management.</p> <p>The project visuals impacted the audience as it was instantly recognisable. The television series featured frontline television actors with whom people can relate and so the messages integrated were well received. RedOrange has been the strategic point of facilitating uninterrupted communication, in terms of project activities, for all the stakeholders, ministries and participants.</p> | | |

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Nuffic | Bangladesh | 1,060,119 Euro | OKP-BGD 10042 | March, 2019/ present | Partner: Royal Tropical Institute (KIT), Rutgers, Niketan Foundation, NIPOORT, DGFP |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The aim of this project is to equip service providers working at the union level, in communities, schools and their supervisors with the ability, attitudes and motivation to provide inclusive SRH/R services and information. This will be achieved through the integration of evidence-informed, rights-based and gender-transformative SRHR approaches into the core curricula of these health workers and their supervisors.</p> <p>The focus of the project includes Family Welfare Visitors (FWV), Family Welfare Assistants (FWA), Sub-Assistant Community Medical Officers (SACMOs) and their supervisors (Family Planning Inspectors and Mother and Child Health Medical Officers).</p> <p>Project Objective: Universal access to sexual and reproductive health and rights (SDG 3 and 5).</p> <p>Key elements in “We Care”:</p> <ul style="list-style-type: none"> • Integration of evidence-informed, rights-based and gender-transformative approaches to SRH/R in the core curricula of union/ward level service and information providers. • Improved supervision and support for these providers. • Alignment with other SRHR stakeholders and mutual learning | | | <ul style="list-style-type: none"> • Project management and coordination with partners (country A & Dutch partners) • 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 • Developing information and communication materials • Coordination with the 3 units of DGFP- Field Service Delivery (FSD), Maternal and Child Health (MCH) & Information, Education and Motivation (IEM) • Local level financial administration and funds coordination • Coordination for annual reporting | | |

| Awards | | Project title | Growing UpUpUp/Stunting Free Village | | |
|--|---------------------|--|--|-------------------|--|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 is a pilot intervention by Max Foundation which targets to reduce stunting among children. This project has been implemented in Sylhet, Bangladesh since 2016.</p> <p>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>Objectives:</p> <ol style="list-style-type: none"> 1. Improve WASH situation for adults, youth and babies, therefore, reduce infection to prevent nutrition loss. 2. Improve nutrition situation for babies, adolescents and mothers, therefore improving complementary feeding and ensuring effective use of food. 3. Improve SRHR and safe motherhood situation in the communities, therefore improving maternal health quality, increase the number of healthy childbirth and stopping child marriage. | | | <p>RedOrange Media and Communications has been assigned to design a communication strategy and plan for Max Foundation, a leading organization whose mission is to save children’s lives in the most sustainable and effective way and to offer children in South Asia a healthy future. The mission is implemented through water, sanitation and hygiene (WASH) and other essential health components like safe motherhood and nutrition for effective prevention of child mortality.</p> <p>RedOrange in Growing UpUpUp</p> <ul style="list-style-type: none"> ● Promoting the experience of this project through an interactive website ● Communication Strategy ● Audio-Visual Materials ● Social Media Campaigns ● Content Creation ● Newsletter content and design | | |

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Ethical Trading Initiative (ETI) Bangladesh | Bangladesh | 1,481,545 BDT | Ethical Trading Initiative (ETI) Bangladesh | March, 2023/ July, 2023 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The core objective of this assignment is to provide the necessary support to design, develop and print training and IEC materials for the GSD programme of ETI Bangladesh; which is basically addressing climate change-related issues through workers' behaviour change management.</p> <p>Our scope of work also includes addressing the concept of green production among other relevant stakeholders, mid and higher management, and other indirect audiences including business associations, workers associations, NGOs and CSOs.</p> | | | <p>RedOrange will provide the following services under this project:</p> <ul style="list-style-type: none"> • Design and print two flipcharts on climate change adaptation training module • Preparing two audio-visuals: One is on the project interventions of the Green Social Dialogue program and another one is on the organisational promo video for ETI Bangladesh • 2 audio-songs to promote climate change adaptations • Design and print 2 message board • Campaign plan for the Celebration of the World Environment Day 2023 • Additional IEC material/Quiz App • Photography support | | |

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|--|----------------------------|--|---|----------------------------|---|
| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Save the Children Bangladesh | Bangladesh | 1,398,400 BDT | Centre for Disability in Development | March, 2023/ June, 2023 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |

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| <p>For this project, RedOrange Communications will provide services as a consultancy firm to develop an SBCC strategy for the Sobai Miley Shikhi (SMS) project, along with a Comprehensive Action Plan. RedOrange will also design 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.</p> <p>The project aims to collaborate with the Directorate of Primary Education (DPE), UNICEF, and other USAID activities to implement promising outreach and sensitization methods in school communities. This outreach will combat the stigma associated with disabilities, promote the advantages of inclusive education for all students, and raise awareness of the need for out-of-school children with disabilities, particularly girls, to attend school.</p> <p>The project will engage key community groups to promote behavioral change to support positive education-supportive practices. At the individual, school, family, and caregiver levels, activities will promote behavioral change to support positive education-supportive practices.</p> | <p>RedOrange Communications will be responsible for providing the Shobai Miley Shikhi Project with -</p> <ul style="list-style-type: none"> • A comprehensive SBCC strategy, along with an action plan that includes 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. • Support to the Directorate of Primary Education (DPE), UNICEF, and other USAID activities to ensure that the SBCC campaign is implemented effectively and that all the strategic results are achieved. <p>With these deliverables, the project aims to increase knowledge, create favorable attitudes and practices, and ultimately improve the learning and self-esteem of children, which will result in a more inclusive education system in Bangladesh.</p> |
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| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Centre for Disability in Development | Bangladesh | 592,500 BDT | Centre for Disability in Development | 20, October, 2022/ 30, November, 2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |

