



**Ministry of Environment**

Republic of Maldives

**TERMS OF REFERENCE**

(IUL)438-ENV/438/2021/104

**DEVELOPMENT OF COMMUNICATION STRATEGY AND AWARENESS CAMPAIGN  
ON SOUND MANAGEMENT OF CHEMICALS**

**“Eliminating Persistent Organic Pollutants Through Sound Management of Chemicals Project”**

**Issued on:** 1<sup>st</sup> April 2021

**Issued By:** Eliminating Persistent Organic Pollutants Through Sound Management of Chemicals Project –  
Project Management Unit

# TABLE OF CONTENTS

- SCHEDULE OF CRITICAL DATES..... 2
- SUBMISSION REQUIREMENTS..... 2
- 1. BACKGROUND..... 3
- 2. OBJECTIVES OF ASSIGNMENT..... 4
- 3. SCOPE OF SERVICES..... 4
- 4. INDICATIVE TASKS ..... 5
- 5. KEY QUALIFICATIONS OF THE COMPANY..... 5
- Qualification and skills of the expert..... 5
- 6. DELIVERABLES ..... 6
- 7. DURATION OF THE CONSULTANCY..... 7
- 8. REPORTING OBLIGATIONS..... 7
- 9. EVALUATION OF PROPOSALS ..... 7
- 10. PAYMENT..... 9
- 11. ADDITIONAL INFORMATION ..... 10
- 12. SUBMISSION..... 10
- ANNEX A ..... 11

## **SCHEDULE OF CRITICAL DATES**

<b>ACTIVITY</b>	<b>ACTION DATE</b>
Advertised date	3 <sup>rd</sup> April 2021
Pre-bid meeting	-
Bid clarification deadline	11 <sup>th</sup> April 2021 before 1200 Hours
Proposal submission deadline	0955 Hours on 15 <sup>th</sup> April 2021

## **SUBMISSION REQUIREMENTS**

The following related documents shall be submitted for the bids to be considered sufficiently responsive.

Applicants should submit their proposals containing the following documents and applicable Technical Proposal – Standard Forms and Financial Proposal – Standard Forms under ANNEX B.

### Technical Proposal – Standard Forms

1. Proposal submission form – (Tech Form 1)
2. Company portfolio. Including brief description of general and specific experiences, with references
3. A summary of the work plan must be presented in the format in Work Schedule (Tech Form 2) showing in the form of a bar chart the timing proposed for each activity.
4. Curriculum Vitae (CV) of the expert (required experiences and other experiences relevant to this TOR must be specified clearly or highlighted)
5. Letter of commitment to undertake the project (Tech Form 3).
6. Copy of Business registration certificate
7. Copy of tax Registration certificate issued from Maldives Inland Revenue Authority

### Financial Proposal – Standard Forms

8. Completed proposal submission form (Fin Form 1)
9. Completed financial breakdown form (Fin Form 2).

## 1. BACKGROUND

The Republic of Maldives is a Small Island Developing State (SIDS) which faces sustainable development challenges such as small but growing populations, land scarcity, vulnerability to climate change impacts (and other natural disasters) as well as economic development problems due to high transportation costs, lack of adequate infrastructure and lack of industrial development incentives. The Maldives is an archipelago comprised of 1,190 coral islands in 26 atolls over an area of about 750 km on a North-south axis and 120 km on an east-west axis. The land area of the Maldives accounts for about 1% of the Country's territory. The Maldives islands are low lying land areas with an average height above sea level of 1.8 meters (m).

The country's population of approximately 400,000 people dispersed across 187 inhabited islands. An additional more than 166 islands have tourist resorts. Waste generation is estimated to be 324,000 tons annually with consisting of approximately 0.5 to 11% of hazardous chemicals and of approximately 3-9% of plastics depending on location and size of the island. The fact that (chemical) waste is being generated on 278 island presents the country with an incredible challenge, as land is very scarce, low lying and transportation of chemicals and waste from island to island is costly and complicated. The inadequate storage options and current disposal practices of hazardous chemicals and waste, especially open burning of waste at dumpsites or disposal near the coastline, make it very likely that these toxic chemicals and waste will end up in the waters and oceans. In the Republic of Maldives, the tourism sector accounts for more than 28% percent of the Gross Domestic Product (GDP) of the economy. Tourists to the Maldives are seeking a pristine environment, not one with polluted waters, degraded coral reefs, waste dumps which are openly burning or waste floating in the ocean. Therefore, the Sound Management of Chemicals and waste, especially the environmentally sound management of Persistent Organic Pollutants (hereinafter referred to as POPs) and hazardous waste, is an important element to achieving environmental sustainability. Further, given the economic importance of tourism to the Maldives, implementing environmentally sound chemical and waste management systems would help decouple growth in the tourism sector from environmental degradation.

