



World Organisation for Animal Health

Founded as OIE

Call for Expression of Interest	
Title	National AMR MPTF Consultant for Bangladesh
Lot(s)	Lot No. 1: National AMR MPTF Consultant – Communication Lot No. 2: National AMR MPTF Consultant – Coordination
Internal reference	RAP/CFEOI2023/1
Type of contract	Consultancy contract
Location	Dhaka, Bangladesh
Starting date	On the day of the signature of the contract
Expected working days	Lot No. 1: maximum 45 days per year Lot No. 2: maximum 50 days per year
Expected duration	Lot No. 1: One year (possibility of renewal up to the end of the project) Lot No. 2: One year (possibility of renewal up to the end of the project)
CFEOI launching date	1 July 2023
Initial Submission deadline	7 July 2023 at 23:59 JST
New Submission deadline	17 July 2023 at 23:59 JST

This CFEOI has been modified as follows:

- **New submission deadline P.1**
- **In section 2.2. “Expected Outputs and Deliverables” p17, for lot 2:**
 - o **step 6 has been modified,**
 - o **working days for step 6 have been increased to 13 days (also in Annex 1b)**



1. CONTEXT

1.1. BACKGROUND

The World Organisation for Animal Health (WOAH) is the intergovernmental organisation responsible for improving animal health worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules (<https://www.woah.org/>).

The WOAH, then known as the “Office international des epizooties” was created on the 25th of January 1924. Its headquarters are based in Paris. It comprises of 183 Members and is present on all continents through 13 Representations or Bureaus in total.

As part of the Quadripartite Alliance with the World Health Organization (WHO), Food and Agriculture Organization of the United Nations (FAO), and the United Nations Environment Programme (UNEP), the WOAH is participating in the implementation of the Antimicrobial Resistance (AMR) Multi-Partner Trust Fund (MPTF) project in Bangladesh. The project will be coordinated by the WOAH Regional Representation for Asia and the Pacific (RRAP) based in Japan with technical and administrative support of WOAH headquarters based in Paris. For the actual implementation of the project activities, the RR-AP will liaise and coordinate closely with the Department of Livestock Services (DLS) under the Ministry of Fishery and Livestock of Bangladesh, and the regional and country offices of FAO and WHO. The MPTF project aims to use multisectoral approaches at bringing behavioural changes amongst the key stakeholders and the public in the responsible and prudent use of antimicrobials in humans, animals, and the environment.

1.2. PURPOSE

In recent decades, the world has been confronted with the accelerated emergence of resistant bacteria, viruses and parasites due to the overuse and misuse of antimicrobial agents. AMR is currently posing an extraordinary threat not only to human and animal health, but also to the world ecosystem. A shared responsibility from the human, animal and plant sectors is required to minimize pressure for the selection of AMR factors under the One Health approach from regional, national and international levels. The WOAH RRAP has taken leadership in addressing AMR and antimicrobial usage (AMU) in animal health sector in the region (Antimicrobial Resistance - WOAH - Asia).

Bangladesh has the highest density of humans and animals globally and has been identified as a potential hotspot for an AMR epidemic. Antimicrobials may be used extensively due to weak infection prevention and control and biosecurity practices. An Antimicrobial Resistance Containment component was introduced in the fourth health sector-wide program (2017-2022), which has been extended and expected to end in June 2023. A National Strategic Plan for Antimicrobial Resistance Containment in Bangladesh (2017-2021) was developed, and the second plan (2021-2026) was drafted, adopting a One Health approach. Joint multi sectoral committees and working groups have been established since 2012 to implement integrated AMR and One Health related activities.

The WOAH, through its Delegate at DLS, organised an antimicrobial use monitoring workshop in 2019 wherein the relevant stakeholders including representatives from DLS, DoF, academia,



private sector and Quadripartite partners participated to map out the AMU supply chain within Bangladesh. A Seminar for Veterinary Education Establishments (VEEs) on AMR Control was also organised in collaboration with FAO and Chattogram Veterinary and Animal Sciences University in 2019 to encourage a professional culture that supports the responsible and prudent use of antimicrobials in animals.

As part of the current AMR MPTF project, the WOAHA will take the lead in implementing activities to improve the capacity to design awareness raising, behavioural change and educational activities in Bangladesh. It also serves to strengthen the country's systems for generating, analysing and interpreting data on resistance and consumption/use patterns in the animal health sector.