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|---|--|
| <p>To develop an audio-visual process document product all together on</p> <ol style="list-style-type: none"> 1. Urban DRR focusing Ward Disaster Management Committee, 2. Disability-inclusive Climate Change Adaptation focusing on climate resilient homestead gardening, 3. Disability-inclusive DRR focusing Cyclone Preparedness | <p>RedOrange prepared documentation which covered project strategies, accomplishments and learning on DiDRR & 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 & DiCCA.</p> |
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| Awards | | Project title | Case Story Development and Publication | | |
|---|---------------------|--|---|---------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| German Agency for International Cooperation | Bangladesh | 827,425 BDT | German Agency for International Cooperation | 25.10.2022/ 31/12/2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| The objectives of this assignment : <ul style="list-style-type: none"> Document experiences and success stories of the beneficiaries supported by different interventions of the UMIMCC/ UMML project Highlight the role and importance of UMIMCC/ UMML project in creating an enabling environment for improving the livelihood especially poor women. Showcase the experience and effort of the beneficiaries to improve their livelihood Compile a series of success stories to showcase the impacts of the project's interventions | | | <p>RedOrange prepared thirty success stories, including respective design and layout options and photographs for paper (1) and web (2) publication. The revised success stories were graphically prepared in accordance with the communication and visibility guidelines and for publication. Photographs of beneficiaries (and/or their households, professions etc.) portrayed in the success stories were taken in the partner cities.</p> <p>Advice on appropriate channels for the publication of the success stories was given and prepared of the success stories for their publication in different channels (e.g. on social media)</p> <p>Design and 400 copies of the published booklet were printed on high-quality of paper</p> | | |

| Awards | Project title | | Website Redo | | |
|--|---------------------|--|--|-------------------|---|
| | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Share-Net NL | Internet | 4,900 Euros | Share-Net NL | | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>Share-Net Netherlands requires a new design and development of their existing https://share-net.nl/. Currently, RedOrange is providing website hosting and maintenance of the Share-Net Netherlands website. RedOrange is providing a proposal for creating a fresh WordPress website and migrating 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>As per the request and documents shared with us, the scope of work for this project is to restructure and redevelop the existing Share-net.nl website to a much more dynamic and user-friendly website. The project includes an Agile methodology of website designing with detailed mockup creations, mockup revisions and finalisation. Plus the scope also includes detailed user testing of the developed website including Share-Net Netherlands officials. The design and development of the new website shall include a detailed focus on 4 pillars of SN NL's knowledge management and SEO. Some of the features from the existing website will be scrapped and the rest of the functionalities will be migrated to the new website.</p> | | | <p>The website redesign served the following goals</p> <ul style="list-style-type: none"> • Encourage CoP involvement • Encourage SNI grant applications • Increase the number of unique visitors to the website • Increase the number of individual subscribers to the newsletter • Increase the traffic to published knowledge products • increase the number of registrants and traffic to the events and calendar • increase the number of Member Organisations registration <p>The scope of the project also included data migration from the old website to the new website. A detailed post list from the existing website will be supplied from SN NL to RedOrange based on which the data migration will be carried out.</p> | | |

| Awards | Project title | | Promo Video | | |
|---|---------------------|--|---|-----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Bandhu Social Welfare Society | Bangladesh | 333,500 BDT | Bandhu | October 2022/ December 2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <ul style="list-style-type: none">● 3 days of filming maximum (within Dhaka) for relevant interviews and footage collection● 3 days of post-production and editing● Relevant archive footage from RedOrange stock will be used● Bandhu to provide stock archive footage from their files for use in the video● Bandhu to arrange and coordinate communication with interviewees● Video can be of either English or Bangla language (as prioritized)● Subtitles will be made and provided for English or Bangla (as needed)● Voiceover may be included (if needed)● Graphics, animations and infographics will be used to communicate data and information not presented through the interviews alone, and/or supplement the information provided in the interviews● Final video will be in 4k resolution | | | <p>A final fine tuned audio-visual product of apx. 5 mins duration (4k resolution)</p> <ul style="list-style-type: none">● One master copy with subtitle● One master copy without subtitle● Data files MP 4 with subtitle● Data files MP 4 without subtitle● Ready-to-use-online (compressed) version of the video for immediate presentation on large screens, internet use through websites, YouTube and Facebook | | |

| Awards | | Project title | AV and Graphic Materials | | |
|---|---------------------|--|--|---------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| BRAC | Bangladesh | 1,291,082 BDT | BRAC | 13 July 2022/ 30 August 2022 | |
| 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>This audio-visual project's main objective was to reach government policymakers, development partners, government partners, and other similar partner organizations that are interested in offering skills training by illustrating how the lives of unskilled learners with disabilities could be changed for good by offering them high-quality skills training and ensuring that they are placed in respectable jobs and/or scopes of earning.</p> | | | <ul style="list-style-type: none"> • Conceptualisation and ideation of all communication materials • Creation of a strong storyline for the videos • Script development of the video and approval of script by the project team • Video production • Creatively added statistics of the retail sales sector in Bangladesh to the video • Provided filming and editing services to BRAC SDP. • Provided all kinds of prompt post-production support • Handover the video to the project team in a format that can be used effectively on mobile phones, laptops, and other relevant devices • Design posters, X-stand banners and other IEC materials that were used during social media campaign • Production of IEC materials as per specifications • Installation of posters into the specified centres | | |

