



PROJECT DATA SHEET



Project Name: We Care: Strengthening Sexual and Reproductive Health services provided by health care workers at the local level in Bangladesh	
Client Name: Nuffic	Origin of Funding: The Netherlands' Ministry of Foreign Affairs.
Duration: March 2019/ December 2023	
Partner: Royal Tropical Institute (KIT), Rutgers, Niketan Foundation, NIPORT, DGFP	
Location: Bangladesh	
Project description: - Strengthen the capacity, attitudes, and motivation of frontline SRHR service providers and their supervisors at the union level to deliver inclusive, rights-based, and gender-transformative services. - Family Welfare Visitors (FWVs), Family Welfare Assistants (FWAs), Sub-Assistant Community Medical Officers (SACMOs), and their supervisors (Family Planning Inspectors and MCH Medical Officers). - Integrate evidence-informed, rights-based, and gender-transformative SRHR content into the core training curricula of health providers and supervisors. -Contribute to universal access to SRHR in alignment with Sustainable Development Goals 3 and 5 (health and gender equality).	
Detailed description of the assignment (Services/Supplies/Works): - Training curriculum developed for FP health care providers, coordination with DGFP units and multi-partner delivery - Assessment (TNA), Social and Behavioral Change Communication (SBCC), development of interactive teaching curriculum aids and materials - Blended training platform - Advocacy campaign through events and social media - Project management and coordination with partners (Country A & Dutch partners) - Project implementation and providing expertise in areas of Training Needs - 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)	
Results - SRHR content embedded inside 33 governmental training institutes through gender-transformative, rights-based, evidence-informed curricula 3 curriculums developed and adopted by Health Ministry 12000+ govt. health care provider capacity developed to deliver better SRH, FP health care 4,400 Union Health and Welfare Centers will adopt and implement youth-friendly SRHR and HIV Services with this curriculum	

Project Name: 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	
Client Name: Netherlands' Ministry of Foreign Affairs; Orange Knowledge Platform	Origin of Funding: Dutch Ministry of Foreign Affairs.
Duration: January 2019/December 2023	
Location: Dhaka, Bangladesh	
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)	
Project description: The STITCH Project (SRHR Tailor-made Information and Training to Contribute to Occupational Health and Safety) addressed a critical gap in Bangladesh's ready-made garment (RMG) sector: the intersection of workplace safety, sexual and reproductive health and rights (SRHR), and gender-based violence (GBV). Designed to ensure a more respectful and protective environment for factory workers — especially women — STITCH integrated SRHR education with practical tools for addressing GBV in workplace settings. Funded under the Orange Knowledge Programme of the Netherlands Ministry of Foreign Affairs and coordinated by Nuffic, the project applied a co-design model that brought together government, industry, academia, and community actors. Key partners included the Directorate General of Family Planning (DGFP), the Bangladesh Garment Manufacturers and Exporters Association (BGMEA), and skill development and advocacy organizations such as AYAT and IPDS, with Vrije Universiteit Amsterdam providing strategic direction. STITCH's approach went beyond awareness. It created pathways for change by developing and institutionalizing tailor-made training packages that explicitly addressed workplace harassment, power dynamics, and gender discrimination. The inclusion of GBV prevention in training for future workers, supervisors, and managers helped foster a culture of accountability and respect within RMG factories. At the same time, the project worked to equip healthcare providers with the knowledge and tools to respond sensitively to GBV-related health needs. By embedding GBV prevention into SRHR and occupational safety discourse, STITCH shifted institutional norms and expanded protection for women workers. Its participatory and rights-based model offers a practical framework for improving safety, equity, and well-being in labor-intensive industries — and for influencing national conversations on gender-responsive workplace reform.	

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

- Training curriculum developed for RMG health workers
- Innovative training toolkits
- Blended training platform
- Advocacy campaign through events and social media
- Social and Behavioral Change Communication (SBCC) to develop educational strategies, training and campaign content, tools and interactive apps needed for the project.
- 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.

Results

- Govt-approved curriculum circulated nationwide by Ministry
- 73 staff members and already more than 2000 graduates were trained with these curricula
- 500 RMG factories utilised the developed training module by GoB through blended-learning platform
- 2.5 million workers expected to be benefited
- 5000 Top level & Mid level management of 500 RMG factories expected to be benefited
- Blended-learning platform will also be used by DGFP for other trainings

Project Name: Ritu: Promoting Menstrual Hygiene Management in Bangladesh	
Client Name: Embassy of the Kingdom of the Netherlands in Bangladesh	Origin of Funding: Embassy of the Kingdom of the Netherlands in Bangladesh
Duration: September 2016/ December 2019	
Partner: SIMAVI, BNPS, DORP	
Project Description: The Ritu Project, led by RedOrange Communications as a Strategic Partner, has played a role in advancing menstrual health as a right and institutional priority in Netrokona District and extending nationally in Bangladesh. At its core, the project focuses on improving menstrual hygiene management (MHM) awareness, fostering supportive environments in schools, and increasing access to MHM services for adolescent girls. By addressing the silence, stigma, and misinformation around menstruation, Ritu contributed to the prevention of gender-based violence in educational settings. The project challenged harmful norms and discriminatory attitudes that often lead to verbal abuse, bullying, and exclusion — all forms of gendered harm that limit girls’ freedom, confidence, and participation in school life. Ritu combines local-level interventions with high-level policy engagement. The initiative catalyzed institutional change through student workshops, teacher training, and parental engagement, while scaling its impact through a national multimedia campaign. Trained journalists generated over 100 gender-sensitive reports that highlighted girls’ experiences and exposed infrastructural gaps, triggering school-level improvements such as the installation of girl-friendly toilets and access to menstrual products. At the national level, Ritu’s advocacy efforts reached the Prime Minister’s Office and led to a landmark launch event in collaboration with the Access to Information (a2i) programme and the Ministry of Education. This engagement helped embed menstrual health into public discourse and institutional agendas, reinforcing government accountability toward adolescent girls. By framing menstrual health as both a rights and protection issue, Ritu contributes to safer, more equitable school environments. Its integrated model of behavior change communication, policy advocacy, and media engagement offers a tested pathway for transforming school systems to be more responsive to girls’ needs — and more resilient against gender-based violence.	

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

- 1,000 teachers trained on menstrual health (755 male, 245 female).
- 4,021 menstrual health lessons delivered by trained teachers (at least twice a month, grades 5–10).
- 9,230 parents/guardians attended community MH sessions (unique individuals).
- Training delivered to 40 NGOs (10 more than targeted), 53 participants; manual used by NGOs and referenced as shaping shared understanding among platform members.
- 90 journalists trained
- 87 menstrual health articles published
- Take-home modules distributed to parents of 5,149 girls (designed for low-literacy contexts).
- 176 schools' toilet "female-friendliness" assessed.
- 89 schools engaged in budget mobilisation and all 89 produced female-friendly toilets.
- Student forums completed 320 toilet monitoring checklists.
- 10.29 million BDT raised for female-friendly toilets in schools, with a clear financing mix (Education Engineering Dept, Union/Upazila Parishads, school management funds, and only ~5% from Ritu).
- 25,844 girls and 23,212 boys participated in menstrual health lessons.
- Girls discussing menstruation with teachers rose from 6% to 39%.
- Pad use at school increased from 25% to 54%.
- Teachers' knowledge improved from 12% (pre-training) to 96% (post-refresher).
- 89 schools built/renovated female-friendly toilets.
- Post-campaign: 91% of students and 96% of teachers agreed menstruation is "normal and natural"; 88% of teachers agreed they should teach menstruation in school.
- Mothers believing menstrual blood is impure: 96% → 4%
- Absence reduced 20.9% (school intervention) and 13.5% (school + community) vs control.
- Sanitary pad use increased (even though pads weren't distributed): At home: 25% → 35% / 34%, At school: 25% → 54% / 53%
- Comfortable talking about menstruation: 52% (control) → 67% / 72%
- Discussing MH with teachers: 6% (control) → 39% / 39%

Menstrual Hygiene Day celebrations and campaigns institutionalized through national platforms reached over 19 million people
Ritu communication materials adopted by the Ministry of Health.

Results:

- Girls' confidence increased: 67–72% of girls felt comfortable (vs. 52% in control group).
- Cultural shift in schools: 91% of students and 96% of teachers accepted menstruation as normal and natural and reduced harmful norms and discriminatory attitudes that often lead to gbv, verbal abuse, bullying, and exclusion.
- Improved parent support: 93% of fathers became comfortable discussing menstruation (vs. 11% pre-training).
- Gender norm shift at home: 96% of mothers believed menstrual blood was impure before, only 4% after training.
- Significant media reach: 4.95 million YouTube views and 3.05 million TV viewers sparked national-level awareness.
- Sustained school infrastructure change: All 89 targeted schools constructed female-friendly toilets.
- Systemic change in attitudes: Boys and male family members actively supported menstruating girls (e.g., 100% of girls said boys understood MH post-intervention).
- MH is included in the secondary school curriculum
- Supreme court decided to initiate MHM facilities in their premises
- First MH platform in Bangladesh initiated

Project Name: IMAGE and IMAGE Plus: Initiatives for Married Adolescent Girls Empowerment	
Client Name: Embassy of the Kingdom of the Netherlands in Bangladesh	Origin of Funding: Terre des Hommes Netherlands
Duration: January 2015/ December 2020	
Partner: Terre des Hommes Netherlands, Terre des Hommes Foundation, Pollisree, SKS Foundation	
Project Description: The IMAGE and IMAGE Plus initiatives, jointly implemented by RedOrange and Terre des Hommes Netherlands, have made significant strides in transforming the lives of early married adolescent girls in Bangladesh. Operating across Kurigram, Gaibandha, and Nilphamari districts and extending nationally through media engagement, the projects supported over 9,000 married girls with tailored interventions across family planning, SRHR, nutrition, maternal health, education, livelihoods, and gender-based violence prevention. Beyond service delivery, IMAGE tackled harmful gender norms and systemic discrimination that perpetuate early marriage and exclusion. By embedding life skills, protection knowledge, and community-based response mechanisms into the program, the initiative created safer spaces for girls to reclaim autonomy and agency. The project also worked with local institutions to build awareness around GBV as a barrier to girls' health, education, and mobility. Crucially, IMAGE positioned young girls not only as beneficiaries but also as agents of change. Through a participatory approach, the initiative mobilized adolescent voices, generated field-driven insights, and contributed to a growing national knowledge base on what works to support vulnerable youth. Strategic partnerships with government bodies and CSOs enabled the project to influence institutional responses and strengthen cross-sectoral collaboration.	
Detailed description of the assignment (Services/Supplies/Works): • 36,000+ direct beneficiaries sensitized through SBCC Campaign at community level. • 30 million people reached at national level through mass and social media awareness and advocacy campaign • 90 journalists trained and • Over 100 reports published • 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. • 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.