2. DUTIES AND RESPONSIBILITIES

2.1. OBJECTIVES OF THE ASSIGNMENT AND SCOPE OF WORK

The services are divided into two (2) lots, as follows:

Lot n°1 - Communication: The consultant will develop a communication strategy that serves throughout and after the project period of the AMR MPTF project in Bangladesh. The consultant shall refer to and base the strategy on previous documents developed through other MPTF projects in Asia or in other regions.

The consultant will also develop information, education, and communication (IEC) materials on AMR/AMU suitable for posters, leaflets, infographics/social media tools in consultation and coordination with the Quadripartite partners (FAO, UNEP, and WHO); AMR experts under their line ministries; and other relevant stakeholders working on AMR/AMU issues in Bangladesh. All the developed materials will be reviewed and endorsed by WOAHA before publication. The consultant shall refer to available literature/materials on AMR/AMU previously developed by the WOAHA, FAO, UNEP, and/or WHO and other relevant organisations, and shall integrate the information in the design of appropriate IEC materials for specific audiences in Bangladesh.

The consultant will provide guidance and introduction to the developed content to the identified company/consultant who will translate the developed IEC materials from English to Bengali.

The consultant shall report the technical and administrative the RRAP and WOAHA headquarters.

Lot n° 2 - Coordination: The consultant will implement WOAHA-led activities proposed under the AMR MPTF Project in Bangladesh in close coordination with all the stakeholders in Bangladesh including government entities, the Quadripartite (FAO, UNEP, WHO, and WOAHA) regional and country offices, professional workers, and farmers. S/he shall work in close liaison with the WOAHA Delegates, National Focal Points for Veterinary Products of Bangladesh, and other AMR focal points at DLS.

The consultant will be responsible for developing concept notes, budget plans, and programmes/agendas during the planning phase of the WOAHA-led events/workshops, as well as for preparation, logistics, and delivery of the workshops. S/he shall support



counterparts and/or contractors to prepare financial and narrative reporting to WOAHRRAP. Such events/workshops include, but are not limited to:

- National multisectoral workshop on AMR communication strategies
- Awareness-raising events using the IEC materials developed by consultancy Lot No. 1
- National and sub-national multisectoral workshops on AMC and AMU monitoring

In case two consultants are procured for Lot 1 (communication) and Lot 2 (coordination) respectively, the consultant shall be requested to support the consultant for Lot No. 1 with development of script conception of IEC materials and reviewing previous publications by the Quadripartite organizations. In case one consultant is selected to deliver both lots, the consultant will develop communication strategy and materials (as per Lot No. 1 description) in parallel with the project coordination (as per Lot No. 2 description).

S/he shall work under the technical and administrative authority of the RRAP and WOAHR headquarters and may attend meetings to represent WOAHR RRAP upon its request/approval.

Note i: Tenderers can bid for one or both lots.

Note ii: Tenderers are required to bid on each lot separately in case they are selected for one lot only.

2.2. EXPECTED OUTPUTS AND DELIVERABLES

Lot n°1: National AMR MPTF Consultant – Communication

Firm tranche: Development of communication strategy and IEC materials on AMR/AMU

The expected deliverables for the objectives of the assignment are as follows. All deliverables must be provided in English. Progress updates will be requested from the consultant with an agree frequency (e.g. fortnightly basis), either electronically, through virtual meetings or both.

Sr no	Deliverables	Deadline (orientative)	Days of work (orientative)
1	Review the previously developed communication strategies and IEC materials through other projects by WOAHR and other partners and propose agenda for Communication Strategy Consultation Workshop	By 30 th Sep. 2023	2
2	Attend the Communication Strategy Consultation Workshop (Dhaka, Bangladesh)		1
3	Develop one (1) communication strategy based on the outputs of Deliverable 2		5
4	Revise the communication strategy based on the feedback from WOAHR		1.5



5	Handover the communication strategy to RRAP		0.5
6	Develop contents/layout/storyboard (in English) for posters, leaflets, and/or social media infographics(*) following the target areas and audience determined by the communication strategy.	By 31 st Oct. 2023	2
7	Revise materials based on feedback from WOH		1
8	Translation of all contents/storyboard into Bengali language		1
9	Place the deliverables/outputs of step F into well-designed formats that are ready for printing in case of printed materials or ready for dissemination in case of video		2
10	Revise materials based on feedback from WOH		0.5
11	Handover of all the developed materials to RRAP		0.5
12	Repeat the steps 6-11 for development of other IEC materials	By the end of the contact	28
TOTAL			45

(*) Example of required deliverables are sets of posters, leaflets, and social media infographics targeting three One Health sectors, namely human, animals, and environmental health, i.e. nine (9) materials, though it may change depending on the outcome of the consultation strategy developed at step 3. Further details are indicated in Annex 3.