| Awards | Project title | | Whiteboard Animation | | |
|--|---------------------|--|--|----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| German Agency for International Cooperation | Bangladesh | 465,750 BDT | German Agency for International Cooperation | July, 2022/ December, 2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| The overall objective of this assignment is 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 audience. This video will serve 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. | | | 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 includes coordination and cooperation with other organisations and donors that were active in the respective slum areas, like UNDP and BRAC, to materialize synergies between ongoing projects. The engagement of all involved stakeholders, including the mayors, is high and some project proposals were implemented. | | |

| Awards | Project title | | ERUP Project Video | | |
|---|---------------------|--|---|-----------------------------|--|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 takes part in the Cities CHALLENGE 2.0 “Building Vibrant and Resilient Neighbourhoods” launched by the GIZ Sector Project Cities in Germany.</p> <p>In new cooperation with the strategic partner's Cities Alliance and UN-Habitat, GIZ projects in partner countries of German Development Cooperation (DC) with an urban portfolio were called to submit proposals for small-scale measures that contribute to the more resilient, inclusive and liveable urban neighbourhoods. Together with local and (inter-) national partners as well as the community, demonstrative activities with innovative approaches will be tested with the aim of unleashing potential for replication and upscaling.</p> <p>A special emphasis is placed on the experimentation with sustainable building materials and nature-based solutions and the participation of the local communities in planning processes for strong ownership of the public space. The four chosen projects, called “Urban Living Labs” are being implemented in Bangladesh, India, Mexico and South Africa from January until November 2022.</p> | | | <p>The central communication work for the Cities CHALLENGE is managed by SP Cities. In support, there are internationally commissioned journalists who mainly implement the text work (blog articles, documentation, storytelling etc.). This work shall be enriched by visually appealing photos and videos, which should serve the purpose of a higher outreach of the Cities CHALLENGE in general and the individual activities in the four countries.</p> <p>The main target groups are the BMZ and other ministries in Germany and the partner countries, strategic (inter-) national partners, donors and the general public. Therefore, there will be a total of four local video/photographer contracts, that will deliver to the SP Cities and the assigned journalists. Last year, the Cities CHALLENGE was documented in an ePaper. This time, a final explanatory film is planned at the end of 2022.</p> <p>For this project, RedOrange provided support and services for CRISC and Sector Project Cities will be the regular production of photos and short-clip videos about participative urban development in the context of the Cities CHALLENGE 2.0 “Building Vibrant and Resilient Neighbourhoods”. The aim was to make the practical experience and results of the Urban Living Lab visible through photos and video documenting the site itself, the implemented activities, and the transformation of the space.</p> | | |

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| BRAC | Bangladesh | 1,455,300 BDT | BRAC | July 2022/ October 2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>Progressing the Retail sector by Improving Decent Employment (PRIDE) project will create 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 has huge potential for national-level scale and impact in the coming years.</p> <p>The pilot project by BRAC Skills Development Programme, funded by IKEA Foundation and UBS Optimus Foundation, was an opportunity to shift the dial in the retail sector by providing decent work opportunities for disadvantaged urban youth, particularly women and Persons with Disabilities, and by supporting industry standardisation in major cities (Dhaka, Khulna, Chattogram, and Sylhet) in Bangladesh.</p> <p>This has been achieved through an innovative approach to testing and scaling effective, efficient and sustainable training and employment models - one focusing on apprenticeships and another on institute-based training or a blended approach of institute-based and apprenticeship models. At the sectoral level, the project has supported employers to improve their decent work practices, and develop the Government of Bangladesh accredited training competency standards.</p> | | | <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> <p>1. Good quality work videos - Retail sector employees</p> <p>2. Competencies for work in the retail sector- Programme participants trained to work in the retail sector</p> | | |

| Awards | | Project title | | Branding and Website for Delta Conference | |
|--|---------------------|--|---|---|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The Bangladesh Delta Plan 2100 (BDP2100) has been developed in close cooperation with the NL and officially approved by Bangladesh Prime Minister Sheikh Hasina in September 2018. EKN is funding Support for the Implementation of the BDP project (SIBDP, 2019-2021) to facilitate the shift from planning to implementation. This support is mostly focused on enhancing the institutional context, developing the knowledge agenda and facilitating the dialogue on funding arrangements.</p> <p>In the annual BD-NL Intergovernmental Steering Committee meeting in January 2020, the need for horizontal policy mainstreaming of the BDP into sectoral strategies and masterplans and vertical integration to closely align the overarching recommendations of the BDP with grassroots-level preparation of water- and agriculture projects was emphasized. In March 2020, the NL Delegated Representative for Water discussed the idea to organize a 2-day International Conference on the BDP2100 with the BD Ministry of Planning/General Economics Division (prof. Shamsul Alam, BDP2100 chairman) as a new and innovative way to accelerate and synchronize the BDP implementing the process. The target audience for the conference is both key national stakeholders as well as the main international development partners.</p> | | | <p>i) all participants on the BDP2100 and relevant other ongoing projects were informed;</p> <p>ii) discussed and further elaborated the main water- and agriculture-related strategies for the 6 hotspots identified in the BDP;</p> <p>iii) contributed to the process of reviewing, updating, and prioritising and funding projects included in the 8th FY plan; and</p> <p>iv) mutually identified adaptive pathways and a generic roadmap for optimising BDP implementation.</p> | | |

