

Terms of Reference (ToR)

For

**Media Engagement, District and National Budget Advocacy Dialogues of Civil Society Priorities
for Integration into the National Budget 2026**

Under

**SUSHIL: Supporting the Unity and Sustainability of Civil Society Organizations (CSOs) to
Uphold Human Rights, National Integrity and Rule of Law in Bangladesh**

1. Background

ActionAid Bangladesh (AAB), an affiliate member of the ActionAid Federation, has been working in Bangladesh for more than four decades to advance human rights, social justice, democratic governance, and the empowerment of marginalized communities. Through its Human Rights Based Approach (HRBA), ActionAid Bangladesh supports citizens, particularly women, youth, and excluded groups, to claim their rights and actively engage in governance processes.

Under the SUSHIL: Supporting the Unity and Sustainability of Civil Society Organizations (CSOs) to Uphold Human Rights, National Integrity and Rule of Law in Bangladesh Project (2023–2026), ActionAid Bangladesh works with 123 grassroots CSOs across nine districts: Dhaka, Satkhira, Kurigram, Gaibandha, Bagerhat, Chattogram, Bandarban, Naogaon, and Kushtia.

In 2025, ActionAid Bangladesh facilitated a series of district and national dialogues with political parties, policymakers, media representatives, and civil society actors to articulate citizens' expectations for an inclusive, fair, and credible 13th National Parliamentary Election. Through these engagements, political leaders expressed commitments to democratic governance, women's participation, and responsive policymaking.

Following the election and the formation of a new government, the focus has shifted toward ensuring that commitments made through election manifestos are translated into tangible public policies and budgetary allocations. As the national budget is the primary mechanism through which government priorities are implemented, there is a critical need to advocate for the inclusion of district-level civil society priorities in the national budget process. The budget has already been proposed and is currently effective from July 2026. Therefore, the project supporting CSOs will continue to follow up on the implementation of the manifesto commitments, assess whether implementation is on track, and identify key priorities that have not yet been reflected in the current budget. The project will also analyze these unmet needs and propose recommendations and pathways for incorporating them into the budget revision process scheduled for November.

To advance this objective, ActionAid Bangladesh intends to engage a nationally recognized media organization to lead the design, facilitation, documentation, and dissemination of a series of district and national-level advocacy and policy engagement initiatives. The media partner will organize district-level consultations and media briefings, convene a national policy dialogue, and implement strategic outreach through print, online, television, and social media platforms to amplify citizens' priorities and civil society perspectives on public budgeting.

These engagements will provide a platform for discussing the extent to which citizens' priorities and manifesto commitments are reflected in the current national budget, highlighting key gaps, unmet needs, and emerging concerns at the district level, and promoting evidence-based recommendations for budget revisions. The media partner will play the lead role in stakeholder engagement, public communication, media outreach, and policy advocacy to influence the national budget revision process.

To support these efforts, ActionAid Bangladesh will engage an experienced consultant separately to undertake the assessment and generate evidence-based findings, analysis, and policy recommendations. The consultant will provide technical inputs and research outputs to inform consultation discussions, advocacy messages, and media dissemination activities led by the media partner.

2. Objective

Overall Objective

To reflect on the existing budget and facilitate evidence-based policy advocacy and media engagement that promotes the integration of district-based civil society priorities into the National Budget revision through consultation, dialogue, media outreach, and policy engagement.

Specific Objectives

- **Facilitate and lead inclusive dialogue and engagement** among CSOs, policymakers, Members of Parliament, local government representatives, political leaders, media professionals, development partners, and other relevant stakeholders through district-level consultations, media briefings, and national policy dialogue platforms to review budget implementation progress, discuss development priorities, and identify areas requiring budgetary revision.
- **Amplify district-level voices, budget priorities, identified gaps, and policy recommendations** through strategic media engagement and public communication initiatives, including print and online publications, television programming, social media

campaigns, and the media partner's established platforms and networks, to strengthen public discourse on budget accountability, transparency, and responsiveness.

- **Promote and advocate for the integration of citizen-centered development priorities,** particularly those related to women's rights, youth empowerment, marginalized communities, governance, accountability, and improved public service delivery, into the national budget revision process through evidence-based media advocacy, stakeholder engagement, and public awareness campaigns.

3. Geographic Coverage

Project Districts: Kurigram, Gaibandha, Naogaon, Kushtia, Shatkhira, Bagerhat, Chattogram, Bandarban, and Dhaka.