Step 11 for at least one set of IEC materials of the firm tranche is expected to be finished at least by 31 October 2023 and delivered to the audience during World Antimicrobial Awareness Week (WAAW) 2023. Other sets of IEC materials can be submitted by the end of the contract.

Bidders are informed that all Deliverables, including draft and final work products, are “works made for hire” exclusively for WOH. The awarded bidder will assign to WOH all rights, title and interest in and to all such Deliverables. WOH may use or pursue all Deliverables without restriction or additional compensation.

Conditional tranche: Development of IEC materials on AMR/AMU

Should time and budget permit, the scope of work may be extended to support development of awareness raising materials on additional topics on AMR/AMU. However, the implementation of this conditional tranche of work will depend on a decision by the WOH which will be notified to the Consultant under conditions set out in the Contract.

Should this conditional tranche be carried out, the WOH would expect the selected consultant to develop similar IEC materials on these topics.

If the conditional tranche is implemented, the work requested must not exceed USD 2,500.



Lot n°2 – National AMR MPTF Consultant – Coordination

Firm tranche: Coordination with AMR/AMU stakeholders on MPTF activity delivery

Sr no	Deliverables	Deadline (orientative)	Days of work (orientative)
1	Attend the project briefing and desk-review previous & on-going AMR/AMU activities implemented by the partners in Bangladesh	As per the project workplan	2
2	Assist WOAHH RRAP with developing Concept Note, Agenda, and coordination with the participants of multisectoral events/workshops		3
3	Logistical arrangements for the events/workshops with local stakeholders		2
4	Attend and support the delivery of the workshop(s)		2
5	Assist WOAHH RRAP with technical and financial reporting by the local counterparts on the activities		3
6	Repeat the steps 2 to 5 for other events/workshops		20
7	Coordinate in-country activities with relevant stakeholders, including DLS, DGDA, FAO, UNEP, WHO, and other national/international agencies working on AMR/AMU in Bangladesh		13
8	Prepare an annual report in liaison with WOAHH RRAP		By the end of the contract
TOTAL			50

3. QUALIFICATIONS AND EXPERIENCE

Bidders can be one consultant or a team of consultants possessing expertise in the following areas and adhere to the highest review standards and code of ethics expected by WOAHH and its partners. Both lots will require close coordination with the stakeholders, including frequent face-to-face meetings, located in Dhaka, Bangladesh. Therefore only bidders with work permission in Bangladesh will be considered. WOAHH will not provide any support for application work permission / working visas to Bangladesh government.

3.1. QUALIFICATIONS

3.1.1. LOT N°1 – COMMUNICATION

Required qualifications and experience

- Graduate Degree in veterinary science or related field with at least 5 years of work experience in communication and awareness-raising on public health/animal health issues in Asia, OR Graduate Degree in communication or related field with at least 5 years of work experience in public health/animal health sectors.
- Proven exposure to animal production and animal health issues including AMR/AMU in low/middle income contexts in Asia



- High level competencies in designing, developing of contents, scripts and key messages for AMR/AMU/animal and/or public health issues through videos/infographics/posters/leaflets etc. that are tailored to the local contexts of Bangladesh
- Demonstrated experience in the development and delivery of communication products

Additional experience

- Experience certificates/letter of references/testimonials of previous works recommended
- Proven experience in communication activities in One Health or animal health sector in context of Bangladesh is recommended

3.1.2. LOT N°2 – COORDINATION

Required qualifications and experience

- Graduate Degree in veterinary science or related field with at least 5 years of work experience in AMR and AMU in animal health sector with low/middle income contexts in Asia
- Proven exposure to various stakeholders of animal production and health sectors in Bangladesh, including international organizations, national experts in public & private sectors, veterinary professionals, and farmers.
- This is a nationally recruited consultant position. Only applicants who are already eligible to work in Bangladesh are eligible to respond to this Call for Expression of Interest.
- The candidate must have good commands of Bengali and English both in speaking and writing.
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Additional experience