| Awards | Project title | | e-Magazine | | |
|--|---------------------|--|--|------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| International Confederation of Midwives (ICM) | Dhaka, Bangladesh | 7,930 Euros | International Confederation of Midwives (ICM) | November 2020/ December 2020 | |
| 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">● Content Collection and Editing – 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 finalized overall flow, the final product had been developed.● Branding, Design and Visual Representation – 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.● Online Development and Upload – The ICT team translated the content and design into the online format and ensured its smoothness and stability. Upon finalization they had ensured the upload and operationalization of the e-magazine on the organization 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. | | | <ul style="list-style-type: none">● Ensured quality and timely delivery of the deliverables to ICM● Assessed and edited (in a minimum scale only if necessary) the content provided by ICM● Provided text template of the final product for ICM to review and provide approval on. The final product was developed based on this finalized text template.● 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.● Uploaded the final product onto the URL suggested by ICM | | |

| Awards | Project title | | Video Production | | |
|--|---------------------|--|--|----------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Educo Bangladesh | Bangladesh | 600,000 BDT | Educo | 26.09.21/ 03.10.2021 | |
| 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 organizations 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 marginalized 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">● Developing the concept and script● Coordinate with the Educo team to identify and select interviewees for the video● Visit field areas and carrying out production● Edit and delivering the final video as per the specifications● Provide all raw footage in a hard disk | | |

| Awards | | Project title Masterclass on Terrestrial Television and Digital Technology (visit to Netherlands) | | | |
|--|---------------------|---|---|--------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| The Bridge | Dhaka, Bangladesh | 9,000 Euros | The Bridge | July, 2021/ October 2021 | |
| 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. They wish to explore and understand more about the integration of terrestrial television with New Media, Over The Top media platforms, Video On Demand and Internet Protocol Television. Therefore there is a need for a high-level visit to a country like the Netherlands, one of the leaders of European and World Media, to receive a first-hand experience and masterclass on the practices, knowledge and technology being used there. With this, they would like to learn, adapt and implement the practises and experience in Bangladesh to further develop the industry.</p> <p>The Bridge is a Bangladesh-based consultancy that organises training for senior government officials. They have organised such training activities in over 56 different countries. The Bridge has approached RedOrange Media & Communication to organise a masterclass for a high-level delegation of around 7 participants from the Government of Bangladesh and Bangladesh Television in order to meet the needs of the Bangladeshi television industry.</p> | | | <p>The purpose of the visit and masterclass is to bring Bangladesh Television into a Digital Platform by observing first hand OTT Platform and IPTV and other Broadcasting improvement facilities in the Netherlands media landscape. As such, they require a Netherlands based organization to liaison with relevant media organisations in the Netherlands and establish a channel of communication through which the visit, masterclasses and tours can be arranged. Redorange Media & Communications, as a Dutch company has the capacity and the network to facilitate this masterclass and the visit.</p> <ul style="list-style-type: none"> - Facilitated the 2 (half) day masterclass - Arranged the facilitators for the masterclass - Arranged the venue, lunch and refreshments - Arranged for the key experts to accompany the delegation during the visit to the media organisations - Prepared and send invitations to the participants, including a special invitation letter for the Minister of Information | | |

| Awards | Project title | | Developing three communication products on Mangrove Forest - Mangrove Documentary | | |
|---|---------------------|--|--|---------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Friendship NGO | Bangladesh | 832,600 BDT | Friendship | September 2021/ October 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The main purpose of this documentary is to enlighten people about climate change in the coastal areas and mangroves as a green solution. The target audience includes Entrepreneurs, Development Workers, Activists, Journalists, Policy Makers, Bureaucrats, MNCs, Business Executives, Academics, Mass People, especially those who are interested in humanitarian activities, local partners and students.</p> <p>The second requirement is a 2 minutes long promo which will include footage from the first video, together with testimonials from Friendship's supporters in Europe, such as Yann Arthus-Bertrand and Princess Esmeralda de Rethy of Belgium. The purpose of this promo video is to highlight the work that has been done through the program.</p> <p>The third and final requirement is a 60 seconds film which will be a very catchy and engaging piece of content that will draw the attention of the viewers on social media, and ensure maximum engagement for the purpose of awareness building on the mangrove project (primary) and on brand (secondary).</p> | | | <p>There were three engaging communication products; one 10-minute-long documentary, one 2 minute long promo video and a 60-second-long film for social media. The 10-minute-long documentary followed two families in Pratapnagar whose income and health had been impacted by climate change.</p> <p>The problems they faced ranged from miscarriage due to consumption of saline water, living with floods, and losing their income due to flooding and salinity. It had also followed Ibrahim, who lived for nine months in tidal flooding and is a caretaker in the Friendship mangrove afforestation project. Through these characters, the documentary had given an interesting and compelling insight into the afforestation project. The documentary further highlighted the science behind the need for afforestation through a scientific perspective and through statistics and animation.</p> | | |

| Awards | | Project title | 2 interview videos | | |
|--|-------------------------------|--|--|------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| BRAC | Dhaka and Jessore, Bangladesh | 588,800 BDT | BRAC | September 2021/ October 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| 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. | | | <ul style="list-style-type: none"> • The video had been produced targeting National Girl Child Day (September 30th) • 4 people were interviewed (2 in Dhaka and 2 in Jessore) • Total video duration was 3 min • All interviews combined into 1 video • Some b-rolls were collected from Jessore • The focus of the video was to portray how during COVID, increasing child marriage was the product of poverty • 1-day production in Dhaka for 2 interviews and 1-day production in Jessore for 2 interviews and b-roll collection • Translation and subtitles were provided (if required) for the final delivery as a contribution from RedOrange. | | |