To tackle these environmental and human health risks, the Government of the Republic of Maldives through the Ministry of Environment (MoEn) has already taken some steps to try to manage its growing chemicals and waste management problems. Maldives has ratified the Stockholm Convention (SC) on 17 October, 2006 and in accordance to Article 7 of the Convention has submitted its National Implementation Plan (NIP) to the Stockholm Convention Secretariat (SCS) on 18 July, 2017, which covers the initial POPs as well as the new POPs added at the 4th and the 5th Conference of the Parties.

According to this NIP the highest-ranking national Priorities are the following:

- 1 First Priority: The Implementation of measures to strengthen the institutional and regulatory framework; which includes the (i) developing legislation for chemicals management; (ii) strengthening institutional capacity; (iii) improving data collection and management systems and (iv) conducting research on the effects of POPs;
- 2 Second Priority: Developing an action plan to eliminate PCB-containing equipment and its waste by 2025, which includes the (i) identification, labelling and mapping where PCBs and equipment potentially-containing PCBs are located in the country); (ii) putting in place labelling mechanism for all PCB-containing equipment; (iii) establishing adequate storage facilities for replaced equipment containing PCBs; (iv) formulating guidelines for disposal of equipment-containing PCBs; and (v) disposing safely of equipment containing PCBs.
- 3 Reducing the incineration and open burning of wastes (including medical and hazardous waste), which is the source of 98.6% of U-POPs releases in the country- totalling 153.4 g-TEQ/year;

- 4 Raising awareness through the development of education curricula and targeted awareness campaigns; establishing a standard Chemical Management System, including chemical labelling in multiple languages.

In order to address the above-mentioned barriers, the project will focus on addressing regulatory/policy barriers, technical and capacity and knowledge barriers so that the Maldives has a better foundation to establish a nationwide environmentally sound Management system to address POPs and highly hazardous chemicals, with the adequate coordination of key public, private and community stakeholders, regulatory departments, and centres of expertise, and the enhanced capacity of all involved, for the Environmentally Sound Management of Chemicals.

The Government of Maldives has received funding from the Global Environment Facility (GEF) for the project “Eliminating Persistent Organic Pollutants through the Sound Management of Chemicals”. The project is implemented by UNDP as GEF’s Implementing Agency and MoEn as national executing agency. The project is expected to support implementation of the developmental targets and priorities of the Government, set out in the Strategic Action Plan (SAP) for five-year period 2019-2023.

At the start of the project, a communication/awareness raising is planned to be developed and subsequently implemented over the duration of the project. This communications/awareness raising plan will focus on changing behavior and attitudes towards Sound Management of Chemicals (SMC) and waste management, targeting policy makers, Non-Governmental Organizations (NGOs), private sector entities managing hazardous wastes and recyclers and so on. Depending on the means of communication most appropriate, various avenues for information dissemination is planned to be incorporated into the plan.

For this purpose, the project is seeking a qualified company to develop a communication strategy and awareness campaign on the sound management of chemicals and wastes.

## **2. OBJECTIVES OF ASSIGNMENT**

The objective of this assignment is to formulate a communication strategy and framework of the project to ensure all the work carried out through the project including information and data collected in the field are captured, documented, analysed and reported in a results-based and timely manner for the Government, Donors, and Project Implementation partner purposes.