Results:

- The project worked directly with 9,000 early married girls (EMGs) (about half from the earlier phase) and long-term engagement 9,000 spouses, and 7,000 adult women/mothers-in-law
- The project successfully involved 363 Civil Society Organisations (CSOs) through events, dialogues, and campaigns.
- A national mass-awareness target of 80,000, the project reports reaching more than 7 million people (with social media alone reaching 3+ million, including a 13-episode TV reality show “Amio Achi”).
- TV series alone reached up to 12.1 million people, and provides additional reach figures for other campaign tools (e.g., celebrity campaigns, music video, TVC).
- Institutional delivery increased to 66.8% at endline (up from 52.8% baseline and 59.8% midterm).
- ANC access reached 98.1% at endline (up from 49.6% baseline and 87.8% midterm).
- ANC timing aligned strongly with recommended stages (endline): 80.7% (8–12 weeks), 94.3% (24–26 weeks), 86% (32 weeks), 89.2% (36–38 weeks).
- Minimum 3 years’ birth spacing among early married girls with two children reached 76.33% at endline (midterm was 67.6%).
- Joint decision-making on family planning rose to 88.1% (from 62.7% baseline and 64.3% midterm), and “husband-only decision” dropped to 4.0% at endline.
- Vocational/skills training access increased to 21.6% at endline (from 10.2% midterm), largely through linking girls to existing facilities/providers rather than delivering training directly.
- GBV was incorporated in IMAGE Plus but not addressed in IMAGE 1, and reports all EMGs knew/heard of GBV in the endline findings section.
- 100% of EMGs knew about physical violence; 95.9% knew about emotional violence.
- Knowledge of economic (77%), sexual (50%), and social violence (27%) rose significantly from midline.
- 37% of EMGs reported taking action or lodging complaints. Most common reporting channels: Union Parishad (61.8%), village arbitrators (47.1%), and police (35.3%).
- 82%+ of pregnant EMGs accessed antenatal care at least 4 times — a major increase from the baseline (62–71%).
- 88.1% of EMGs now jointly decide with their husbands on family planning (vs 64% baseline).
- Over 30 million people reached nationwide through mass and social media campaigns — nearly 90x the original target (80,000)

Project Name: Share-Net (Shared Network for SRHR Knowledge Management in Bangladesh and other 6 countries)	
Client Name: Royal Tropical Institute (KIT)	Origin of Funding: KIT Royal Tropical Institute (KIT)
Duration: October 2014/ June 2025	
Lead: KIT Royal Tropical Institute, Netherlands	
Location: Bangladesh Nationwide	
Project description: This is the largest online knowledge platform and membership network on Sexual and Reproductive Health and Rights (SRHR) in Bangladesh. This project has been running since 2015 and currently has more than 220 organisational members and more than 2200 individual members. It is one of the first county hubs of Share-Net International. The other county hubs are in Jordan, Burundi, Netherlands, Ethiopia, Burkina Faso, and Colombia. With a rights based approach, 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 SRHR issues forward. With direct support and collaboration of the Embassy of the Kingdom of the Netherlands, Share-Net Bangladesh is hosted solely by RedOrange Communications. The members are SRHR practitioners, activists, policymakers, social and medical researchers, development practitioners, government officials, legal experts, students, and members of vulnerable and marginalised 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. 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 organisations and experts of the South-East Asian region for addressing common SRHR concerns, like Access to SRHR Information, Climate Change & SRHR, Comprehensive Sexuality Education (CSE), Gender-based Violence (GBV), Child Marriage, and Menstrual Health Management (MHM). Share-net Bangladesh now has 9 Communities of Practice (CoP) including on Gender Based Violence, SRHR for Adolescents and Youth, Child Marriage, SRHR in Fragile Settings, Comprehensive Sexuality Education (National and Regional), Access to Information on SRHR, Infertility, Menstrual Hygiene Management, 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 been actively engaging high-level government official from the Ministry of Women and Children Affairs of Bangladesh (MoWCA), the Ministry of Health & Family Welfare (MoHFW): Directorate General of Family Planning (DGFP), Directorate General of Health Services (DGHS), and Ministry of Education: Directorate General of Secondary and Higher Education (DSHE), Directorate General of Primary Education (DPE), National Academy of Education Management (NAEM), Directorate General of Madrasa Education (DME) etc ensuring its integration with the government and their infrastructure.	

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

- Overall design implementation of the project
- Knowledge management
- Policy influencing
- 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

Results:

- Created a membership base of 2200 individual SRHR community members (researchers, practitioners, academics, policy makers, professionals etc) and 220 organizational members.
- Online Platform: The Online Platform houses over 2000 articles, making it an indispensable resource for SRHR professionals reaching over 150,000 participants.
- Policy influencing: Direct influence on policy, ex: The inclusion of third gender in voter registration by the Bangladesh government and broader acceptance of SRHR discourse within government circles, for example when shaping sexual education in schools, were important results. While public advocacy on politically sensitive SRHR topics remains restricted, Share-Net Bangladesh has created safe spaces with third gender communities, youth, and media to surface these issues. This approach has led to greater government recognition of marginalised groups and the gradual inclusion of sensitive SRHR themes, such as climate change and SRHR, into policy dialogues.
- The development of “National Strategy for Adolescent Health 2017-2030” by the Ministry of Health and Family Welfare, which prioritised SRHR, was a key success contributed by SNI members in Bangladesh.
- Young Researcher Fellowship (YRF) Grant: The YRF Grant has provided small research grants to 25 university students many of whom have pursued advanced studies or careers in the SRHR field. Fellows have produced 18 research papers, with some being published in peer-reviewed journals.
- Communities of Practice (CoP): The 10 active CoPs initiated under SNBD have played a significant role in policy advocacy on critical issues such as infertility, SRHR in fragile settings and comprehensive sexuality education. SNBD has facilitated over 20 CoP meetings, which have resulted in numerous small publications.
- SNBD has extended its influence beyond Bangladesh by facilitating a regional CoP that includes India, Pakistan, Nepal, and Bangladesh. This regional CoP focuses on shared SRHR challenges and opportunities, promoting cross-border collaboration and learning.
- Co-Creation Workshops: SNBD has actively engaged its members in the Co-Creation Conference which has generated more than 10 knowledge products, ensuring these resources are relevant and practical.
- The Share-Net International Rapid Improvement Model (SHIRIM): The last SHIRIM cycle focused on “Climate Change and SRHR Education and Information for Policymakers.” This initiative has successfully established a link between “Climate Change and SRHR”, with

commitment from the government to initiate a forum on this topic and to include it in the next Operation Health Plan 2025 of the government. SHIRIM Evaluation Report.

- Knowledge Fair: The Annual Knowledge Fair organized by SNBD has become the largest annual event in Bangladesh for SRHR, attracting over 350 participants each year from diverse sectors, including government, NGOs, academia, and the private sector. Over the past nine years, the Knowledge Fair has showcased 100 innovative SRHR projects and research studies, facilitating significant knowledge exchange and networking opportunities.
- Monitoring of Share-Net International Activation Grant in Country: SNBD's Activation Grant Monitoring initiative has provided crucial support to 10 local organizations, enabling them to implement impactful SRHR projects in underserved communities.

Project Name: Technical Assistance for Implementation of Communication and Stakeholders' Engagement Strategy (CSES), under DSIP	
Client Name: Dhaka WASA	Origin of Funding: World Bank
Duration: March 2023-March 2028	
Partner: Maxwell Stamp Ltd. Bangladesh	
Location: Bangladesh	
Project description: 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. Issue: ● Dhaka Water Supply and Sewerage Authority (DWASA) will soon implement its sanitation improvement master plan but there is no proper communication channel and plan in place. Also, there is little communication between DWASA and the consumers Intervention: ● Holistic strategic communication among stakeholders including policymakers and masses	
Role of RedOrange: ● Leading mass media campaigns to raise awareness on DSIP sanitation improvements across Dhaka. ● Building the capacity of DWASA's communication team through structured training and mentoring. ● Supporting DWASA's organisational rebranding to improve public perception and institutional identity. ● Updating and implementing a comprehensive communication and stakeholder engagement strategy for DSIP. ● Strengthening DWASA–customer relations by promoting transparency, trust, and responsive information sharing. ● Organizing talk shows featuring experts to discuss sanitation improvements and DSIP progress. ● Designing and implementing six school campaigns promoting sanitation awareness among students and teachers. ● Ensuring timely communication of project updates to stakeholders, communities, and service recipients. ● Facilitating continuous skills development for DWASA staff to execute effective communication plans. ● Developing communication tools highlighting DWASA's work and promoting good sanitation practices. ● Installing three billboards to enhance project visibility and share key sanitation messages citywide. ● Designing, printing, and distributing DSIP newsletters showcasing progress and public engagement.	

- Producing annual calendars for 2024–2027 reflecting DWASA’s initiatives and sanitation messaging.
- Placing newspaper advertisements communicating project milestones and sanitation benefits to the public.
- Strengthening the DWASA helpline to improve customer support and service responsiveness.
- Developing a communication training module and handing it over to PMU, DSIP.
- Managing social media platforms to increase engagement and public awareness on DSIP activities.
- Creating DWASA’s final branding package including logo, slogan, and detailed brand guidelines.
- Producing fact sheets simplifying technical sanitation information for communities and stakeholders.
- Producing a video documentary showcasing DSIP’s impact, achievements, and community benefits.
- To develop different communications tools to help disseminate information about DWASA’s work and promote good practices of water supply and sanitation.