| Awards | | Project title | Website Development | | |
|---|---------------------|--|--|--------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Share-Net Ethiopia | Dhaka, Bangladesh | 6,150 Euros | Share-Net Ethiopia | July 2021/ December 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| Share-Net Ethiopia was a new country hub of Share-Net International. They require 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 developed the website for Share-Net International, Share-Net Netherlands, Share-Net Burundi and Share-Net Bangladesh. RedOrange is also the host organization of Share-Net Bangladesh. | | | <ul style="list-style-type: none"> • The website had been in line with the existing website for the other Share-Net Country Hubs. • The branding guideline of Share-Net Ethiopia had been followed. • 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. • 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. | | |

| Awards | | Project title | Website Development | | |
|--|---------------------|--|--|-------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Share-Net Colombia | Dhaka, Bangladesh | 9,050 Euros | Share-Net Colombia | September 2021/ November 2021 | |
| 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 require 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 organization of Share-Net Bangladesh.</p> | | | <ul style="list-style-type: none"> • The website had been in line with the existing website for the other Share-Net Country Hubs. • The branding guideline of Share-Net Colombia had been followed. • 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. • 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. | | |

| Awards | | Project title | Production of Animated Video (Whiteboard style animation) | | |
|---|---------------------|--|--|------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| German Agency for International Cooperation | Bangladesh | 270,900 BDT | German Agency for International Cooperation | June 2021/ August 2021 | |
| 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>The objective of this project was to use climate risk information during planning and appraisal processes to strengthen the climate resilience of public investments. This project aimed to contribute to the resilience of the vulnerable population in Bangladesh who are most likely to face the consequences of climate change and rising sea levels. The main aim of the project was to influence investment of government projects considering climate risks in the future.</p> | | | <p>The video described how the ACCNLDP project was supporting the Government of Bangladesh to include climate action in its planning and appraisal processes and strengthen the climate resilience of public investments.</p> <p>The video was made using simple and everyday English with Bangla subtitles. Information about the project (target, activities, and methodologies) was conducted in a way that is easy to understand by all types of audiences. It had an appealing style of storytelling, layout and other visual arts.</p> | | |

| Awards | | Project title | | Tailor Made Training Plus | |
|---|---------------------|--|---|-------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 | |
| 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 & Empowerment)'. KIT, RedOrange and Simavi had formed a partnership for approaching this grant, where KIT was the lead partner, and Simavi & RedOrange was performed as the supporting partner.</p> | | | <p>RedOrange's Task:</p> <ul style="list-style-type: none"> • Support to and feedback on project formulation and project planning. • Planning and arranging and Implementation of project activities. <p>RedOrange's Responsibilities:</p> <ul style="list-style-type: none"> • Meeting objectives of tasks assigned as indicated in the project proposal. • Contribute to strategic planning, monitoring and evaluation. <p>RedOrange's Legal Obligations:</p> <ul style="list-style-type: none"> • Implementation agreement with KIT • Presentation of relevant activity and progress reports. • Provide timely financial justification for resources used. | | |

| Awards | | Project title | Digital Hub Development | | |
|---|---------------------|--|--|-----------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Share-Net International | Dhaka, Bangladesh | 17,900 Euros | Share-Net International | May 2021/ August 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The core requirement is developing an updated version of Share-Net International's current website. This website will integrate elements of the existing (Bangladesh, Burundi, Jordan, and The Netherlands) and the future country hubs in Burkina Faso, Colombia and Ethiopia. It will allow an interactive space for all users to access knowledge and connect with one another.</p> <p>The updated website will be the Digital Hub. This platform will reflect the findings from the primary research conducted by Butterfly Works. It will include 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>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"> • Providing an interactive platform for people who are working and interested in Sexual and Reproductive Health and Rights (SRHR) • 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) • Connecting/matching members across all country hubs and SNI with one another • Being a resource and acting as a connector for SRHR professionals worldwide | | |

| Awards | Project title | | E-Magazine | | |
|---|---------------------|--|--|--------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Verloskunde Academie Rotterdam | Dhaka, Bangladesh | 15,730 Euros | Verloskunde Academie Rotterdam | February 2021/ June 2021 | |
| 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>As a result, several products have been developed to facilitate exchange and to facilitate implementation of knowledge and best practices by (future) midwives. This can contribute to improving care for vulnerable pregnant women throughout Europe. The results of the project, to name a few, include –</p> <ul style="list-style-type: none">• Flyers• Padlet website• Scientific particles• Project Documents• Professional and personal development for the professional midwives, students and researchers <p>Midwives, teachers, researchers and students from The Netherlands, Belgium, Finland, Portugal, Poland and Italy took part in the project. Seven universities from these six countries took part, with a midwifery practice in every country as a partner.</p> | | | <p>The e-magazine had 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 were the human stories and experiences the project participants have shared and was a narrated 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> <p>There was a heavy emphasis on visuals, including pictures and infographics, with minimal text. The visuals lead the story and the content. Text were added as complementary additional information to guide the overall flow of the magazine.</p> | | |

| Awards | Project title | | 50 years video production | | |
|--|---------------------------|--|---|------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Embassy of the Kingdom of the Netherlands - EKN | Netherland and Bangladesh | 500,000 BDT | EKN | March 2021/ April 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| To mark the historic 50 years of Independence of Bangladesh, a video showcasing the 50 years of Netherlands – Bangladesh bilateral relations will be produced and aired on 26th March 2021, the Independence day of Bangladesh. The video will include archive footage and interviews of people who were the pioneers in establishing and sparking the long standing friendship. | | | To showcase the 50 years of Netherlands – Bangladesh bilateral relationship. <ul style="list-style-type: none"> • The video was produced from a human interest angle, focusing on personal stories and have an air of positivity and nostalgia about it. • The music, additional footage and editing was done to bring about this tone. • Separate interviews were taken to brought together into one cohesive narrative, with a natural conversation structure. • Graphics and animations was used during the post-production process to tie-together all the additional archive resources and the discussions from the interview. | | |