- Experience certificates/letter of references/testimonials of previous works recommended
- Proven work experience on AMR/AMU issues in context of Bangladesh is recommended

3.2. COMPETENCIES: TECHNICAL, INTERPERSONAL, LINGUISTIC ETC.

Required skills

- Native speaker of Bengali with proven experience in communicating with technical experts in the language
- Excellent command of English and Bengali, both written and oral (language proficiency certification)
- Proficiency in the use of MS Office tools (Word, Excel, PowerPoint)
- Ability to be highly organised and work independently
- Keen sense of observation, attention to detail and accuracy



- Capacity to work with multiple team members in a multi-cultural environment and ability to meet strict deadlines
- Strong communication, editorial and reporting skills
- Strong communication, editorial and reporting skills

4. WORK ARRANGEMENTS

4.1. ORGANISATION OF THE WORK

The work will be conducted in Bangladesh. The consultant(s) should be available for virtual and physical meetings with the WOAHA staff and Quadripartite/government agencies in Bangladesh to discuss details of the work. The deliverables should be submitted to WOAHA RRAP.

4.2. DURATION OF THE CONTRACT

The Contract is expected to be performed during a period of 12 months. This contract may be renewed up to twice, the total period (with the renewal if any) of the contract will not exceed 3 years. WOAHA to its sole discretion will decide to renew the contract. If the renewal is decided WOAHA must inform the Consultant 4 months before the end of the contract.

4.3. BUDGET

Bidders are invited to propose the financial offer they deem most economically appropriate.

The financial offer (firm tranche) must not exceed USD 9,000 USD per year for LOT N°1 – COMMUNICATION; and USD 10,000 USD per year for LOT N°2 – COORDINATION.

The financial offer should include all travel expenses (ticket and any expenses), taking into account that the consultant will be expected to travel to attend at least one meeting per year in Dhaka during the consultancy. Depending on the methodology and workplan of the selected bidder, the interview can be done in presential or remotely.

4.4. PAYMENT SCHEDULE

The following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:

Lot n°1 – Communication

- Fifty percent (50%) of the total price will be paid after the WOAHA validates the draft communication strategy and IEC contents.
- Fifty percent (50%) of the total price will be paid as soon as all materials are finalized and submitted to the WOAHA.
- Same or similar rate and payment schedule will be applied to conditional tranche.

Lot n°2 – Coordination

- Twenty-five percent (25%) of the total price will be paid every quarter of the year upon receipt and validation of the quarterly activity report submitted by the consultant to WOAHA RRAP.



5. STRUCTURE OF THE RESPONSE

While it is understood that the methodology, approach, and timeline will be finalised between the WOAH and the chosen consultant and constitute an important deliverable of the project once started, responses to the call for expression of interest should cover the following elements to provide sufficient background to the evaluation of the offers and ensure homogenous assessment.

Lot n°1 – Communication

- CV
- Any document certifying work permission in Bangladesh
- Cover letter explaining understanding of the project
- Certificates/letter of references/testimonials of previous works and/or examples of awareness raising materials produced in the past (if any)
- Annex 1: “Financial offer” duly completed and signed
- Annex 2 “Declaration of integrity” duly completed and signed

Lot n°2 – Coordination

- CV
- Any document certifying work permission in Bangladesh
- Cover letter explaining understanding of the project
- Certificates/letter of references/testimonials of previous works and/or examples of awareness raising materials produced in the past (if any)
- Annex 1: “Financial offer” duly completed and signed
- Annex 2 “Declaration of integrity” duly completed and signed

6. EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT REPORTING

The WOAH will proceed to an evaluation of all final proposals according to the criteria described below:

Regarding both Lot n°1 and Lot n°2

Criteria 1: Technical criteria (80%)

- Expertise (70%)
- Demonstrated understanding of the context (30%)

Criteria 2 : Financial criteria (20%)

- Daily rate (30%)
- Global cost (70%)

The first screening based on the submitted response documents using **Criteria 1: Technical criteria only**. The top three tenderers who scored the highest after the first screening will be invited to an oral presentation.



The presentation will allow us to review the analysis of the technical criteria. It is expected that the tenderers express their expertise, relevant experiences, as well as the organization/proposed arrangements of works. The oral presentation format will be the following:

- Self-Introduction: 5'
- Methodology proposed: 10'
- Questions and answers: 10'.

After the oral presentations, second screening will be performed based on both Criteria 1 & 2: Technical Criteria as well as the Financial Criteria. The tenderer scoring the best will be awarded with the contract.