## **3. SCOPE OF SERVICES**

The tasks to be undertaken by the successful bidder is to be undertaken in close collaboration with the Project Management Unit (PMU), Ministry of Environment and relevant stakeholders as necessary, and include the following:

1. Management of media publications and advocating in line with Ministry’s policies and guidelines.
2. Develop a communication/ awareness strategy and framework for changing behavior and attitudes towards sound management of chemicals and hazardous waste management
3. Develop and deliver creative graphic and technical solutions for use of multimedia for illustrative purposes such as animations, presentations
4. Design and layout work for reports and other communication materials (banners, posters, booklets, leaflets etc.) for printing and electronic distribution.
5. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.

6. Prepare awareness materials/knowledge products for print/electronic/voice/visual media
7. Develop training materials, communication strategies to be utilized for sensitization, advocacy and project promotion

#### **4. INDICATIVE TASKS**

The following are indicative tasks to achieve the objective of the consultancy, but are not necessarily limited to these activities:

1. Develop a communication/awareness strategy and framework for the project in consultation with PMU and MoEn.
2. Conduct a baseline and a final survey during the contract period to understand the level of understanding of the community on risks associated with the mismanagement of chemicals and wastes with recommendations embedded in the communication strategy
3. Awareness raising and sensitization campaign for civil society organizations, policy makers and specific to communities (including women and other vulnerable groups) related to u-POPs pilots planned to be carried out under the project
4. Design and develop materials required to implement the public awareness campaign changing behaviour and attitudes towards sound management of chemicals and hazardous waste management for the project. The following materials should be developed in both Dhivehi and English language;
  - a) 10 poster designs
  - b) 2 flyer designs
  - c) 05 articles (with graphics as applicable)
  - d) 08 Video Clips / Video Spots /Reports Animations to be used in social media and broadcast media – 30 or 60 Second (Dhivehi with English subtitles)
5. Design and develop promotional materials required for the project promotion
6. Develop video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities
7. Assist in celebration of environment significant days by preparing electronic, web-based visual media materials
8. In addition to the above activities, during the contract period the consultant is expected to update the project website regularly and develop and support publishing contents for social media, TV and news related to the project.

#### **5. KEY QUALIFICATIONS OF THE COMPANY**

##### **General Experience**

- Demonstrated experience in undertaking at least five (5) graphics design, marketing, project management, journalism or other assignments in a related field

##### **Specific Experience**

- Demonstrated experience in undertaking at least five (3) similar environmental awareness assignments

#### **6. QUALIFICATION AND SKILLS OF THE EXPERT**

**Bidders must propose only ONE Expert.**

- Minimum Diploma in mass communication, graphics design, marketing, project management, journalism, or in a related field
- Excellent creative skills and advanced command over a range of design software, (including Adobe Photoshop, Illustrator, InDesign, etc.) is preferred
- Fluency in written and spoken English and excellent interpersonal skills.

### General Experience

- At least three (03) years professional working experience.

### Specific Experience

- At least two (02) years working experience in development of communication strategies and plans in the development sector is desirable
- Development and implementation of at least one (1) communication and advocacy strategy and plan designed to increase visibility, effectiveness, impact and sustainability of donor funded projects is desirable
- A demonstrated ability to familiarize with the project, project objectives, delivery mechanisms, performance indicators, and operation performance monitoring and evaluation requirements
- Minimum one year of experience in drafting and preparing advocacy materials, press briefs in Dhivehi and English Language.
- Familiarity in working with environmental sector is an asset
- Demonstrated capacity to organize and conduct similar social marketing strategies and public awareness campaigns.

## 7. DELIVERABLES

<b>DELIVERABLE</b>	<b>DELIVERY DATE*</b>
1. Detailed work plan approved by the PMU and, Ministry of Environment	7 days
2. Baseline chemicals risk awareness assessment	30 days
3. Present the outline of communication/ awareness strategy and framework for the project	30 Days
Submission and acceptance of; 4. Final communication/awareness for the project 5. Draft lay out of 10 poster designs 6. Draft lay out of 2 flyer designs	60 days
Submission and acceptance of; 7. Draft lay out of 5 articles (with graphics as applicable) 8. Draft 5 Video Clips / Video Spots / Animations to be used in social media	90 days