Project Name: PLEASE Project (Plastic Free Rivers and Seas for South Asia Project)	
Client Name: UNOPS	Origin of Funding: World Bank
Duration: June 2024 - June 2025	
Partner: Arannyak Foundation	
Location: Dhaka	
Project description: This project aims to reduce plastic waste pollution in Kallyanpur, Dhaka, by installing floating nets in canals, improving waste collection and recycling, promoting community behavior change, supporting waste workers, and addressing flooding, while enhancing hygiene and sustainability. Issues: ● Plastic waste clogging canals. ● Poor waste picker conditions. Interventions: ● Install floating waste barriers; advocate for better working conditions.	
Role of RedOrange: ● Installed floating net barriers to capture canal plastic waste and reduce water pollution. ● Strengthened the recycling chain by linking collectors, sorters, and recycling centers effectively. ● Led community behavior change campaigns promoting segregation, responsible disposal, and respect for waste workers. ● Trained 115 waste workers and 69 sorting personnel on proper collection and sorting. ● Conducted de-stigmatization activities through mosque khutbas, youth outreach, and public engagement campaigns. ● Advocated with DNCC to improve sanitation, safety, and dignity for women waste workers. ● Explored water hyacinth bio-waste recycling to promote innovative, eco-friendly resource utilization. ● Piloted a rickshaw-van revenue model enabling sustainable door-to-door plastic waste collection. ● Designed plastic recycling discount schemes encouraging household participation in segregation and recycling. ● Distributed safety gear to 159 workers ensuring safer, cleaner, and more dignified working conditions. ● Organized school campaigns engaging students and teachers in eco-friendly waste management practices. ● Reached communities door-to-door, informing 20,274 residents about responsible waste disposal behaviors. ● Formed 31 community groups to maintain barriers and promote continuous canal cleanliness. ● Delivered gender-sensitive training to waste workers and DNCC actors for safer workplaces. ● Installed two mobile toilets improving hygiene and dignity for waste workers in the field. ● Hosted national seminars sharing project learnings, innovations, and sustainability recommendations. ● Raised awareness among 209,713 people through multi-channel outreach, visibility, and engagement activities.	

Project Name: Communication, Knowledge Management & Stakeholders' Engagement Support for Consolidating SIBDP2100	
Client Name: Bangladesh Delta Plan 2100	Origin of Funding: Embassy of the Kingdom of the Netherlands
Duration: December 2025 - October 2026	
Location: Bangladesh	
Project description: The project strengthens communication and knowledge management for the Bangladesh Delta Plan 2100 (BDP 2100) to ensure its strategies are understood, owned, and used across ministries, local governments, academia, NGOs, and communities. Through a phased approach, diagnostic assessment, strategy development, content creation, stakeholder engagement, advocacy, and capacity building, the project will produce tailored communication materials, enhance the Delta Knowledge Portal and Integrated Model, and organize flagship events like the national Knowledge Fair. The initiative aims to embed delta strategies into sectoral planning, increase public awareness, and build long-term capacity for sustainable, evidence-based delta management. Issue: ● Low awareness and use of BDP 2100 among stakeholders and the public. Intervention: ● Developed KM and communication strategy, materials, e-learning, and stakeholder engagement. ● Enhanced Delta Knowledge Portal and Integrated Model; conducted advocacy and public campaigns. Results: ● Greater adoption of BDP 2100 strategies by agencies and communities. ● Increased public awareness and support for delta planning. ● Strengthened long-term capacity of civil servants, professionals, and youth.	
Role of RedOrange: ● Develop the KM and communication strategy for BDP 2100. ● Produce communication materials: explainer videos, infographics, animations, digital brochure, pocket guide, short documentaries, social media content, event handouts, and posters. ● Enhance the Delta Knowledge Portal: conduct orientations, create tutorials, share user stories, and prepare district fact sheets. ● Improve the Integrated Model: develop explainer materials, demo videos, use-case animations, testimonial stories, and run demo sessions. ● Deliver capacity-building: develop module-based training materials and pilot beta e-learning platform with UIU. ● Conduct advocacy: perform political agenda analysis, organize national advocacy roundtables, and produce podcasts. ● Organize the national Knowledge Fair with 300+ participants and youth poster competition. ● Engage WASH stakeholders and NGOs/CBOs: provide toolkits, conduct orientations, facilitate community dialogues, and run Delta Investment Dialogues.	

Project Name: Youth Share-Net	
Client Name: Amplify Change	Origin of Funding: Amplify Change
Duration: July 2025 /June 2028	
Partner: AVAS, DALIT, Prantoz, SERAC, YAD, YPSA, WithShe	
Location: Bangladesh Nationwide	
Project description: The ultimate objective of the Youth ShareNet project is to significantly improve the sexual and reproductive health and rights (SRHR) of young people in Bangladesh by organising a youth network tailored to their specific SRHR needs. By uniting youth networks through knowledge sharing, the project aims to improve sexual health outcomes by enabling youth-led community organisations to share their knowledge, experience, and advocate for SRHR. The initiative will utilise the existing and proven Share-Net Bangladesh (SNBD) knowledge management platform, implementing activities across five knowledge management pathways to bridge research and practice for effective policy advocacy. Central to this effort is the establishment of a Collaboration Lab, designed to transition into a formal setting ultimately led and sustained by youth beyond the project period. This lab will serve as a hub for youth organisations to collaborate, innovate, and develop strategies for SRHR advocacy. The project will develop a youth network focused solely on SRHR, equipping and empowering at least 60 youth organisations in SRHR advocacy, establishing sustainable networks, and influencing policy reforms for better SRHR education and services. This formalised lab structure ensures that youth can continue these efforts beyond the project period, fostering long-term sustainability and impact.	
Detailed description of the assignment (Services/Supplies/Works): ● Overall design implementation of the project ● Knowledge management ● Youth advocacy and activism support ● 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	

Results:

- Will create a membership base of 100 individual Youth SRHR community members and 60 youth organizational members in Dhaka, Chittagong, Khulna, Barishal, Rangpur, Mymensingh area.
- Online Platform: The Online Platform will house over additional 1000 new articles on youth, making it an indispensable resource for young SRHR professionals reaching over 150,000 youth participants.
- Young Researcher Fellowship (YRF) Grant: The YRF Grant will provide small research grants to 6 university students many of to support them to pursue advanced studies or careers in the SRHR field.
- Knowledge Fair: The Annual Youth Knowledge Fair organized by SNBD has become the largest annual event in Bangladesh for SRHR, will attract over 350 youth and experienced participants each year from diverse sectors, including government, NGOs, academia, and the private sector.
- Youth will be trained for Advocacy and eventually will contribute to policy level change.

Project Name: RISE - Resilience through Information on SRHR & Empowerment	
Client Name: Nuffic	Origin of Funding: Nuffic
Duration: March 2020/December 2022	
Partner: Royal Tropical Institute (KIT), FPAB, ISDE	
Location: Dhaka, Chittagong, Cox's Bazar, Bangladesh	
Project description: The RISE project, a Nuffic-funded Tailor-Made Training Plus (TMT+) initiative implemented by RedOrange in partnership with KIT Royal Tropical Institute, focused on strengthening SRHR advocacy and service delivery capacity for organizations working with climate-affected and vulnerable communities in Bangladesh. By targeting frontline NGOs such as FPAB and ISDE, the project aimed to build institutional resilience and expand rights-based support to populations most at risk. RISE addressed a growing need in Bangladesh's fragile coastal regions — where climate change, poverty, and displacement intersect to deepen gender inequality and increase the risk of gender-based violence (GBV). The project developed and rolled out context-specific training modules for SRHR in fragile settings, building a cadre of 80 trained health professionals and 8 master trainers within the partner organizations. These trainers are now cascading the knowledge across field offices and frontline teams, ensuring long-term capacity embedded within local systems. The project also promoted evidence-informed programming and advocacy. By enhancing the ability of local organizations to translate knowledge into action, align with national and global frameworks, and co-develop training content with educational institutions, RISE has created a sustainable learning and service delivery ecosystem. This has improved not only the technical capacity of partner organizations but also their institutional ability to respond to SRHR and GBV needs in emergencies and post-disaster contexts. RISE highlights how tailored investments in institutional capacity and knowledge systems can transform frontline responses — especially in contexts where women and girls face compounding risks. The project offers a scalable approach for strengthening integrated SRHR-GBV services and advocacy in climate-vulnerable areas.	
Detailed description of the assignment (Services/Supplies/Works): ● 80 (health) professionals completed the training on SRHR for vulnerable populations (climate affected- and refugees) in fragile settings. ● 15,000 young people accessed comprehensive SRHR information.	
Results: ● Blended learning platform developed for FPAB for their nationwide training courses ● Improve coverage of the MISIP, including basic emergency obstetric care through a 10% increase by FPAB's and 2% increase by ISDE's current coverage.	

Project Name: Growing UpUpUp/Stunting Free Village	
Client Name: Max Foundation	Origin of Funding: Dutch Postcode Lottery
Duration: October 2014/ December 2024	
Lead: KIT Royal Tropical Institute, Netherlands	
Location: Bangladesh	
Project description: The Growing UpUpUp project is a pilot initiative by Max Foundation, implemented in Sylhet since 2016, aiming to eliminate childhood stunting by integrating water, sanitation, hygiene (WASH), nutrition, and sexual and reproductive health and rights (SRHR). With over 58,000 people reached — including ethnic minority mothers, adolescents, and children in poor rural communities — the project is designed to create “stunting-free villages” where every child has the chance to grow up healthy and thrive. RedOrange Communications supported the project with the design of a targeted communication strategy, aimed at influencing health behaviors and improving awareness across the community. Special focus was placed on the needs of women, pregnant mothers, and adolescent girls — groups most often marginalized in health outreach, and most vulnerable to gender-based violence and early marriage. The project tackles stunting through a multisectoral approach: - Improving WASH conditions to reduce infection and related nutrition loss. - Enhancing maternal and adolescent nutrition through education and behavior change. - Strengthening SRHR and safe motherhood practices, helping to prevent child marriage, promote healthy childbirth, and address GBV as a barrier to health and dignity. By embedding SRHR and gender-responsive messaging into WASH and nutrition programming, the initiative not only supports child survival, but also helps reshape social and institutional norms around care, gender, and health. The project’s inclusive and evidence-based design offers a compelling model for scaling integrated community health interventions that leave no one behind.	

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

- More than 14,000 regular user view on website and social media in 1 year.
- More than 26,900 organic page visit during last 1 year.
- Nearly 500 people received the newsletter.
- Published report in 6 newspaper.
- Promoting the experience of this project through an interactive website.
- Communication Strategy.
- Audio-Visual Materials.
- Social Media Campaigns.
- Content Creation.
- Newsletter content and design.

Results:

- 70% children in the project area were stunted during baseline, which reduced to 43% at the project end.
- Under 5 years of age children, 63% were stunted during the baseline which reduced to 46% at the project end.
- 3 out of 54 communities were declared as stunting free.
- 7 out of 54 communities were severe stunting free.