4. Scope of Work for the Media Partner

The selected media partner will serve as the lead agency responsible for planning, organizing, facilitating, documenting, communicating, and amplifying all dialogue, advocacy campaign, and public engagement activities under the project. Working in close coordination with ActionAid Bangladesh and an external consultant, the media partner will lead strategic stakeholder engagement and media advocacy efforts to promote citizen-centered budget priorities and influence the national budget revision process.

The external consultant will generate the evidence, findings, policy analysis, and recommendations. The media partner will work closely with the consultant to ensure that research findings and advocacy messages are effectively communicated through consultation platforms, media outreach, public discourse, and policy engagement processes.

A. District-Level Consultations and Media Briefings (09 Events)

The media partner shall:

- Organize and facilitate nine (09) district-level consultation and media briefing events.
- Coordinate with ActionAid Bangladesh, the consultant, CSOs, women's rights organizations, youth groups, local government representatives, elected representatives, media professionals, community leaders, and other relevant stakeholders.
- Present and disseminate key findings, evidence, and recommendations generated by the consultant.
- Facilitate dialogue on district-specific development priorities, budget gaps, unmet needs, and proposed budget revisions.

- Ensure meaningful participation of women-led organizations, youth representatives, marginalized communities, and grassroots stakeholders.
- Facilitate stakeholder discussions and capture recommendations, commitments, feedback, and key observations.
- Engage local and regional media to ensure visibility and coverage of consultation outcomes.
- Produce media stories, interviews, press materials, and public communications from each consultation.

Deliverables

- 09 district-level consultations and media briefings successfully organized and facilitated.
- 09 district consultation documentation reports including:
 - Key issues and concerns raised;
 - District-level budget priorities;
 - Stakeholder recommendations;
 - Commitments and observations;
 - Consultation outcomes and key advocacy messages.
- Media coverage generated from all district consultations across print, online, television, and social media platforms.
- Press releases and communication materials produced for consultation events.

B. National-Level Policy Consultation (01 Event)

The media partner shall:

- Organize and facilitate one (01) national-level policy consultation.
- Coordinate with the consultant to present consolidated district findings, policy recommendations, and budget priorities.
- Bring together Members of Parliament, representatives from relevant ministries, Planning Commission and Finance Division officials, local government representatives, development partners, civil society leaders, women's rights organizations, youth representatives, policy experts, and national media.

- Facilitate dialogue on the alignment of citizens' priorities with national budget processes and development commitments.
- Support advocacy efforts aimed at integrating citizen-centered and district-level priorities into the national budget revision process.
- Ensure extensive national media engagement before, during, and after the event.

Deliverables

- 01 national-level policy consultation successfully organized and facilitated.
- Event proceedings and documentation report with summary highlighting key policy recommendations and stakeholder commitments.
- One (01) feature news report published in the print edition of a national newspaper.
- One (01) full-page newspaper supplement (broadsheet format) featuring:
 - Key findings from district consultations and the national dialogue;
 - Citizens' and CSO budget priorities;
 - Budget gaps and development concerns identified across districts;
 - Reflections from policymakers, experts, and stakeholders;
 - Recommendations for budget revisions and policy integration.
- Online publication of the supplement through the media house's digital platform.
- Digital news content, opinion pieces, interviews, and stories promoting project messages.

C. Online and Media Advocacy Campaign

The media partner shall design and implement an integrated online and media advocacy campaign aimed at increasing public awareness, stimulating public debate, and promoting citizen-centered budget priorities.

The campaign shall utilize the media partner's own platforms, networks, and audience reach, including social media channels, online news portals, television programming, and digital engagement tools.

Key Activities

- Develop a campaign strategy and content calendar aligned with project objectives.

- Produce campaign content highlighting district-level voices, budget priorities, and policy recommendations.
- Disseminate infographics, short videos, interviews, quotes, testimonials, and key advocacy messages through social media platforms.
- Promote consultation outcomes through targeted digital communications such as broadcast discussion segments, interviews, talk shows, or relevant features through the media partner's television channels and broadcast networks, where applicable.
- Engage policymakers, CSOs, youth representatives, women's rights advocates, and community leaders through digital and broadcast media platforms.
- Generate public engagement and discussion around budget accountability, responsiveness, and inclusion.

Deliverables

- One integrated online advocacy campaign implemented throughout the assignment period.
- Social media content package, including campaign posts, graphics, videos, and key messages.
- Digital promotion of all district and national consultation events.
- Media coverage through the media partner's channels and networks.
- Campaign performance report capturing reach, engagement, media impressions, and audience interaction.
- Ensure appropriate visibility and acknowledgment of ActionAid Bangladesh, the European Union, and project partners in all communication and media products, in accordance with approved branding and visibility guidelines.
- Maintain consistent messaging across consultations, media products, advocacy materials, and campaign activities.