7. RESPONSE PROCEDURE

7.1. Response process

WOAH reserves the right to introduce non-substantial modifications to the tender documents. In the event that WOAH, either following a request from a tenderer or on its own initiative, introduces a modification of the tender documents, all tenderers having received the invitation to tender and indicated an intention to respond will be informed simultaneously. WOAH may extend the deadline for submission of bids to all bidders to allow bidders to take into account these changes.

7.2. Costs of Responses

Bidders are responsible for all costs and expenses, including professional fees, incurred in connection with the preparation and submission of responses to, and generally their participation in, the tender procedure.

7.3. Conditions of Participation

Natural and legal persons as well as consortia (either officially established or constituted specifically for this consultation) who have provided a compliant response to the consultation as published may apply.

No more than one tender may be submitted by a person whether as a natural or legal person or member of a consortium. If a person submits more than one response, all responses in which they participate will be excluded from the selection process.

In participating to this consultation, a tenderer represents and warrants by doing so that:

- is not bankrupt or under mandatory liquidation, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, is not the subject of proceedings concerning its business activities, or is not in any similar situation arising from a procedure provided for in national legislation or regulations;
- it or a person having powers of representation, decision-making or control over it or a member of an administrative, a management or a supervisory body has not been the



subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organization, money laundering, offences linked to terrorist activities, child labour, human trafficking, creating or being a shell company or any other irregular or illegal activity ;

- it or persons having powers of representation, decision-making or control over it have not been guilty of professional misconduct, including misrepresentation.
- it is in compliance with all its obligations relating to the payment of social security contributions and of taxes in accordance with the national legislation or regulations of the country in which the Tenderer is established;

Bidders undertake to provide documentary evidence related to the items mentioned above upon request by WOAHA at any point during the tender procedure and/or contracting process. Should a tenderer fail to produce reasonable evidence, WOAHA reserves the right to reject the tenderer's response and, in the event it has already entered into a Contract with the tenderer as a result of the tender process, to terminate such Contract with immediate effect.

The REFINITIV WORLD-CHEK ONE global compliance screening platform will be consulted. In accordance with WOAHA's internal rules, the identification of a tenderer by this platform may lead to its exclusion.

7.4. Conflicts of Interest

Under no circumstances is a tenderer to contact any person employed by or representing WOAHA. regarding the tender procedure other than the person(s) mentioned in this document.

In participating to this consultation, a tenderer represents and warrants that:

- It does not have any conflict of interest arising from economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest in connection with any Contract that may be entered into between the tenderer and WOAHA as a result of the call;
- It will inform, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest;
- No offer of any type whatsoever from which an advantage can be derived under the Contract has been or will be made;
- It has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to the award of the Contract;
- It has not and will not make any misrepresentation, either knowingly or negligently, in supplying any of the information requested by WOAHA.

7.5. Bid submission



WOAH places high value on a multicultural and positive work environment and seeks gender and geographical balance in its international consultants. WOAHA welcomes proposals of all qualified candidates, irrespective of their ethnic origin, gender, opinions or beliefs.

If you are interested in this call for expression of interest, please complete your bids online by clicking on the link below by 23:59 JST on 30th June 2023.

[APPLY HERE](#)

WOAH, as a data controller, will process the personal data you provide in the bidder for the purposes of identifying a suitable Consultant, to support its work.

The data collected will be processed internally for the aforementioned purposes and for the resulting administrative acts, it shall be kept for the duration of the contract with you and in an intermediate archive for a duration of 10 during the audit period.

You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances.

To exercise these rights or If you have any questions about the processing of your data, you can contact our data protection officer at dpo@woah.org. For more information check our [Privacy Policy](#)

Should you have any questions, please contact Dr Nahoko Ieda: n.ieda@woah.org.

To comply with disclosure requirements and enhance transparency, WOAHA shall publish on its [website](#) the following information about the Contract which shall be concluded with the awarded contractor: (i) the nature of the contract (ii) year of award (iii) name and locality of the Consultant; (iv) the title, purpose of the Consultant; and (v) the amount of this Agreement. WOAHA will not release or publish information that could reasonably be considered confidential or proprietary.

8. ANNEXES

Annex 1: The financial offer to be returned dully completed and signed

Annex 2: The declaration of integrity to be returned dully completed and signed

Annex 3. Details of the AMR/AMU awareness materials to be developed