



**Terms of Reference**

Designing and organizing on “Go Green” campaign in Dhaka North City Corporation area

**Introduction**

**Islamic Relief Bangladesh (IRB)** is an independent humanitarian and development organization. Founded in 1984, with headquarters based in Birmingham, UK, **IRB** has presence in around 44 countries. Inspired by Islamic values, **IRB** supports the world’s most vulnerable people in the fight against poverty and sufferings. **IRB** does this regardless of race, political affiliation, gender or belief, and without expecting anything in return. **IRB** has been working in Bangladesh as **Islamic Relief Bangladesh (IRB)** since 1991, when it provided emergency relief and supported communities to rebuild in the wake of a devastating cyclone. Since then, we, **IRB** have expanded programmes to focus on both humanitarian and development challenges. **IRB** is currently working in 37 districts across Bangladesh.

IRB is implementing a project to Increase understanding of urban dwellers and policy makers on urban ecological resilience

Dhaka City is one of the major cities of South Asia. With an estimated population of more than 15 million people, it is the largest city in Bangladesh and the 8th largest city in the world. It is also one of the world’s most densely populated cities.

Bangladesh has shown substantial success with respect to health and development over the past few years. Accomplishments include achieving Millennium Development Goal (MDG) 4 for the reduction of mortality amongst children under age 5 and making remarkable progress towards MDG 5 for improved maternal health.

However, the rapid growth of cities and towns is the greatest development challenge for the country. Over the past 40 years the proportion of the population living in urban areas in Bangladesh has increased from 5 percent to 28 percent, with estimates predicting that just under one third of the total population will live in urban areas by 2015.

The city faces challenges that include high percentages of people living in slums, high cost of living and dominance of the informal sector, inadequate basic services (especially water, sanitation and energy), unplanned urban and pre-urban

expansion, a high level of vulnerability to natural disasters and poor traffic systems.

Thus, just as the size of the population is growing fast, so too is the scale of the challenge for urban health. Viral diseases and communicable diseases are increasing in Dhaka City due to poor hygiene and sanitation systems in the slums. In fact, in the city's slums the mortality rate of children under 5 years old is almost double that of rural areas.

On top of that, air pollution is worsening. Bangladesh was ranked fourth among 91 countries with the worst urban air quality in the latest air pollution monitoring report by the World Health Organization. Data from the National Institute of Diseases of the Chest and Hospital shows that nearly seven million Bangladeshis suffer from asthma and more than half of them are children. In Dhaka alone, an estimated 15,000 premature deaths, as well as several million cases of pulmonary, respiratory and neurological illness are attributed to poor air quality, according to the Air Quality Management Project, funded by the government and the World Bank.

"Go Green" is a widely used term that now a days. "Go Green" can be defined as simply taking steps to "conserve energy, reduce pollution and save money. Going green can be achieved through simple steps and does not have to mean stopping use of electric equipments, gas, selling your car etc.

Conserving energy is one of the most basic concepts involved in going green. Simple strategies such as turning off the lights when leaving and turning the water off while brushing your teeth can go a long way. There are several energy-efficient products available varying from light bulbs to large appliances that can help conserves energy as well. Although these products may be a bit more expensive initially, they can save energy and money in the long run.

Going green essentially means being environmentally friendly. Reducing pollution is yet another simple strategy that can make a huge difference. Recycling is a key component of reducing pollution. Materials such as plastic can be recycled and reused rather than thrown away to lay in a landfill for years. Food waste can also be recycled in the form of compost. Composting enables food scraps that otherwise would be thrown away to be utilized as fertilizer.

In the above circumstances Islamic Relief, Bangladesh wants to organize a "go green campaign" in Dhaka North City Corporation area

**About the Campaign**

The main objective of this event is to increase awareness and knowledge on plantation, making gardens indoor as well as outdoors even on rooftop, waste management, reduction on emission on carbon, saving energy etc.

	<p>The specific objectives are:</p> <ul style="list-style-type: none"> <li>• To encourage city people to increase plantation, in-house gardening, roof top gardening</li> <li>• To encourage city people to reduce all type of pollution</li> <li>• To encourage city people to conserve energy through saving gas, electricity, fuel etc</li> <li>• To encourage city people to reduce house hold level pollution</li> <li>• To encourage policy makers to set system, build infrastructure for waste management including waste collection, sorting, recycling, dumping etc.</li> </ul>
<b>Objectives of assignment</b>	<p>Consultant/consulting firm is expected:</p> <ul style="list-style-type: none"> <li>• To prepare a comprehensive design of campaign</li> <li>• To organize the campaign ensuring participation of mass people</li> <li>• To ensure participation of policy makers, ministers of related ministries such as Ministry of Disaster Management and Relief, Ministry of Environment and Forest, Ministry of Local Government and Rural Development and Cooperatives etc., Mayor of Dhaka North City Corporation</li> </ul>
<b>Deliverables</b>	<p>Following are the expected deliverables:</p> <ul style="list-style-type: none"> <li>• Prepare a design of the campaign which may contain type of activity, number, location and duration of events</li> <li>• Organize the campaign</li> <li>• Organize national essay/picture competition for children; college/university students/engage youth groups</li> <li>• Ensure participation of policy makers, ministers of related ministries such as Ministry of Disaster Management and Relief, Ministry of Environment and Forest, Ministry of Local Government and Rural Development and Cooperatives etc., Mayor of Dhaka North City Corporation</li> <li>• Ensure visibility in national print and electronic media</li> <li>• Event Report</li> </ul>
<b>Duration of the assignment</b>	<ul style="list-style-type: none"> <li>• The assignment should be completed within January 2016.</li> <li>• Report writing: within 7 days after completion of the campaign.</li> </ul>
<b>Budget</b>	Applicants are requested to submit a detailed budget with breakdown
<b>Requirements</b>	<p>Reputed firm or individual candidate should have</p> <ul style="list-style-type: none"> <li>• At least 5 years experience in organizing big campaign in Dhaka City</li> <li>• Experience in conducting seminar/ workshops ensuring participation of</li> </ul>

policy makers like Ministers, MPs, and Mayors etc.

- Strong understanding of climate change, sustainable development issues etc.

**Application process**

Applicants are requested to send proposals (Technical and Financial) including:  
Understanding of assignment.

Details Work plan.

Details Budget including VAT & TAX.

CV of consultant & Other Team Member.

E-TIN

Interested Individual consultant/ Organization are expected to submit technical proposal to [technicalproposal@islamicrelief-bd.org](mailto:technicalproposal@islamicrelief-bd.org) and Financial Proposals to [financialproposal@islamicrelief-bd.org](mailto:financialproposal@islamicrelief-bd.org) or to the following address: **Human Resources Department, Islamic Relief Bangladesh, House no. 10, Road no. 10, Block-K, Baridhara, and Dhaka 1212** on or September 27, 2015. It is strictly advised not to send any other document unless specified above. Violation of the clause will result into disqualification from the bid participation. Please mention only the ` Proposal on Designing and organizing on “Go Green” campaign in Dhaka North City Corporation area ‘as the subject of email or top of the sealed separated (each for Technical proposal & Financial Proposal) envelope.