



Republic of Maldives

TERMS OF REFERENCE CONSULTANCY SERVICES

To

***Develop multimedia to facilitate the
Ratification of the Minamata Convention
on Mercury in Maldives***

Issued by:

Ministry of Environment, Climate Change and Technology
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TERMS OF REFERENCE

BACKGROUND

The Minamata Convention on Mercury is a global legally binding instrument to protect human health and the environment from the adverse effects of mercury. Maldives is in the process of ratifying this Convention, and has completed a Minamata Initial Assessment (MIA) Report in 2019 in order to facilitate this process. The main agreed actions of the Minamata Convention include the phase-out of mercury-added products, among others.

To transit to a mercury-free society, there is a pressing need for education and awareness on the risks of mercury, and its uses. We also need to focus on the availability of mercury-free alternatives and strengthen our capacity to better monitor and manage the use of mercury.

The MIA Report identifies key priority areas that need to be focused in the implementation of Minamata Convention in the Maldives. One key priority was a need for education, awareness and capacity building particularly among key technical institutions and the public.

Training of key stakeholders of mercury include the Ministry of Environment, Climate Change and Technology and other front line agencies, such as the Health Protection Agency, Maldives Food and Drug Authority, Maldives Customs Service, Ministry of Fisheries, Marine Resources and Agriculture, healthcare centres, media personnel, fish processing and export facilities, waste management personnel and etc.

The health sector has played a crucial role for many years in addressing the health impacts of mercury, starting from identification of the health effects and sources of exposure and the assessment of the disease burden.

The health sector will continue to play a leading role in the implementation of Article 16 of the Convention and other relevant articles, such as Article 4 and annexes on mercury-added products. In relation to Article 4, action taken by the health sector will focus in particular on phasing out the manufacture, import and export of mercury-containing skin lightening products and antiseptics as well as mercury sphygmomanometers and thermometers used in health care. The health sector will also be strongly involved in activities related to the exchange of information about health, public awareness-raising, research regarding health and monitoring, as reflected in Articles 17, 18 and 19 of the Convention.

OBJECTIVES

The two main objectives of the project are to:

- Raise public awareness about the Minamata Convention on Mercury and impending national requirements after ratification.
- Raise public awareness on impacts mercury pollution on environment and human health and safety measures.

SCOPE AND DELIVERABLES

The consultant will be contracted to:

1. Conceptualize, develop layout, format and design communication materials and activities for the target audience focusing on the objectives.

Materials include:

1. 5 Print and 10 social media content in both Dhivehi and English
2. Info clip for public service announcement (minimum 15 seconds) in Dhivehi

Awareness materials should focus on:

1. Education, and awareness on the environmental and public health aspects of mercury
2. Promoting the proper management of healthcare mercury waste by raising awareness of health workers, patients and public.
3. Minamata Convention obligations.
4. Educate the public on safety measures which can be employed.

Table 1: Scope and Deliverables

	Deliverable	Scope	% of payment	Duration
<u>1</u>	Outline of work	Propose a detailed concept for: - Communication strategies for the target audience - 5 print media and 10 social media content in both Dhivehi and English focusing on the two main objectives. - 1x info clip (minimum 15 seconds) in Dhivehi	20%	3 weeks
<i>MECCT approval period</i>				1 week
<u>2</u>	Draft materials	Draft content for approval	40%	8 weeks
<i>MECCT approval period</i>				1 week
<u>3</u>	Final materials	High quality output, and files in original size, in printable formats and in social media format	40%	6 weeks
<i>MECCT approval period</i>				1 week

PAYMENT SCHEDULE

The payment will be released as follows

- a) 20% on timely submission and approval of the **Outline of work**
- b) 40% on timely submission and approval of the **Draft materials**
- c) 40% on timely submission and approval of the **Final materials**

CHECK-LIST OF DOCUMENTS TO SUBMIT

- Copy of Business Registration Certificate (Sole proprietorship/partnership/company)
- CV (Key person)
- Copy of national identity card and contacts details (Key person).
- Copy of notification of Tax registration if applicable
- Copy of GST registration if applicable
- Summary sheet on similar works (experiences) performed in the past – Please provide links
- Form 1: Financial Proposal Summary
- Form-2: Letter of Commitment
- Form-3: Proposal submission form
- Letters of relevant work experience
- Copies of relevant educational certificates
- Any other documents which supports the application

NOTE:

- 01: All bidders should clearly identify key person in the proposal. For bids submitted by partnerships/company/institution/organization, trainer signed in Form 3 will be considered for the evaluation process
- 02: The proposed key person should be the owner of the Sole proprietorship submitting proposal for this assignment
- 03: If proponent does not meet any of the above listed criteria, their proposal may not be considered for further evaluation

QUALIFICATIONS AND EXPERIENCE

Applicants will be selected based on the added merits summed between their financial proposal and their Technical score. The consultant shall be experienced in related area of works particularly relevant experience and expertise in developing awareness campaigns.

If proponent fails to meet any of the below listed minimum criteria, their proposal may not be considered for further evaluation.

Table 2: Evaluation Criteria

	Criteria and scale	Weightage (points)	Material evaluated
1.Relevant academic qualification	Minimum diploma or a qualification in Graphic Design or a similarly relevant field	30	based on relevancy of copies of the higher degree certificate and transcript
2.Relevant experience	Demonstrated relevant professional or practical experience.	40 (10 points for each)	Based on the submitted portfolio
	Quality of relevant previous work	30 (10 pts for each)	Based on letters of experience

TOTAL: (<i>Minimum technical score required to pass: 65/100</i>)	100	
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Applicants achieving the highest combined weighted technical and financial score shall be selected

$S_f = 100 \times F_m/F$, in which

S_f denotes the financial score of the proposal under consideration;

F_m is the price of the lowest price proposal;

F denotes the price of the proposal under consideration.

Proposals will be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights

$T\%$ = the weight given to the Technical Proposal (60%)

$P\%$ = the weight given to the Financial Proposal; (40%)

$S = T\% + P\%$,

Where S denotes the total combined weighted technical and financial scores

Note: After evaluation, highest scoring party will be notified to submit the tax clearance report. Tender will be awarded upon submission of the tax clearance report.

SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 20 weeks from the commencement of the works.