Project Name: 16 Days of Activism 2024 Campaign**Client Name:** The Embassy of the Kingdom of the Netherlands in Bangladesh**Origin of Funding:** The Embassy of the Kingdom of the Netherlands in Bangladesh**Duration:** November 2024/December 2024**Location:** Dhaka, Bangladesh**Project description:**

The "16 Days of Activism 2024" campaign, led by the Embassy of the Kingdom of the Netherlands (EKN) in Bangladesh, aims to raise awareness about gender-based violence (GBV) and sexual and reproductive health and rights (SRHR). It focuses on an online/social media-driven approach, leveraging influencers, partnerships, and interactive content like quizzes, challenges, and virtual events to engage a wide audience. The goal is to empower individuals with knowledge and spark change while promoting solidarity through various digital platforms and collaborative efforts.

Detailed description of the assignment (Services/Supplies/Works): • Developed Content (Audio-Visual, Static, Quiz Packages) • Campaign Analytics and Reporting • Developed a Mobile App Updating • Inception and Collaborative Planning	
Project Name: 16 Days of Activism 2023 Campaign	
Client Name: The Embassy of the Kingdom of the Netherlands in Bangladesh	Origin of Funding: The Embassy of the Kingdom of the Netherlands in Bangladesh
Duration: November 2023/ December 2023	
Location: Dhaka, Bangladesh	
Project description: The Embassy of the Kingdom of The Netherlands as part of its regular communication and outreach activities plans on taking part in the 16 days of activism campaign. For this, they seek to develop video materials for social media campaigns and also organise a roundtable discussion. Detailed description of the assignment (Services/Supplies/Works) The activities are aimed at raising awareness and showing Netherlands solidarity with the country-wide campaign regarding ‘violence against women’. The activities should also contribute towards increasing the visibility of the Embassy of the Kingdom of the Netherlands in Bangladesh.	
Detailed description of the assignment (Services/Supplies/Works): • Developed 16 social media videos of 16 people from 16 different countries in a developed format. • Designed and produced a roundtable discussion around the end of the 16 days campaign • Produced a video on roundtable discussion around the end of the 16 days campaign	

Project Name: Suniti - Securing Rights for Domestic Workers	
Client Name: Oxfam Bangladesh	Origin of Funding: Global Affairs Canada
Duration: January 2019/ October 2023	
Location: Dhaka, Bangladesh	
Partner: Oxfam Bangladesh, BILS, CAMPE, HelloTask, Nari Moitri, RedOrange Communications, UCEP	
Project Description: 'Securing Rights' aimed to change the status of Women Domestic Workers who are deprived of fundamental human rights in Bangladesh, and succeed in setting a positive example. Issue: Domestic workers in Bangladesh live in miserable condition since their work neither legally recognised nor socially respected Intervention: Advocacy, awareness and behavior change campaign to reposition domestic workers as formal employees and empower them to advocate for their rights Intended Results: Domestic work will be recognised as a formal occupation in the Bangladesh labour law Job placement for 16000 domestic workers	
Detailed description of the assignment (Services/Supplies/Works): • 15 million+ people reached through national level campaign • 4 government ministries were engaged in project activities • 16,000 domestic workers engaged so far through activities • A national database of domestic workers are developed with Oxfam The role of RedOrange was instrumental in the Suniti project from co-creating to implementing a comprehensive awareness campaign. The specific role of RedOrange includes development of the overall and awareness and advocacy strategy, implement the mass and social media campaign and develop communication tools for the community level engagement conducted by field partners. RedOrange was also responsible for the project's total brand and visibility. 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. The campaigns reached over 15 million people across the nation, making significant strides in raising awareness. Furthermore, RedOrange's	

collaboration extended to engaging four government ministries, ensuring the project's alignment with broader national initiatives and garnering vital support. This inclusive approach also facilitated the active participation of 16,000 domestic workers in various project activities.

Results (Ongoing)

- Over 18,000 women domestic workers trained in life skills, occupational safety, and rights awareness. Nearly 100% of trainees gained confidence to negotiate for leave, fair wages, and respectful treatment.
- 93% reported GBV, with high rates of emotional, verbal, and physical abuse—prompting focused GBV sensitization and redressal advocacy.
- A 200-member national forum led by domestic workers was formed to demand legal recognition and protection.
- The project advocated for ILO Convention 189 ratification and full implementation of the 2015 Domestic Workers Policy.
- Efforts underway to introduce formal contracts ensuring minimum wages, holidays, and maternity benefits for domestic workers.

Project Name: Alor Jatra	
Client Name: Amplify Change	Origin of Funding: Amplify Change
Duration: June 2019/December 2021	
Lead: Amplify Change	
Location: Dhaka, Bangladesh	
Project description: The Alor Jatra project focuses on a critically overlooked population in menstrual health discourse: girls with disabilities. Funded by Amplify Change and implemented through community-led school campaigns, the project promotes menstrual hygiene (MH) inclusion in school environments — working with parents, teachers, and caregivers to foster awareness, empathy, and practical support for safe and dignified menstrual health management (MHM). The initiative was launched in response to the compounded challenges faced by girls with disabilities, who are disproportionately vulnerable to poor menstrual hygiene, social exclusion, and gender-based violence. Stigma, inaccessibility, and lack of tailored support create environments where rights are compromised, and health risks are heightened. Alor Jatra intervenes at both the community and institutional levels to challenge these barriers. Through school-based campaigns, the project builds understanding among educators and caregivers about the menstrual needs of girls with disabilities, promoting inclusive practices and dismantling harmful beliefs. In doing so, it helps shift institutional norms within schools — from silence and neglect toward recognition and accommodation. The project contributes to broader social change by advocating for schools as safe, supportive, and responsive spaces for all girls, regardless of ability. It positions menstrual health not only as a hygiene issue, but as a matter of dignity, equity, and protection — making it a meaningful entry point for institutional accountability, inclusive policy dialogue, and long-term norm transformation.	
Detailed description of the assignment (Services/Supplies/Works) ● 500,000 people reached through advocacy campaign ● GoB stakeholders expressed interest to uptake the materials and continue the work ● 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.	

- 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.

Results:

Teachers, parents and caregivers of girls with disabilities at 6 schools in Dhaka city have created an MHM-friendly environment for girls with disabilities.

Project Name: Safety Wing	
Client Name: Amplify Change	Origin of Funding: Amplify Change
Duration: January 2020/January 2021	
Partner: NEARS, SOLIDARITY, Society Development Agency (SDA) and Socio-Economic and Rural Advancement Association (SERAA)	
Location: Dhaka, Bangladesh	
Project description: The Safety Wing project, supported through a Strengthening Grant from Amplify Change, was designed to strengthen the advocacy capacity of grassroots organizations and local coalitions working on menstrual regulation (MR) and menstrual regulation with medication (MRM) in Bangladesh. With RedOrange as the lead strategic partner, the initiative brought together four local organizations operating in Dhaka, Kurigram, Netrokona, and Patuakhali to mobilize evidence-based advocacy and address stigma around access to safe and legal MR/MRM services. Rooted in community engagement and coalition-building, the project empowered local actors to amplify joint messaging, increase visibility of SRHR rights, and influence institutional responses at both local and national levels. Through tailored capacity development and strategic campaigning, coalition partners engaged both government stakeholders and community leaders to shift harmful norms, reduce misinformation, and increase access to lifesaving services for women and girls. Critically, the project recognized that stigma and misinformation surrounding MR/MRM contribute to gender-based violence — by limiting women’s autonomy, perpetuating coercive relationships, and reinforcing cycles of silence. Safety Wing worked to break that cycle by equipping local actors with tools to advocate safely and effectively, while engaging duty-bearers in dialogue about the importance of rights-based, non-discriminatory SRHR service provision. Outcomes included strengthened grassroots advocacy, increased visibility of safe MR/MRM services in underrepresented regions, and strategic policy engagement. Several key insights and scalable practices from the project are now being carried forward through collaborative planning with government stakeholders, ensuring continuity and deeper systemic impact. Safety Wing underscores how locally rooted coalitions, when connected to national advocacy ecosystems, can drive meaningful change in institutional attitudes, policy engagement, and community-based norm shifts around SRHR and GBV prevention.	

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

- 80 grassroots organisations were capacitated on advocacy and behaviour change communication for MR
- 1,000,000 people reached through social media advocacy campaign
- 4 stakeholder meetings with GoB
- 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 organised 4 stakeholder meetings for policy advocacy with the government and other relevant individuals.
- Developed and implemented the Communication strategy. RedOrange also developed advocacy and behaviour change packages in the form of communication tools, materials and guidebooks.

Results:

- Directorate General of Family Planning validated the results of the project and took the recommendations to improve MR services throughout the country

Project Name: Sustainability in the Textile and Leather Sector - STILE	
Client Name: GIZ	Origin of Funding: GIZ
Duration: April 2020/October 2023	
Partner: Particip GmbH, COEL BD	
Location: Dhaka, Bangladesh	
Project description: In Bangladesh's rapidly growing textile, garment, and leather industries, the need for socially responsible and gender-responsive workplaces has never been more urgent. This project works to strengthen the institutional and organizational capacities of both public and private sector actors to meet their responsibilities around compliance with social and environmental standards — including sexual and reproductive health and rights (SRHR), worker safety, and gender equity. The initiative is anchored in four strategic outputs, ranging from building regulatory capacity in public institutions to mobilizing private sector responses. RedOrange leads the work under Output 4, which focuses on activating workers and factory committees to champion better working and living conditions. Through targeted communication strategies and participatory campaigns, RedOrange supports over 150 factory committee members and aims to reach 100,000 workers across the sector with messages on rights, protection, and compliance. Central to this approach is the integration of SRHR and GBV prevention into the workplace discourse — positioning menstrual health, consent, protection from harassment, and access to support services as non-negotiable components of workplace wellbeing. By training both management and workers, the project promotes a culture of mutual accountability and respect, and works to dismantle stigma and silence around issues often considered 'sensitive' or 'private.' In collaboration with industry bodies like BGMEA, BKMEA, and LFMEAB, as well as grassroots NGOs, the project is cultivating a new generation of trained facilitators and institutional actors capable of sustaining long-term change. This work not only reinforces regulatory frameworks but also empowers workers — particularly women — to demand safety, dignity, and justice at work.	