5. Reporting and Deliverables of the Media Partner

Deliverable Category	Deliverables
1. Inception Report	• Detailed implementation methodology and approach • Workplan and implementation timeline • Stakeholder engagement and consultation plan

Deliverable Category	Deliverables
	• Calendar for 9 district consultations and 1 national policy consultation • Media, communication, and advocacy strategy • Online and social media campaign plan, including proposed content, platforms, and engagement approach • Coordination mechanism with ActionAid Bangladesh and the consultant
2. Consultation and Event Documentation	• Documentation reports from 9 district-level consultations and media briefings • One national-level policy consultation report • Proceedings, key discussion points, stakeholder commitments, and recommendations from all consultation events • Participant lists and stakeholder profiles • Event photographs, media materials, and documentation records
3. Media and Communication Outputs	• Media coverage generated from district and national consultations • Press releases, media briefs, and communication materials developed and disseminated • One feature news report published in a national newspaper • One full-page newspaper supplement (broadsheet format) • Online publication of the supplement and related stories through the media house's digital platforms • Opinion articles, interviews, feature stories, and multimedia content as applicable
4. Online and Broadcast Advocacy Campaign Outputs	• One integrated online advocacy and public awareness campaign implemented • Social media campaign content package, including graphics, videos, reels, quotes, infographics, and key messages • Digital promotion of district consultations, national consultation, and key advocacy messages • Television and/or broadcast media coverage through the media partner's own channels and networks, including talk shows, interviews, discussions, or special segments (where applicable)

Deliverable Category	Deliverables
	• Campaign analytics and engagement reports, including reach, impressions, audience engagement, and digital performance metrics
5. Media Evidence and Dissemination Portfolio	• Copies of all print publications and newspaper coverage • Links and URLs to online publications and digital content • Television broadcast records, recordings, or links (where applicable) • Copies of the newspaper supplement and other communication products • Screenshots, circulation records, media monitoring reports, and evidence of dissemination across platforms
6. Final Assignment Report	• Comprehensive summary of all activities conducted • Overview of district and national consultation outcomes and key recommendations • Stakeholder participation statistics, including gender, age, and stakeholder-category disaggregation • Summary of media reach, circulation, viewership, digital engagement, and campaign performance metrics • Analysis of advocacy results and public engagement achieved • Lessons learned, challenges, and recommendations for future engagement • Annexes containing consultation reports, media outputs, publications, photographs, screenshots, audience analytics, URLs, broadcast records, and all supporting documentation

8. Qualifications

The selected media organization must:

- Be a nationally recognized media house/newspaper.
- Have proven nationwide outreach and credibility.
- Demonstrate experience in policy advocacy, governance, public finance, and development reporting.
- Have operational capacity in all nine project districts.

- Possess experience in organizing consultations, roundtables, and public dialogues.
- Have strong print and digital dissemination capabilities.

9. Timeframe: September 2026 – November 2026

10. Budget

Component	Amount (BDT)
Media Partner (As per deliverables)	2,560,000
Total Budget Including vat and Tax	2,560,000

11. Branding and Communication

All communication materials, banners, publications, reports, media products, supplements, and event branding must comply with the branding and visibility guidelines of:

- European Union (EU)
- ActionAid Bangladesh (AAB)
- Relevant district-level partner organizations

All outputs must appropriately display approved logos and acknowledgement statements.

12. Management and Reporting

Both the media partner and consultant will report directly to the **Project Manager, SUSHIL Project, ActionAid Bangladesh** and will work in close coordination with the project team throughout the assignment.

ActionAid Bangladesh will provide strategic guidance, relevant project documents, stakeholder coordination support and timely feedback on deliverables

13. Expression of Interest (EOI)

Interested media organizations and consultants are requested to submit:

Technical Proposal

- Understanding of the assignment
- Proposed methodology
- Workplan and timeline
- Team composition and roles

Financial Proposal

- Detailed budget breakdown

Supporting Documents

- Organizational/consultant profile
- CVs of key personnel
- Samples of similar assignments completed
- Trade license, TIN, VAT registration (for organizations)

Applications should be submitted to the designated ActionAid Bangladesh email address by the deadline specified in the EOI announcement.

Deadline for Proposal Submission: 16 September 2026

- Please click below the link to submit your proposals

Link: <https://consultancy.actionaidbd.org/>

Disclaimer: ActionAid Bangladesh reserves the right to accept or reject any or all applications without assigning any reason thereof