| Awards | | Project title | Video Production/Animation | | |
|--|---------------------|--|---|------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| OXFAM Bangladesh | Bangladesh | 700,000 BDT | OXFAM Bangladesh | September 2022/ October 2022 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| 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 behavior change among social media users on these issues. | | | <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"> • Two videos of at least 2 minutes each (in english and bangla with subtitles) • All raw footage captured for the project | | |

| Awards | Project title | | Website and website content | | |
|---|---------------------|--|---|------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Family Planning Association Bangladesh (FPAB) | Dhaka, Bangladesh | 534,450 BDT | Family Planning Association Bangladesh (FPAB) | December 2020/ February 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <ul style="list-style-type: none"> • Develop and deploy FPAB website as a platform for strategic communication, information sharing and knowledge management; the website must offer optimal interactivity, usability and content retrieval. More specifically, the website will be an effective tool for FPAB to: • Become a go-to resource center for internal and outside people having interest in SRHR, health care providers, public health and development sector Programmers, researchers, academicians, government agencies, development partners, and journalists. • Make existing resource materials such as policy documents, ongoing activities, achievements, 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. • Develop an effective platform for engaging with the target audience as well as general citizen with blogs and blogs and other media, fully integrated with FPAB's social media platforms. • Develop FPAB's brand image as an SRHright based institution; for this, the website must be at par with similar organizations in terms of look and feel, functionality and ease of use. • Attract service recipients to get services from FPAB clinics, and other stakeholders to utilize FPAB resources for organizing academic programs and training. • Work as a resource center for internal and external stakes on academic programs, academic resources, alumni database, updates on events, class-schedules, etc. • Showcase existing and past research projects. • Promote upcoming events and catalogue past events. • Highlight media engagement of the organization. • Facilitate viewing of vacancy announcements and making of applications by prospective candidates via the website. | | | <ul style="list-style-type: none"> • Look and feel: Modern, minimalist, professional, international standard. Colour, font, and overall design of the frontend which is compatible with FPAB's branding guideline. • Thoughtful navigation: hierarchical, consistent, predictable, and simple. • Responsive: Accessible via computer, laptop, tablet, and mobile. • Mobile Optimization: The website is mobile optimized across screen sizes and operating systems. • Search Engine Optimization: All content of the website is search engine optimized. • Compatibility with all the popular browsers and their most popular versions including the latest version: chrome, firefox, safari, Internet Explorer, etc. • Site optimized for low bandwidth users. • Versatile page templates: WordPress powered website. • User access: Can grant a range of limited (or unlimited) access to content management systems. • Security: Websites have auto updates. Protection against login hack, code injection, etc. features. Member area, registration, application, etc. were encrypted. • Load time: Website load time should be minimal. • Accessible to persons with visual disability. • FPAB is able to edit and update content of the website. CSS and JS files. • FPAB have own license of all the themes/plugins/extensions used to develop the website. • This website is currently hosted by FPAB IT department. | | |

| Awards | Project title | | Video Documentary - “Ground Zero to Climate Adaptation” | | |
|--|---------------------|--|--|-----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Friendship | Northern Bangladesh | 10,113 Euros | Friendship | December 2020/ January 2021 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The documentary will tell Friendship’s story about its works regarding climate change adaptation in the ‘char’ area (an alluvial land, in northern Bangladesh). The video documentary will be around 10 minutes long. It will contain both close-up and drone shots of the char area and the people who are living there to show the geographic area and their living conditions. Those footages will be supported by strong infographics (where needed) to establish the content.</p> <p>The documentary will be showcasing the lives of people living on the plinth (a nature based solution- raised platform) which has the ability to accommodate 150-200 people during an emergency. We will hear from the people living there how plinth has changed their lives and saved them from miseries by taking their interviews and hearing their stories.</p> | | | <p>For this video documentary project, RedOrange conducted two field visits- before and during the flood. The time for visiting the locations was decided by Friendship and RedOrange experts were responsible for capturing the stories.</p> <p>Filming of the documentary took place in Kurigram. The video was 8 minutes long, and contained English subtitles. It was submitted in 4K quality and contained drone shots. Also 50 high resolution still photographs were delivered.</p> | | |

| Awards | | Project title | Media content development and materials design | | |
|---|---------------------|--|--|-------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| ActionAid | Dhaka, Bangladesh | 13,50,000 BDT | ActionAid | September 2020/ December 2020 | |
| 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"> • National Climate Budget Accountability • Young people taking climate action • Preparedness at community level to respond to disasters and climate change impacts <p>This consultancy work is 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 | Video Production: 20 Years of DCDD | | |
|---|---------------------|--|---|-----------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Dutch Coalition on Disability and Development (DCDD) | Dhaka, Bangladesh | 6,000 Euros | DCDD | October 2020/ November 2020 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The four-minute long video was prepared with a mixed approach of using animation, infographic texts and visuals in a story-telling format. The overall story was driven by voiceover narration and/or texts that complied with the project outcomes and objectives.</p> <p>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.</p> <p>The motto 'Leave No One Behind' was highlighted accordingly as one of the key messages of the programme. Added with an easily understandable timeline of the 20 years of DCDD's interventions, the video was a reminder that we have come a long way to ensure the rights and freedom of people with disabilities.</p> | | | <p>The four-minute long video used a mixed approach of using animation, infographic texts and visuals in a story-telling format. The overall story was driven by voiceover narration and/or texts that comply with the project outcomes and objectives. The core objectives of DCDD had been incorporated in the video production via animated characters (persons with disabilities) and symbols as well as through testimonials of interviewees that told stories of inclusion and its importance to create a better world for all.</p> | | |