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

- Media, awareness and information campaigns.
- Concepts for high-profile media campaigns on topics like gender, SRHR, 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
- Training sessions and Capacity Building.
- 30+ RMG and Leather Company management trained
- 10,000 Female RMG and Leather Workers trained and engaged in the tailored media campaigns
- Reached 150k+ Physically and more than 30 million+ by online and radio campaign

Results:

- Improved social and environmental compliance in at least 150 factories.

Project Name: Campaign against Sexual Exploitation of Children in Bangladesh.	
Client Name: The Freedom Fund	Origin of Funding: The Freedom Fund
Duration: November 2024 - May, 2026	
Location: Dhaka, Bangladesh	
Project description: This 12-month national campaign is designed to challenge the deeply rooted norms and social silences that allow child sexual exploitation (CSEC) to persist in Bangladesh. Through a combination of mass media, digital platforms, and targeted community outreach, the initiative aims to shift attitudes, reduce demand, and strengthen collective rejection of CSEC across diverse layers of society. The campaign leverages formative research to craft localized, culturally attuned messaging, ensuring resonance and relevance across high-risk geographies, including Daulatdia and Rajbari — areas marked by entrenched patterns of underage exploitation. By integrating advocacy and behavior change communication, the campaign supports a long-term shift away from social tolerance of exploitation toward community-led protection and accountability. A central pillar of the initiative is its partnership model. Content, tools, and training are developed to strengthen and scale the efforts of Freedom Fund’s grassroots NGO partners, many of whom are embedded in frontline communities. These collaborations allow for deeper outreach, trusted message delivery, and locally driven strategies to reinforce community norms that prioritize safety, consent, and child protection. With a reach goal of over 1 million people, the campaign is designed not just as an awareness-raising effort, but as a driver of social and institutional transformation. By normalizing discourse around taboo topics and spotlighting the structural enablers of exploitation, it aims to catalyze broader systems change — engaging media, civil society, families, and authorities in a coordinated effort to prevent harm and promote justice for children.	
Detailed description of the assignment (Services/Supplies/Works): ● Formative research ● Detailed campaign design proposal ● Detailed campaign strategy and implementation plan ● Successful implementation of campaign and Key Performance Indicators (KPIs) monitored and on target	
Results: ● Developed and finalized a comprehensive inception report, including a detailed work plan, timeline, and theory of change for the CSEC normative change campaign. ● Conducted formative research, including consultations with implementing NGO partners and key stakeholders, and produced a formative research report identifying drivers of CSEC, target audiences, media preferences, and effective messaging approaches.	

- Designed, tested, and finalized a research-informed normative change campaign strategy, including audience segmentation, key messages, advocacy framing, media mix, and content calendar.
- Developed and produced a range of campaign materials for traditional and digital media, including social media content, audio-visual materials, print materials, and advocacy tools aligned with the campaign strategy.
- Implemented a nationwide media and digital campaign using social media and selected traditional media channels, reaching over one million people and generating measurable public engagement.
- Developed and implemented digital advocacy initiatives, including online engagement actions and social media-based advocacy to support norm change and accountability.
- Coordinated closely with the Freedom Fund and its implementing NGO partners by developing campaign tools and content to support and amplify community-level outreach activities.
- Facilitated policy dialogue and engagement activities with relevant government stakeholders to align campaign messaging with ongoing efforts to prevent child sexual exploitation.
- Designed and applied a monitoring and evaluation (M&E) framework to track campaign reach, engagement, and onward actions, including regular performance monitoring and adaptive management.
- Produced periodic progress reports, a mid-term performance review, and a comprehensive final report documenting campaign results, lessons learned, and recommendations for future norm change initiatives.

Project Name: Leaving no one behind: Maximising the power of SRHR to build adaptive capacity and resilience to climate change	
Client Name: Nuffic	Origin of Funding: Nuffic
Duration: June 2023 - May 2024	
Partner: Q-Point, RedOrange Communications, Gender 2 Connect, Jashore University of Science and Technology (JUST), Begum Rokeya University, Rangpur (BRUR)	
Location: Bangladesh	
Project description: Leaving No One Behind” is more than a principle — it’s a call to redesign systems that currently exclude the most vulnerable from accessing essential sexual and reproductive health and rights (SRHR). This approach centers human rights, acknowledging how entrenched power imbalances—such as gender, disability, class, and geographic marginalization—shape access to information, services, and dignity. Recognizing that these same inequities also increase vulnerability to climate change, this framework promotes an integrated, intersectional lens to address both SRHR and environmental justice. It draws attention to how climate disruptions disproportionately impact women, girls, and gender-diverse individuals, often compounding risks of gender-based violence (GBV), poor health outcomes, and economic exclusion. Through this lens, policies and programs must be carefully examined for their impact on different social groups. Interventions that ignore systemic inequality risk reinforcing exclusion; those that consider it can transform lives. Leaving No One Behind calls for intentional inclusion — of voices, experiences, and leadership — in both SRHR and climate action spaces. The goal is to foster environments where social protection, well-being, and agency are not privileges, but rights shared by all. By bridging systems thinking with grassroots realities, this approach supports more inclusive institutions, responsive policy frameworks, and sustainable change that prioritizes dignity, safety, and equity.	
Detailed description of the assignment (Services/Supplies/Works): In this project, RedOrange is acting as a local trainer partner and in-country coordinator. Expertise RedOrange will be providing given below, ● Technical experts on SRHR and Gender ● Technical experts on Communication, Strategic Communication, Behaviour Change Communication ● Curricula development support in the form of training materials i.e. audio-visuals, edutainment tools, etc ● CT support for developing e-learning platforms and e-learning content - Local level coordination support in the form of project managers and financial + administrative backstopping ● To enrich the training sessions, Red Orange Ltd will share information on the steps, processes and lessons from other curricula development trajectories in relation to SRHR, to showcase stories of success and failure.	

Project Name: Pre-Feasibility study for the Kallyanpur Canal Project, Dhaka	
Client Name: Ministry of Foreign Affairs	Origin of Funding: Ministry of Foreign Affairs
Duration: August 2024- Present	
Location: Dhaka	
Project description: The "Climate Resilient, Nature-Based, Clean Storm Water Drainage for Dhaka, Kallyanpur Canal Project" seeks to mitigate flooding in Kallyanpur by restoring natural water bodies, improving stormwater drainage systems, and reducing pollution in canals. The project focuses on sustainable, nature-based solutions to enhance flood resilience and protect the environment. Issues: ● Frequent flooding due to inadequate drainage ● Deteriorating water quality from pollution Interventions: ● Restore canals for efficient drainage ● Implement pollution control in canals	
Role of RedOrange: ● Pre-feasibility study report in the prescribed Invest International format, including the following : ● Executive Summary highlighting key findings and recommendations. ● Detailed description of the proposed Kallyanpur canal project. ● Assessment of technical, economic, social, and environmental feasibility. ● Preliminary engineering designs and cost estimates. ● Community engagement strategy and social impact assessment. ● Environmental impact assessment and mitigation plan. ● Implementation plan with a proposed timeline and milestones. ● Partial completion of the PDPP in the prescribed Government of Bangladesh format ● Partial progress of the DPP process	

Project Name: Rooftop Solar Awareness Campaign Policy Advisory for Promoting Energy Efficiency and Renewable Energy (PAP) II

Client Name: GIZ

Origin of Funding: GIZ

Duration: March 2026 - December 2026

Location: Dhaka

Project description: The Policy Advisory for Promoting Energy Efficiency and Renewable Energy (PAP II) project, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), supports Bangladesh's transition to renewable energy, with rooftop solar as a key priority. This consultancy by RedOrange provides strategic implementation support through stakeholder training, public relations, and communication to enhance awareness, coordination, and public confidence in rooftop solar adoption.

Issues:

- Low public awareness on rooftop solar
- Weak coordination among key implementing stakeholders

Interventions:

- Targeted campaigns simplifying solar technical concepts
- Structured coordination mechanisms across stakeholder groups

Role of RedOrange:

- Plan, coordinate, and manage end-to-end rooftop solar training events.
- Develop IEC materials and targeted awareness campaign communication content.
- Coordinate media engagement, press relations, and event coverage activities.
- Produce video documentaries showcasing rooftop solar benefits and success stories.
- Ensure consistent branding, quality assurance, and compliance with GIZ standards.
- Facilitate coordination among stakeholders including government, media, and partners.
- Manage event logistics, venues, materials, and sustainable implementation practices.
- Design and implement social media campaigns with performance tracking analytics.
- Document events through photography, reporting, and media archive compilation.
- Supervise short-term experts, vendors, and service providers for task delivery.
- Align communication outputs with national policies and government-approved messaging.

Project Name: LICA (Livable, Inclusive and Climate-sensitive Cities) project	
Client Name: GIZ	Origin of Funding: GIZ
Duration: 20 weeks / 2026 (Ongoing)	
Location: Rajshahi, Khulna, Sirajganj and Satkhira, Bangladesh	
Project description: The assignment under GIZ’s LICA (Livable, Inclusive and Climate-sensitive Cities) project aims to strengthen cooperation between municipalities, civil society and the private sector for inclusive and climate-sensitive urban environmental management. RedOrange will design and implement a participatory environmental awareness campaign focused on solid waste management, plastic pollution, climate resilience, and civic responsibility. The campaign will combine school-based environmental awareness activities with youth capacity building in environmental journalism and media production, while positioning municipalities, CSOs and private sector actors as active campaign partners. Issues: ● Low public awareness and civic engagement around waste management, plastic pollution and urban environmental challenges. ● Limited household waste segregation and responsible waste disposal practices. ● Weak participation of youth, women and marginalised groups in municipal environmental decision-making. ● Limited cooperation between municipalities, civil society and private sector actors. ● Insufficient platforms for youth to advocate for climate-sensitive urban environmental management. Interventions: ● Design and implement a multi-channel, participatory urban environmental awareness campaign across four cities. ● Conduct school-based environmental awareness campaigns in 20 schools. ● Establish School Campaign Teams and promote peer-to-peer environmental learning. ● Train 80–100 youth journalists in environmental journalism, storytelling and media production. ● Produce and disseminate youth-generated environmental stories, articles and videos. ● Establish City Youth Environment Forums and strengthen youth participation in civic engagement. ● Engage municipalities, CSOs, private sector actors and media as campaign allies and co-implementers. ● Develop IEC/BCC materials and creative communication tools on waste management, plastic reduction, greenery and climate resilience. ● Organise city-level competitions, clean-up drives, tree planting and recognition activities. ● Document lessons and develop a practical toolkit for urban environmental awareness campaigns.	