Submission and acceptance of; 9. Final 10 poster design 10. Final 2 flyer designs	120 days
Submission and acceptance of; 11. Final 5 articles (with graphics as applicable) 12. Final 5 Video Clips / Video Spots / Animations to be used in social media	150 days
13. Draft Awareness raising and sensitization campaign for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project	180 days
14. Draft 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities	210 days
15. Final awareness for civil society organizations and specific to communities related to u-POPs pilots planned to be implemented under the project	240 days
16. Final 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities Submission requirement for the design works of final materials is included in Annex X	300 days
17. Final effectiveness evaluation on chemicals risks awareness interventions (based on the baseline assessment)	330 days

**\*from the date of signing the contract**

Submission requirements of the deliverables are included in ANNEX A

## 8. DURATION OF THE CONSULTANCY

Duration of the consultancy is **12 calendar months** upon signing the contract

## 9. REPORTING OBLIGATIONS

The successful bidder will work closely with the PMU. The consultant will report directly to the Project Manager. The bidder shall attend to progress meetings once every 2 weeks and on need basis with the PMU.

## 10. EVALUATION OF PROPOSALS

DETAILS	MAXIMUM POINTS
<b>General experience of the company</b> <ul style="list-style-type: none"> <li>[14] points for demonstrated experience in undertaking at least 05 graphics design, marketing, project management, journalism or other assignments in a related field [02] point for each additional assignment up to 03 assignments</li> </ul>	20 points
<b>Specific experience of the company</b>	30 points



<ul style="list-style-type: none"> <li>• [15] points for demonstrated experience in undertaking at least 03 similar environmental awareness assignments. [05] points for each additional assignment up to 03 assignments</li> </ul>	
<p><b>Qualification and skills of the expert</b></p> <ul style="list-style-type: none"> <li>• [20] points for minimum diploma, additional [05] points for holding a Bachelor’s degree and [05] points for holding a Master’s degree in mass communication, graphics design, marketing, project management, journalism, or in a related field.</li> <li>• [05] points for excellent creative skills and advanced command over a range of design software, (including Adobe Photoshop, Illustrator, InDesign, etc.) (Not a minimum requirement)</li> <li>• [05] points for fluency in written and spoken English and excellent interpersonal skills</li> </ul>	40 points
<p><b>General Professional Experience of the expert</b></p> <ul style="list-style-type: none"> <li>• [14] points for minimum 03 years professional working experience. [02] point for each additional year up to 3 years</li> </ul>	20 points
<p><b>Specific Professional Experience of the expert</b></p> <ul style="list-style-type: none"> <li>• [08] points for minimum 01-year experience in drafting and preparing advocacy materials, press briefs in Dhivehi and English Language</li> <li>• [06] points for development and implementation of at least 01 communication and advocacy strategy and plan designed to increase visibility, effectiveness, impact and sustainability of donor funded projects</li> <li>• [06] points for 02 years working experience in development of communication strategies and plans in the development sector (Not a minimum requirement)</li> <li>• [06] points for demonstrating ability to familiarize with the project, project objectives, delivery mechanisms, performance indicators, and operation performance monitoring and evaluation requirements</li> <li>• [06] points for familiarity in working with environmental sector (Not a minimum requirement)</li> <li>• [02] points for each, up to 04 awareness activity conducted demonstrating capacity to organize and conduct similar social marketing strategies and public awareness campaigns</li> </ul>	40 points

If the minimum set qualification and skills, general and specific professional experience is not met, then the party will be disqualified.

**Total technical score (s): 150 points**

- The minimum technical score (s) required to pass is: 100 Points, proposal that does not qualify the minimum technical score will be disqualified from further evaluation.
- The formula for determining the financial scores is the following:  
 $S_f = 100 \times F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the proposal under consideration.
- The weights given to the Technical and Financial Proposals are:  
 $T = [0.5]$ , and  $F = [0.5]$

## 11. PAYMENT

Payments will be made in accordance with the schedule specified below:

REQUIREMENT	ALLOCATION
Submission and acceptance of; 1. detailed work plan approved by the PMU	5%
Submission and acceptance of; 1. baseline awareness survey results and its assessment report	10 %
Submission and acceptance of; 1. outline draft communication/ awareness strategy and framework for the project	10%
Submission and acceptance of; 1. Final communication/awareness for the project 2. Draft layout of 10 poster designs 3. Draft layout of 2 flyer designs	10%
Submission and acceptance of; 1. Draft layout of 5 articles (with graphics as applicable) 2. Draft 5 Video Clips / Video Spots / Animations to be used in social media	10%
Submission and acceptance of; 1. Final 5 articles (with graphics as applicable) 2. Final 5 Video Clips / Video Spots / Animations to be used in social media	10%
Submission and acceptance of; 1. Draft Awareness raising and sensitization campaign for civil society organizations nationally and specific to communities related to u-POPs pilots planned to be implemented under the project 2. Draft 3 video reports (3 – 5 minutes) in Dhivehi with English subtitle on success stories of project activities	15%
Submission and acceptance of; 1. Final awareness for civil society organizations and specific to communities related to u-POPs pilots planned to be implemented under the project 2. Final 3 video reports (3 – 5 minutes)	20%
Submission and acceptance of; 1. Final effectiveness evaluation on chemicals risks awareness interventions (based on the baseline assessment)	10%
<b>Total</b>	<b>100%</b>

## 12. ADDITIONAL INFORMATION

Documents and data provided by the government for the purpose of this consultancy which is not of public nature shall be considered confidential and should not be disclosed to any other party. All products produced as part of this consultancy shall be handed over to the PMU at the completion of the contract and will become the sole property of MoEn.

## 13. SUBMISSION

<b>Bid submission</b>	<b>On or before 15<sup>th</sup> April 0955 hours local time</b>
Bid opening	15 <sup>th</sup> April 2021 1000 hours – Local Time Proposals will be opened in the presence of the proponents’ representatives who choose to be present at the address below at the time of proposal opening.
Submission instruction	Proposals must be delivered in sealed envelopes titled  <b>“Do not Open Before 15th April 2021 10:00 hours - Development of Communication Strategy and Awareness Campaign on Sound Management of Chemicals” and the submitting party’s name and address</b>  Electronic submission is not permitted. Late proposals will be rejected.
Submission address	Procurement Section Ministry of Environment Green Building, Handhuvaree Hingun, Maafannu Male’, 20392, Republic of Maldives Email: <a href="mailto:procurement@environment.gov.mv">procurement@environment.gov.mv</a> Website: <a href="http://www.environment.gov.mv">www.environment.gov.mv</a> Project name: Eliminating Persistent Organic Pollutants Through the Sound Management of Chemicals

## ANNEX A

<b>DELIVERABLE</b>	<b>DETAILS</b>
1. Posters	<p>Editable high-resolution print-ready posters in the following format</p> <ul style="list-style-type: none"> <li>• Coral Draw file format (.CDR)</li> <li>• Adobe Illustrator (.AI)</li> </ul> <p>The posters should be supplied in the following file type:</p> <ul style="list-style-type: none"> <li>• PNG</li> <li>• JPG</li> <li>• PDF</li> </ul> <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> <li>• 1920x1080 pixels</li> <li>• Facebook page – post image size</li> <li>• Twitter post image size</li> </ul>
2. Flyers	<p>Editable high-resolution print-ready posters in the following format</p> <ul style="list-style-type: none"> <li>• Coral Draw file format (.CDR)</li> <li>• Adobe Illustrator (.AI)</li> </ul> <p>The posters should be supplied in the following file type:</p> <ul style="list-style-type: none"> <li>• PNG</li> <li>• JPG</li> <li>• PDF</li> </ul> <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> <li>• 1920x1080 pixels</li> <li>• Facebook page – post image size</li> <li>• Twitter post image size</li> <li>• PDF</li> </ul> <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> <li>• 1920x1080 pixels</li> <li>• Facebook page – post image size</li> <li>• Twitter post image size</li> </ul>
3. Articles	Proof read Word files with graphics (if any)
4. Video Clips/ video Spots/ animations	<ul style="list-style-type: none"> <li>• Concept, design, storyboard, narrative/script</li> </ul> <p>In the highest available quality (minimum requirement 1080p) with optimized file size and resolution for use on different platforms such as television broadcasting, Facebook, YouTube, etc.</p>
5. Video reports	<ul style="list-style-type: none"> <li>• Concept, design, storyboard, narrative/script</li> <li>• In the highest available quality (minimum requirement 1080p) with optimized file size and resolution for use on different platforms such as television broadcasting, Facebook, YouTube, etc.</li> </ul>