| Awards | Project title | | E-Magazine development | | |
|--|---------------------|--|--|---|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 | |
| 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 is aimed at increasing transformative leadership skills to contribute towards midwifery care in both countries. Under the project, 14 pairs of “twins” have 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 is being taken. As such, the idea, journey, results and achievements of the project is to be 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) will be hosted outside of the e-magazine page on a separate site (either on the website or third party services such as YouTube). These content added to the e-magazine through plugins so that they are 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 will be 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 will help sprinkle the details throughout with a more easy to read narrative structure.</p> | | |

| Awards | Project title | | Consultancy Support on Menstrual Hygiene Management (MHM) Promotion strategy and Communications Tools development in Cox's Bazar | | |
|--|--|--|---|------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| International Development Enterprises | Cox's Bazar district, Chittagong, Bangladesh | 782,000 BDT | International Development Enterprises | July 2020/ August 2020 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The objectives of the MHM promotion strategy and communications tools development are as follows:</p> <ul style="list-style-type: none"> • Understand current practices, consumer behaviors, socio-economic and religious contexts relating to MHM behaviors • Develop strategic guidelines and models for rolling out MHM interventions/activities • Develop IEC/BCC materials as well as ToT modules to effectively disseminate the developed materials. | | | <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>1. Strategy report/guideline and recommended implementation plan: 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 will be further refined and a final version was delivered.</p> <p>2. IEC/BCC package with context specific messages on hygiene/MHM promotion: 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>3. ToT modules dissemination of communication package (English and Bangla): 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 | | Photography And Videography Services On “Going Further Together” Workshop | | |
|--|---------------------|--|--|----------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Team Task Secretariat | Dhaka, Bangladesh | 290,950 BDT | Team Task Secretariat | 12-13 February, 2020 | |
| 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 | Developing Branding Guidelines | | |
|--|---------------------|--|--|--------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Stichting Deltares | Dhaka, Bangladesh | 115500 BDT | Stichting Deltares | January 2020/ February 2020 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| Under this project, RedOrange was assigned to develop the Branding Guidelines for Joint Cooperation Programme (JCP) of Stichting Deltares. | | | <ol style="list-style-type: none"> 1. Colour palette for Branding 2. Typography (Fonts for Branding) 3. Template of Stationery Items. <ul style="list-style-type: none"> • Letterhead • Business card • Envelope • Folder 4. Templates for following Items: <ul style="list-style-type: none"> • Notebook • Templates for Reports and Documentations (Annual and Quarterly) • Power point Template • Flyers • Banners | | |

| Awards | Project title | | Website Development | | |
|--|---------------------|--|---|---------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| BRAC Institute of Governance and Development (BIGD) | Dhaka, Bangladesh | 5,20,000 BDT | Brac Institute of Governance and Development (BIGD) | 02.01.2020/ 06.02.2020 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <ul style="list-style-type: none"> □ 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. □ Make existing resource materials such 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. □ Develop an effective platform for engaging with the target audience as well as general citizen with blogs and vlogs and other media, fully integrated with BIGD's social media platforms. □ Develop BIGD's brand image as an international research and policy institution; for this, the website must be at par with similar research organizations in terms of look and feel, functionality and ease of use (see the examples in the first section). □ Attract suitable, prospective students to the academic programmes and trainings offered by BIGD. □ 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. □ Showcase existing and past research projects. □ Promote upcoming events and catalogue past events. □ Highlight media engagement of the organization. □ Facilitate viewing of vacancy announcements and making of applications by prospective candidates via the website. | | | <ul style="list-style-type: none"> ➤ Look and feel: Modern, minimalist, professional, international standard. Colour, font, and overall design of the frontend will be compatible with BIGD's brand guideline. ➤ Thoughtful navigation: hierarchical, consistent, predictable, and simple. □ Responsive: Accessible via computer, laptop, tablet and mobile. □ Mobile Optimization: Mobile optimized across screen sizes & operating systems. □ Search Engine Optimization: All content of the website is search engine optimized. □ AMP and Instant article compatible. □ Compatibility with all the popular browsers and their most popular versions including the latest version: chrome, firefox, safari, Internet Explorer, etc. □ Site optimized for low bandwidth users. □ Versatile page templates: WordPress powered website. □ User access: Can grant a range of limited/unlimited access to content management system. □ Security: Website have auto update. Protection against login hack, code injection, etc. feature are included. Member area, registration, application, etc. should be encrypted. □ Load time: Website load time should be minimal. □ Accessible to persons with visual disability. □ BIGD is able to edit and update content of the website. CSS and JS files are customizable. □ BIGD has license of all the themes/plugins/extension used to develop the website. □ Their existing hosting platform was based on LAMP environment. The developed website runs on the existing hosting. □ This website is hosted at BRAC University data centre. | | |