Role of RedOrange:

- Design and implement the overall communication and environmental awareness campaign strategy.
- Conduct stakeholder and audience engagement with municipalities, schools, CSOs, private sector and media.
- Develop IEC/BCC materials, campaign messages and creative communication products.
- Select and engage 20 schools and establish School Campaign Teams.
- Recruit and train 80–100 youth journalists across four cities.
- Develop youth journalism, storytelling, photography and video production capacity.
- Produce and disseminate youth-generated environmental articles, scripts and videos.
- Establish and support City Youth Environment Forums.
- Mobilise Youth Volunteer Leaders (VPLs) through RedOrange's youth networks.
- Facilitate municipal–civil society–private sector cooperation mechanisms.
- Organise school activities, environmental competitions, clean-up drives and tree-planting activities.
- Coordinate media engagement and dissemination of campaign outputs through local, national and digital platforms.
- Provide technical backstopping, mentoring, quality assurance and GIZ-compliant communication support.
- Implement results-based monitoring, feedback and learning mechanisms.
- Document campaign processes, lessons learned and innovative approaches.
- Develop a practical toolkit on urban environmental awareness campaigns with youth and schools.
- Produce knowledge products, case studies and documentation for wider learning and replication.
- Ensure campaign visibility, branding and communication outputs comply with GIZ and GoB standards.

Project Name: EUD Bangladesh Visibility and Communication	
Client Name: European Union Delegation in Bangladesh	Origin of Funding: European Union Delegation in Bangladesh
Duration: January 2019/ December 2021	
Lead: Particip GmbH	
Location: Bangladesh	
Project description: Visibility & Communication for the European Union Development Cooperation in Bangladesh was a media visibility, communication and awareness project for the EUD in Bangladesh. The EUD supported Bangladesh as a longstanding partner. Therefore, the project's overall objective was to enhance the visibility of EU development cooperation in Bangladesh. Issue: ● Lack of Consistent EU Branding Intervention: ● Developed a Comprehensive Branding Strategy Results: ● Enhanced Brand Recognition and Increased Public Awareness	
Role of RedOrange: ● 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 had 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.	

Project Name: Country Learning Hub for Immunisation Equity in Bangladesh	
Client Name: Gavi-the Vaccine Alliance	Origin of Funding: Gavi, the Vaccine Alliance
Duration: January 2023 - December 2025	
Partner: icddr,b, Jhpiego USA	
Location: Bangladesh	
Project description: The Country Learning Hub is an initiative by GAVI, the Vaccine Alliance. GAVI, the Vaccine Alliance, works with the mission to save lives and protect children's health by increasing access to immunisation in poor countries. Emphasising equity in vaccination coverage, Gavi will reach out to zero-dose children, under-immunised children and their communities. Issue: ● Lack of knowledge, knowledge sharing and awareness among stakeholders in Bangladesh around immunisation programme for children Intervention: ● Establishing and maintaining an online+offline country learning hub on vaccination combined with mass communication campaigns for advocacy and awareness Intended Results: ● Ensuring equitable immunization coverage focusing on Pentavalent vaccination for Zero-Dose and Under Immunized children in Bangladesh ● Improve metrics, measures, and methods to access and use data on a regular basis to improve reaching Zero-Dose children and missed communities.	
Role of RedOrange: ● Knowledge collation and curation ● Knowledge translation ● Knowledge dissemination ● Knowledge Platform Development and Maintenance	

Project Name: PRABRIDDDHI	
Client Name: PRABRIDDDHI	Origin of Funding: Swisscontact
Duration: November 2023 - November 2024	
Location: Bangladesh (Jashore, Shibganj, Bhairab, Dinajpur, Bogura, Dinajpur, Kushtia, and Cox's bazar).	
Project description: PRABRIDDDHI is a Local Economic Required Skills and Qualifications PRABRIDDDHI is looking for agencies having: ● Previous experiences of videography targeting donor agencies, NGOs, INGOs, representatives of the public and private sector working both on national and local level. ● Understanding of the local context of Bangladesh. Working Conditions and Environment ● This will be applicable according to the Swisscontact Staff Manual. Development (LED) project, funded by the Government of Bangladesh and Switzerland, and co-implemented by the Local Government Division (LGD) and Swisscontact. Issue: ● Need for effective communication and visibility of the PRABRIDDDHI LED project's impact and progress to donor agencies, NGOs, and local stakeholders. Intervention: ● Develop and produce high-quality videography showcasing project achievements, local context, and stakeholder engagement to enhance communication and visibility. Intended Results: ● Increased awareness and understanding of the PRABRIDDDHI project's impact among donor agencies, NGOs, and local stakeholders. ● Enhanced visibility of project achievements and progress, fostering greater support and engagement.	
Role of RedOrange: ● 10 high quality files of these videos (Bangla versions with English subtitles) in a hard drive/online transfer. ● The raw files of the footage along with the final edited ones.	

Project Name: Communication and Campaign Strategy for ADVANTAGE Project	
Client Name: GIZ	Origin of Funding: GIZ
Duration: 17th September 2025 - Ongoing	
Location: Dhaka, Faridpur, Gazipur, Gopalganj, Kishorganj, Madaripur, Manikganj, Munshiganj, Narshingdi, Rajbari, Shariatpur, Tangail	
Project description: The project under GIZ's ADVANTAGE (Skills Training and Employment Promotion for Women Workers in Bangladesh) initiative aims to design and implement a gender-responsive and inclusive Communication and Campaign Strategy to promote equitable access to skills development and employment opportunities for disadvantaged women, Hijra, and Persons with Disabilities in Dhaka Division. Drawing on evidence from the Equal Access Study, the campaign will address key systemic and social barriers—such as gender stereotypes, limited training access, and labour market exclusion—through innovative, evidence-based, and culturally relevant communication approaches. Issues: ● Gender stereotypes and social barriers limit women, Hijra, and PwDs from accessing skills training and jobs. ● Low awareness of inclusive opportunities and fragmented communication efforts. Interventions: ● Develop and implement an evidence-based, gender-transformative Communication and Campaign Strategy. ● Design 10 targeted, culturally relevant campaigns engaging key stakeholders and audiences. Results: ● Increased awareness and acceptance of inclusive skills development. ● Improved access to training and employment for disadvantaged women, Hijra, and PwDs. ● Stronger collaboration among stakeholders for sustainable inclusion.	
Role of RedOrange: ● Conduct needs assessment and audience research to identify priority barriers and target groups for inclusive skills development and employment. ● Design an evidence-based, gender-transformative Communication and Campaign Strategy under the ADVANTAGE project. ● Develop 10 targeted campaign concepts and materials, integrated under a common umbrella campaign for consistency and visibility. ● Produce print and digital communication tools tailored for disadvantaged women, Hijra, and Persons with Disabilities (PwDs). ● Conduct capacity-building workshops and consultation sessions with GIZ, partners, and stakeholders to validate campaign approaches. ● Implement multi-platform awareness campaigns through social, digital, and community channels to promote inclusion and behavioral change. ● Facilitate stakeholder engagement and coordination to ensure alignment of communication efforts with project goals.	

Project Name: Water Management Knowledge and Innovation Programme (WMKIP)	
Client Name: Deltares	Origin of Funding: Deltares
Duration: February 2019/ February 2020	
Location: Bangladesh - Patuakhali, Satkhira	
Project description: The Water Management Knowledge and Innovation Programme (WMKIP) was a 3-year program supported by the Embassy of the Kingdom of the Netherlands (EKN). The objective of WMKIP was an effective contribution to the long-term development goals for the Southern Coastal Region of Bangladesh and the objectives of the Blue Gold program through tested and sustainable water management innovations, knowledge development and participatory action research. Issue: ● Implementing sustainable water management innovations effectively in the Southern Coastal Region of Bangladesh with strong local engagement. Intervention: ● Develop and deploy four innovation projects focused on apps for water management, pumped drainage, testing composite materials for sluice gates, and river management and bank protection, with active participation from local authorities, communities, and relevant stakeholders. Results: ● Introduction of tested and sustainable water management innovations. ● Enhanced local engagement and participation in water management practices. ● Contributed to the long-term development goals of the Southern Coastal Region and the objectives of the Blue Gold program.	
Role of RedOrange: ● Developed communication strategy for Component 2 ● Created horizontal learning and outreach strategy ● Addressed knowledge gaps and stakeholder commitment ● Enhanced learning for water management groups ● Provided graphic design and animation support ● Produced animated video and case story ● Developed documentary, posters, leaflets, brochure ● Managed regular content production for social media	

Project Name: Development of TVC and Motion Graphics on Development in Agricultural sector and development in senior citizen	
Client Name: Access to Information Programme II	Origin of Funding: Access to Information Programme II
Duration: August 2018/ September 2018	
Location: Dhaka, Bangladesh	
Project description: The purpose of this initiative was to develop popular and quality content for playing a key role in behavioural change; satisfying curiosity and making a difference in people's lives; engaging the needs of the people of all background; creating knowledge among the users/viewers; raising awareness opportunities to learn around central themes in Bangladesh society. Issues: ● Need for quality content to drive behavioral change Interventions: ● Developed audio-visual content on education, health, and agriculture ● Utilized multiple communication mediums to reach underserved communities Results: ● Increased engagement and knowledge across diverse communities ● Enhanced awareness on key social and developmental issues	
Role of RedOrange: RedOrange Media and Communications provided all the necessary support to develop the audio-visual content required to communicate and disseminate mediated messages in favour of the assignment, such as: ● 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. The deliverables for this assignment was - ● 1 TVC and 1 Animation on Development in the Agricultural Sector ● 1 TVC and 1 Animation on Development in Senior Citizens	

Project Name: EIS Pilot	
Client Name: EIS Pilot	Origin of Funding: GIZ
Duration: January,2023 - December, 2024	
Location: Bangladesh	
Project description: This project focuses on enhancing social protection for workers in Bangladesh's textile and leather sector. The existing Central Fund, while a positive step, falls short of the international standards outlined in ILO Convention No. 121. To address this, a pioneering Employment Injury Scheme (EIS) pilot was launched in June 2022 for the RMG sector. Issues: ● Insufficient coverage under the existing Central Fund. ● Limited data on occupational accidents and risks. Interventions: ● Launch pilot Employment Injury Scheme (EIS) for RMG sector. ● Collect comprehensive data and implement risk-sharing model. Results: ● Enhanced social protection aligning with international standards. ● Foundation laid for permanent, compliant EIS system.	
Role of RedOrange: ● 07 (up to) video production of the EIS pilot beneficiaries ● 01 compilation video (maximum duration 7 minutes), ready for online distribution and viewing ● 07 case study (two pager for each case) factsheet in both English and Bangla ● Raw footage with line-up and edited project files. ● Subtitles/captions file(s) in English or Bangla. ● Any additional graphics, animations, or assets used in the video production. ● All the case studies in a designed written format (preferably in word and pdf files)	