| Awards | | Project title | Centenary Event Post Production | | |
|--|---------------------|--|---|---|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| International Labour Organization | Dhaka, Bangladesh | 9,78,650 BDT | International Labour Organization | 17th, November, 2019/ 25th, November, 2019 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>RedOrange developed the concept, design and edit the videos and presentation.</p> <ul style="list-style-type: none"> • ILO provided video footages, pictures and copy of the texts. • ILO provided an Advisor who will assist in guiding the production. • RedOrange provided design & print services for Folder, Invitation Card with envelope and Other Event Documents (A4, Color). | | | <ol style="list-style-type: none"> 1. One introductory Video with Bangabandhu's Historical speech. <ul style="list-style-type: none"> • Development of a 3 minutes long introductory video. • Editing, color grading, CG and background music with existing video footage. 2. ILO timeline video <ul style="list-style-type: none"> • Development of a 3-4 minutes long video on ILO timeline. • Editing, color grading, CG and background music with existing video footage. 3. Prezi Presentation <ul style="list-style-type: none"> • Development of 2 Prezi presentation (2 Minutes for each) 4. Printing <ul style="list-style-type: none"> • Only Printing of Folder, Invitation Card with envelope. • Only Printing of Event Documents (A4, Color). | | |

| Awards | | Project title | Developing a responsive website | | |
|--|---------------------|--|--|----------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Rekel Producties | Dhaka, Bangladesh | 4,475 Euros | Rekel Producties | July 2022/ June 2023 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>Rekel Producties wants a new, modern website with a new design (https://invis.io/5PSBMYHMX7S), considering SEO friendliness and optimum site performance. The website must have a user-friendly content management system. Rekel Producties has developed a website navigation structure and design for this purpose. RedOrange will follow new design layout and will develop 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 will provide all necessary content, images and video account access for development.</p> | | | <ol style="list-style-type: none"> 1. Requirement analysis and design 2. Technical implementation 3. Testing 4. Website Deployment | | |

| Awards | | Project title Water Knowledge Management Days event communications partnership | | | |
|--|---------------------|--|---|-------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ 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 organizational 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 was including 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"> • 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). • 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 provide procurement support in terms of communication, offer acquiring, shortlisting and finalizing in procuring of third party services like printers, caterers and decorators. RedOrange however, was not responsible for any financial requirements that need to be fulfilled for hiring these services. • 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. • Event coverage support which included the sound recording, photography and note taking for post event press release development | | |

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Deltares | Bangladesh | 19,810 Euros | Deltares | October 2018/ December 2018 | |
| 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 is: “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> | | | <ol style="list-style-type: none"> 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 2) Creating work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy 3) Implementing the strategy over six months period, working closely with the local and international project partners 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 5) Capacity building of local graduate student(s) through an internship over six month period. <p>For this project, RedOrange has -</p> <ul style="list-style-type: none"> - Prepared realistic, effective and efficient content for training the mapping team on communication and outreach; - Conducted a training in communication and outreach for the mapping team in polder 43/2b; - 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; - Prepared timeline for communication and outreach for the mapping team; | | |

| 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 (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Access to Information Programme II | Dhaka, Bangladesh | 2,150,000 BDT | Access to Information Programme II | August 2018/ September 2018 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The purpose of this initiative was to develop popular and quality contents for playing a key role in behavioral 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>The platform was used as an effective tool to reach out to the most underserved communities through every possible medium of communication. The initiative will also explore communication of sustainable modes of development for a number of special beneficiary groups ranging from students, teachers, farmers, women and children groups etc.</p> <p>Access to Information (a2i) Programme appointed RedOrange for developing audio-visual contents on education, health, agriculture, Digital Bangladesh and on various other social awareness issues.</p> | | | <p>RedOrange Media and Communications provided all the necessary support to develop the audio-visual content required to communicate and disseminate mediated messages in favor of the assignment, such as:</p> <ul style="list-style-type: none"> • 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. • All the lead casting were famous artists and celebrities. • The animation video for this assignment was developed by RedOrange. <p>The deliverables for this assignment was -</p> <ul style="list-style-type: none"> • 1 TVC and 1 Animation on Development in the Agricultural Sector • 1 TVC and 1 Animation on Development in Senior Citizens | | |

| Awards | Project title | | Branding Manual for Share-Net International & Country Hubs | | |
|---|---------------------|--|--|--------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| Royal Tropical Institute | Dhaka, Bangladesh | 3,000 Euro | Royal Tropical Institute | January 2018/ March 2018 | |
| 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 will be 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, will provide 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"> • Ethiopia • Burkina-Faso • Colombia <p>These packages will include the materials that are part of the standard branding package of Share-Net International and will follow the standard branding manual. Materials include Logo, letterhead, notebook, business card, envelope, etc.</p> | | |

| Awards | | Project title Branding Manual for Share-Net International & Country Hubs | | | |
|--|--|---|--|------------------------------------|---|
| Name of legal entity providing awards | Assignment Location | Overall project value (EUR/USD/other currency please indicate) | Origin of Funding | Dates (Start/End) | Name of associated firm if any (Leader/ Partner of the consortia) |
| iDE | Dhaka, Khulna, and Barisal, Bangladesh | 3,899,017.50 BDT | USAID | 20 June, 2023 – 21 September, 2023 | |
| Detailed project description | | | Detailed description of the assignment (Services/Supplies/Works) | | |
| <p>The assignment is 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 by targeting a minimum of 12,000 households 31 upazilas of 7 districts of Dhaka, Khulna, and Barisal divisions directly through the campaign activities and engaging more than 550 retail stores. The SBC campaign shall be carried out for a total duration of four months starting from May 2023. As an SBCC consultancy organisation with prior experience of working with root level beneficiaries promoting WASH, RedOrange is confident to serve the requirements of this assignment.</p> | | | <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"> ● SBC Communication Materials Development ● Household and Community-level Engagement ● Reporting and assessment | | |