Project Name: Development and Implementation of Communication & Outreach Strategy and Communication and Outreach Training for Mapping Team	
Client Name: Deltares	Origin of Funding: Deltares
Duration: October 2018/ December 2018	
Lead/Partener: N/A	
Location: Bangladesh	
Project description: 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. The overall WMKIP objective was: “Effective contribution to the Medium and Long Term Development Goals for the Southern Coastal Region, through tested and sustainable water management innovations, knowledge development and participatory action research.” 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. Issues: ● Need for sustainable water management innovations ● Limited cooperation between knowledge institutions ● Coordination required with existing programs Interventions: ● Launched WMKIP to develop and test water management innovations ● Strengthened collaboration between Dutch and Bangladeshi institutions ● Coordinated with the Blue Gold Program for support and alignment Results: ● Advanced water management solutions for the coastal region ● Enhanced research and innovation cooperation between institutions ● Improved alignment and integration with the Blue Gold Program	

Role of RedOrange:

- 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
- Creating work plan with clear deliverable outcomes, indicators and tools for the
- implementation of the strategy
- Implementing the strategy over six months period, working closely with the local and
- international project partners
- 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
- Capacity building of local graduate student(s) through an internship over a six month period.
- For this project, RedOrange has -
- 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;

Project Name: Amar taka	
Client Name: OXFAM Novib	Origin of Funding: Oxfam Novib
Duration: 2023 (9 months)	
Partner: SUPRO	
Location: Dhaka, Bangladesh	
Project description: This 9-month project (April–December 2015) aims to promote budget governance, reduce inequality, and increase allocation for essential public services such as health, education, and social protection in Bangladesh, where limited public participation and weak accountability persist. Implemented across 45 districts, the project focuses on empowering grassroots communities through digital budget literacy tools, training 360 campaigners and reaching over 7,200 citizens, while mobilizing 22,500 people. It also seeks to influence policymakers through consultations, media engagement, and budget tracking in selected Upazilas, making them more responsive to public demands. Using a combination of capacity building, grassroots mobilization, advocacy, and digital innovation (including videos, website, and social media), the project aims to strengthen transparency, enhance citizen participation in budgeting processes, and lay the foundation for scaling up evidence-based advocacy for better public service delivery.	
Role of RedOrange: ● Developed digital budget literacy and accountability tutorial materials (videos/animations). ● Conducted orientation sessions on use of digital tools for campaigners. ● Designed and maintained web-based information system linked with social media. ● Produced video documentation and case studies from project activities. ● Supported media engagement and facilitated national media coverage on budget issues. ● Assisted in budget and expenditure tracking in selected Upazilas. ● Developed communication and advocacy content for awareness campaigns. ● Supported lesson-learned workshop and knowledge-sharing activities for scaling up the project.	

Project Name: Branding and Website for Delta Conference	
Client Name: Embassy of the Kingdom of the Netherlands	Origin of Funding: Embassy of the Kingdom of the Netherlands
Duration: August 2021/ December 2021	
Location: Dhaka, Bangladesh	
Project description: The Bangladesh Delta Plan 2100 (BDP2100) was developed in close cooperation with the NL and officially approved by Bangladesh Prime Minister Sheikh Hasina in September 2018. EKN funded Support for the Implementation of the BDP project (SIBDP, 2019-2021) to facilitate the shift from planning to implementation. This support was mostly focused on enhancing the institutional context, developing the knowledge agenda and facilitating the dialogue on funding arrangements. Issues: ● Difficulty integrating BDP2100 into sectoral and grassroots plans. ● Challenges in coordinating a large-scale international conference. Interventions: ● Facilitated dialogue for policy mainstreaming and integration. ● Organized a high-level international conference for acceleration. Results: ● Enhanced alignment of BDP2100 with sectoral and local projects. ● Increased stakeholder engagement and support for BDP2100.	
Role of RedOrange: i) All participants on the BDP2100 and relevant other ongoing projects were informed; ii) Discussed and further elaborated the main water- and agriculture-related strategies for the 6 hotspots identified in the BDP; iii) Contributed to the process of reviewing, updating, and prioritising and funding projects included in the 8th FY plan; and iv) Mutually identified adaptive pathways and a generic roadmap for optimising BDP implementation.	

Project Name: Communications Plans and Strategies for Access to Justice for Women project	
Client Name: GIZ	Origin of Funding: GIZ
Duration: 23 July 2025 - April 2026	
Location:	
Project description: The “Access to Justice for Women” project aims to improve justice access for women and vulnerable groups in Bangladesh. RedOrange Communications will develop communication plans for the project and NLASO, including needs assessments, strategy drafting, stakeholder validation, and finalisation, ensuring visibility, engagement, and gender-sensitive, rights-based messaging. Issue: ● Lack of structured communication plans for GIZ projects in Bangladesh. ● Limited visibility and stakeholder engagement for project initiatives. ● Inconsistent branding and messaging across project outputs. Intervention: ● Develop comprehensive communication plans and strategies for projects. ● Conduct needs assessments and stakeholder mapping for targeted outreach. Result: ● Clear, actionable communication plans ready for implementation. ● Improved stakeholder engagement and project visibility at multiple levels.	
Role of RedOrange: ● Develop comprehensive communication plan for the Access to Justice for Women project. ● Develop communication strategy and plan for the NLASO project. ● Conduct needs assessments, surveys, FGDs, and key informant interviews. ● Map and engage relevant stakeholders, including government, NGOs, and community groups. ● Draft, review, and finalise all communication materials and outputs. ● Organise and facilitate validation workshops for stakeholder feedback. ● Ensure gender-sensitive, inclusive, and human rights-aligned messaging. ● Manage project workflow, timelines, and deliverables across work packages. ● Oversee quality assurance and continuous monitoring of outputs. ● Support knowledge management: identify, validate, and disseminate relevant project information. ● Provide monthly updates, risk reporting, and responsive adjustments to work plans. ● Facilitate capacity-building and orientation sessions for NLASO staff as needed.	

Project Name: Design, Development and Printing of Training and IEC Materials for Green Social Dialogue Programme for RMG workforce	
Client Name: Ethical Trading Initiative (ETI) Bangladesh	Origin of Funding: Ethical Trading Initiative (ETI) Bangladesh
Duration: March, 2023/ July, 2023	
Location: Bangladesh	
Project description: The core objective of this assignment was to provide the necessary support to design, develop and print training and IEC materials for the GSD programme of ETI Bangladesh; which was basically addressing climate change-related issues through workers' behaviour change management. Issue: ● Need for effective training and IEC materials to support climate change-related behavior change among workers and stakeholders. Intervention: ● Design, develop, and print training and IEC materials for the GSD programme, focusing on green production and climate change issues. Result: ● Enhanced understanding and adoption of climate-friendly practices among workers, management, and relevant stakeholders through well-developed training and IEC materials.	
Role of RedOrange: RedOrange provided the following services under this project: ● Designed and printed two flipcharts on climate change adaptation training module ● Prepared two audio-visuals: One was on the project interventions of the Green Social Dialogue program and another one was on the organisational promo video for ETI Bangladesh ● 2 audio-songs that promoted climate change adaptations ● Designed and printed 2 message board ● Planned campaign for the Celebration of the World Environment Day 2023 ● Additional IEC material/Quiz App ● Photography support	

Project Name: Progressing the Retail sector by Improving Decent Employment (PRIDE) project: Video Production	
Client Name: BRAC	Origin of Funding: BRAC
Duration: July 2022/ October 2022	
Location: Bangladesh	
Project description: Progressing the Retail sector by Improving Decent Employment (PRIDE) project created a model for scale, providing sustainable livelihoods for low-income urban youth in Bangladesh in partnership with the retail sector and the Government of Bangladesh. Creating decent employment opportunities in the retail sector for the most disadvantaged had huge potential for national-level scale and impact in the coming years. Issues: ● Challenge in scaling training models nationwide. ● Difficulty in aligning diverse stakeholder interests. Interventions: ● Implemented blended training approaches for broader impact. ● Facilitated collaboration to standardize industry practices. Results: ● Increased employment opportunities for disadvantaged youth. ● Enhanced industry standards and training competency in Bangladesh.	
Role of RedOrange: 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. 1. Good quality work videos - Retail sector employees 2. Competencies for work in the retail sector- Programme participants trained to work in the retail sector	

Project Name: Development of Social Behaviour Change Communication (SBCC) campaign materials and guidelines for 'Shobai Miley Shikhi' Project	
Client Name: Save the Children Bangladesh	Origin of Funding: Centre for Disability in Development
Duration: March, 2023/June, 2023	
Location: Bangladesh	
Project description: For this project, RedOrange Communications provided services as a consultancy firm to develop an SBCC strategy for the Sobai Miley Shikhi (SMS) project, along with a Comprehensive Action Plan. RedOrange also designed for SBCC key messages and materials, and guidelines to support the implementation of all strategic results to achieve the broader goals of the "Sobai Mile Shikhi" project. Issue: ● Need for an effective SBCC strategy to promote inclusive education and combat stigma associated with disabilities in school communities. Intervention: ● Develop an SBCC strategy, comprehensive action plan, key messages, and materials to support the Sobai Miley Shikhi (SMS) project, collaborating with DPE, UNICEF, and CDD. Result: ● Enhanced promotion of inclusive education and reduced stigma, leading to increased school attendance among children with disabilities. Role of RedOrange: RedOrange Communications was responsible for providing the Shobai Miley Shikhi Project with - ● A comprehensive SBCC strategy, along with an action plan that included measures for sustainability, and all SBCC key messages and materials in both soft and hard copy. ● Infotainment scripts, visuals, video scripts, song/jingle, training packages/modules, kits, and other related products. ● Supported the Directorate of Primary Education (DPE), UNICEF, and other USAID activities to ensure that the SBCC campaign was implemented effectively and that all the strategic results were achieved. With these deliverables, the project aimed to increase knowledge, create favourable attitudes and practices, and ultimately improve the learning and self-esteem of children, which resulted in a more inclusive education system in Bangladesh.	

Project Name: Proyash II- Building Urban Resilience in Dhaka and Chattogram	
Client Name: Proyash II- Building Urban Resilience in Dhaka and Chattogram	Origin of Funding: Save the Children
Duration: January, 2023 - July, 2023	
Location: Bangladesh	
Project description: PROYASH II was a five-years (July 2018 - June 2023) urban risk reduction project of Save the Children Bangladesh with support from its implementing partners YPSA (Young Power in Social Action) and SEEP (Social and Economic Enhancement Programme), in the vulnerable urban communities of Dhaka, Savar and Chattogram. Its overall purpose was to increase preparedness and resilience of urban slum communities in Dhaka, Savar and Chattogram to cope with shocks and stresses. The objective was to enhance capacities of women, children and relevant government institutions to contribute to urban resilience. Proyash II had worked to increase the capacity of community-based disaster management committees, women, children, youth and other community members. The project's main interventions target women and children, in particular, ensuring their participation in local risk assessments and planning. To sustain the effort, Proyash II had tried to build a strong network and liaison with government, NGOs, INGOs, academia, research institutions and the private sector, so as to ensure a combined effort in effective urban risk management. For sustainability and long-term impact, the project had worked with the city corporations and municipalities and local government authorities to include risk reduction planning into the annual development plans.	
Role of RedOrange: 1. Produced 10 features (all stories in both English and Bangla), success, learning and other relevant 2. High resolution photos from three project areas (Dhaka, Savar and Chattogram). 3. Published 3 stories in Dhaka Tribune and Samakal. 4. Developed 3 videos with subtitles. 5. Organised a talk show with RTV.	

Project Name: South Asia Wash Results Programme II (SAWRP II)	
Client Name: Department for International Development	Origin of Funding: Department for International Development
Duration: October 2017/October 2018	
Lead: Plan International	
Location: Bhola, Bangladesh	
Project description: The South Asia WASH Results Programme (SAWRP) has been working to improve water, sanitation and hygiene outcomes in Bangladesh and Pakistan since 2014. SAWRP II is the expansion of SAWRP I, which is working in four districts in Bangladesh: Bhola, Thakurgaon, Kurigram and Sirajganj. SAWRP II is implemented by a consortium led by Plan International UK, with Plan International Bangladesh and WaterAid as country partners, Ipsos MORI as a monitoring, verification and evaluation partner, and WEDC as a learning partner. Plan International Bangladesh and WaterAid Bangladesh are implementing the project through local partner NGOs (PNGOs). Learnings from the first phase of SAWRP highlighted the need to systematise and strengthen their approach towards behaviour change programming to support sustainable results. For that, SAWRP II partners are adopting Behaviour Centred Design (BCD), a 5 step approach – Assess, Build, Create, Deliver, Evaluate (ABCDE).	
Detailed description of the assignment (Services/Supplies/Works): ● Conducted SBCC design based on Behavior Centred Design (BCD) principles. ● Developed a full campaign toolkit: training manuals, storytelling aids, interactive activities, and community theatre guides. ● Pre-tested campaign elements in rural communities and adapted tools based on user feedback. ● Led Training of Trainers (ToT) for district-level facilitators. ● Delivered a campaign that motivated behavior change through emotional triggers like pride, status, comfort, and affiliation.	
Results: ● A field-tested, community-driven SBCC campaign package now implemented across multiple districts. ● Increased community engagement and ownership of hygiene behavior change. ● Strengthened institutional capacity among local partners to deliver participatory and inclusive SBCC interventions.	

Project Name: SBCC Campaign on Hand Hygiene for Feed the Future: Bangladesh Nutrition Activity	
Client Name: iDE	Origin of Funding: USAID
Duration: October 2017/October 2018	
Lead/Partner: N/A	
Location: Dhaka, Khulna, and Barisal, Bangladesh	
Project description: The Feed the Future Bangladesh Nutrition Activity is a USAID-funded initiative designed to improve nutritional outcomes for vulnerable populations — including children under five, pregnant and lactating women, and adolescents — by combining systems thinking with community-led change. Through this approach, the project addresses the underlying causes of malnutrition and supports households in adopting sustainable health and nutrition practices. Increase consumption of nutritious, diverse, and safe diets among target households. Improve the social and economic empowerment of women and adolescents, enabling them to make informed decisions about health, nutrition, and livelihoods. Promote the adoption of improved WASH practices, particularly handwashing with soap and safe water use.	
Detailed description of the assignment (Services/Supplies/Works): ● A communication plan for the campaign, linking key messages to interventions, channels, and target audiences ● Key communication messages (catchphrases) appropriate to the context ● A draft outline of the materials, add design, and test at the field ● Final graphics/visual materials which include promotional and knowledge items, ● Reach 12,000+ household through campaign ● Conducting multi-contact interventions at the household level targeting women and adolescents to promote knowledge and adoption of practices related to handwashing ● Conducting multi-contact community engagement activities targeting men and adolescents to promote knowledge and adoption of practices related to handwashing ● Engaging local trusted figures (religious leaders, teachers, ward/union members, local government officials, health workers, etc.) in the community engagement activities ● Engaging primary and secondary school students as they are the actual change agents of the communities ● Report on activities conducted and households/individuals reached through the activation on a weekly basis ● Sharing pre and post-intervention assessment reports highlighting the effectiveness of the campaign	

Project Name: SHIFT model campaign acceleration (process documentation including video, photographs and product development) Gaibandha Impact Area

Client Name: Save the Children

Origin of Funding: Save the Children

Duration: June 2025 - December 2025

Location: Gaibandha

Project description:

The SHIFT Project under the Shishuder Jonno (SJ) Program by Save the Children International is a youth-led campaign initiative aimed at empowering adolescents (ages 14–24) in Gaibandha to become agents of change in their communities. It connects grassroots youth advocacy with creative agencies to co-design innovative, human-centered campaigns. Through both online and offline platforms, SHIFT enables young people to raise their voices, take collective action, and hold service providers accountable for positive societal change. Creative agencies play a key role by mentoring youth in campaign strategy, ideation, and execution.

Issues:

1. Limited youth participation in local decision-making and development processes.
2. Youth voices are often overlooked in policy and practice affecting their lives and communities.
3. Lack of creative platforms and resources for young people to advocate for social change.

Interventions:

1. Youth-led campaign co-designed with creative agencies using a human-centered approach.
2. Capacity-building of SHIFTERS in advocacy, campaign strategy, and media engagement.
3. Development of high-quality communication materials to support offline and online outreach.
4. Strategic media and influencer partnerships to amplify youth voices and campaign impact.

Results:

1. Empowered youth actively lead and influence social change in their communities.
2. Increased visibility and recognition of youth-led advocacy at local and national levels.
3. Greater accountability from service providers through youth-driven awareness and action.
4. Sustainable youth engagement model strengthened through documentation and impact storytelling.

Role of RedOrange:

- Designing, Printing Communication & Promotional Materials and Printing of IEC Materials (Posters, Outdoor Banner, Stickers, Character Placards, T-Shirts, Caps, Mugs, Customized Lanyard ID Cards, SHIFT Character Cutouts, Logo, X-Stand Banners, Backstage Banners, Jute Bags, Custom Mascots, Placards.
- Production of Impact video, campaign video, jingles
- Photography service
- Media engagement, collaboration with social media influencer

Project Name: SHIFT	
Client Name: SHIFT	Origin of Funding: Save the Children
Duration: September 2023 - December 2023	
Lead/Partner: N/A	
Location: Bangladesh Nationwide	
Project description: The SHIFT campaign is a youth-led innovation initiative introduced under Save the Children’s flagship Shishuder Jonno (SJ) program. It aims to shift power to young people by empowering them to design, lead, and implement campaigns that challenge harmful social norms, promote rights, and hold institutions accountable. The initiative positions youth not just as participants, but as creative strategists and change-makers. Enable young people to develop and execute advocacy campaigns that reflect their lived realities. Facilitate youth-led accountability through grassroots mobilization and local engagement. Build the creative and strategic capacity of youth groups through mentorship from professional agencies. Influence policy, institutional behavior, and community practices that restrict youth development. The SHIFT model is built on human-centered co-design and iterative learning. Creative agencies support youth (SHIFTERS) in ideating, designing, and launching campaigns using storytelling, visual design, and digital tools. Campaigns are rooted in the everyday issues young people identify — such as access to education, gender equity, and public service delivery — and aim to disrupt the status quos through collective action.	
Detailed description of the assignment (Services/Supplies/Works): ● Shifter group selection ● Fun adult training for young shifters ● Co-Creation workshop ● Campaign design, campaign product design ● Kick-off campaign ● School event ● Road show ● Parents meeting in community ● Community fair	
Results: ● 6.5 million reach through news publications ● 6000 direct reach in 3 months ● 80k reach through social media	

Project Name: Development of Social Behaviour Change Communication (SBCC) campaign materials and guidelines for 'Shobai Miley Shikhi' Project	
Client Name: Save the Children Bangladesh	Origin of Funding: Centre for Disability in Development
Duration: March, 2023/June, 2023	
Lead/Partner: N/A	
Location: Bangladesh	
Project description: The Sobai Miley Shikhi (SMS) project aims to promote inclusive education by reducing stigma around disability and encouraging school attendance among out-of-school children with disabilities, especially girls. In collaboration with the Directorate of Primary Education (DPE), UNICEF, and USAID, the project engages families, schools, and communities to adopt education-supportive behaviors. RedOrange developed the SBCC strategy and action plan for the project, along with key messages, materials, and implementation guidelines to support awareness-raising and behavior change at multiple levels.	
Detailed description of the assignment (Services/Supplies/Works): • 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. • 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.	
Results: • 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. • 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.	

Project Name: Design, Development and Printing of Training and IEC Materials for Green Social Dialogue Programme for RMG workforce	
Client Name: Ethical Trading Initiative (ETI) Bangladesh	Origin of Funding: Ethical Trading Initiative (ETI) Bangladesh
Duration: March, 2023/ July, 2023	
Location: Bangladesh	
Project description: GSD programme of ETI Bangladesh is addressing climate change-related issues through workers' behaviour change management. The 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.	
Detailed description of the assignment (Services/Supplies/Works): RedOrange provided the following services under this project: ● Design and printing two flipcharts on climate change adaptation training module ● Preparing two audio-visuels: 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	