

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Environment and Energy

Male', Republic of Maldives.

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ޕްރޮޓެކްޝަން ޕްރޮޖެކްޓް.

Date: 06th August 2017

Announcement Reference No: (IUL) 438-CCD/438/2017/160

Consultancy Services for Development of Awareness Material

The Ministry of Environment and Energy has received financial assistance from Global Environment Facility (GEF) administered by the United Nations Environment Programme (UNEP) to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector and intends to apply part of the proceeds to procure service of a Design and Production Company to undertake the Development of Awareness Material.

The EOI requested by Ministry's Advertisement No. (IUL) 438-CCD/438/2017/147 dated 19th July 2017 has been cancelled due to incomplete bids, thus Ministry re-invites eligible consultancy firms to submit proposals according to the TOR. The detail terms of reference for the consultancy is available to download from the ministry's website (<http://www.environment.gov.mv>). Also, the TOR is available to download directly from this announcement.

An information session will be held on **13th August 2017 at 1100 hours** local time at the Ministry of Environment and Energy. **Only the bidders present in the information session will be eligible for bidding opening on 24th August 2017.**

Proposals must be delivered in sealed envelopes to the address below on **24th August 2017 at 1100** hours local time. Electronic bidding will not be permitted. Late bids will be rejected. Bids will be opened in the presence of the bidders' representatives at the address below on **24th August 2017 at 1100** hour.

Procurement Section

Ministry of Environment and Energy

procurement@environment.gov.mv

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ޕްރޮޓެކްޝަން ޕްރޮޖެކްޓް، 20392، ޕްރޮޓެކްޝަން ޕްރޮޖެކްޓް.

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MINISTRY OF ENVIRONMENT AND ENERGY

Male' Republic of Maldives

ADVERTISEMENT NUMBER: (IUL) 438-CCD/438/2017/160

TERMS OF REFERENCE

Development of Awareness Material

[06th August 2017]

Prepared by:

Project Management Unit

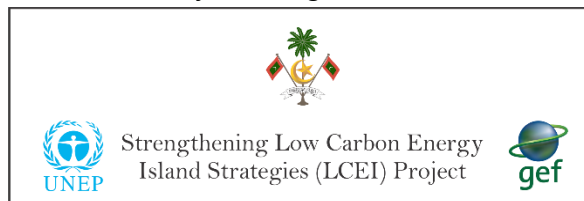


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1. Introduction & Background

The Government of Republic of Maldives represented by the Ministry of Environment and Energy (MEE) has allocated funds under the project Strengthening Low Carbon Energy Island Strategies (LCEI) and intends to procure services of a Design and Production Company to undertake the “**Development of Awareness Material**”.

The Project “Strengthening Low Carbon Energy Island Strategies Project (LCEI)”, implemented by Ministry of Environment and Energy (MEE) with support from UNEP and funded by the Government of Maldives and the Global Environmental Facility (GEF) aims to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector. The project will focus on increasing energy efficiency in the building sector by developing appropriate policies, guidelines and standards and through public education and advocacy.

2. Scope of Works

The purpose of this consultancy is to develop awareness materials which will be used by the LCEI project.

Summary;

- Designing of 39 posters and providing them in Dhivehi and English (1 set in English and 1 set in Dhivehi) for the messages provided in Table 1. **[Refer to #1 of details the of work]**
- Supply of 6 vertical roll up banner stand with carrying case for each banner stand. **[Refer to #2 of details of the work]**
- Printing of 6 posters in to canvas and installing in to the vertical roll up banner stands. **[Refer to #2 of details the of work]**
- Supply of 6 vertical x-back banner stand with carrying case for each banner stand. **[Refer to #3 of details of the work]**
- Printing of 6 posters in to canvas and installing in to the vertical x-back banner stands. **[Refer to #3 of details of the work]**
- Designing of backdrop. **[Refer to #4 of details of the work]**
- Designing of promotion materials (T-Shirt, Caps, Notebook and Pen) **[Refer to #5 of details of work]**
- Designing of 10 info-graphics / info-posters. **[Refer to #6 of details of the work]**
- Designing of 7 leaflet. **[Refer to #7 of details of the work]**

Details of the work;

#	Task	Requirements
1.	Designing posters for the messages in Table 1	<ul style="list-style-type: none"> ○ The design should be vector graphics, not a bitmap image ○ Posters should be provided in Dhivehi and English for each given message in Table 1. ○ The posters should advocate energy efficiency and energy conservation to reduce GHG emissions. ○ The posters should target a variety of audiences including students, civil society and public at large. The stakeholders and beneficiaries will be the entire Maldivian community. ○ Characters can be used in the posters if needed. ○ The posters should be simple and visually appealing in delivering messages with minimum number of text. ○ The posters should be colorful and interesting. ○ The wordings / phrasing of the messages provided in table 1 can be changed depending on the design of the poster if needed. ○ 8 posters should be provided in landscape format, 8 posters should be provided in portrait format and the remaining 23 posters can be either landscape or portrait.
2.	Supply of Vertical roll up banner stand and carry case	<ul style="list-style-type: none"> ○ Quantity required: 6 Nos ○ From the 39 poster designs, 6 posters selected by MEE should be printed in to canvas and installed in to the banner stand. ○ Size: 6.5ft Height, 2.5ft Width. ○ Should provide carry case for each banner stand.
3.	Supply of Vertical x-back banner stand and carry case	<ul style="list-style-type: none"> ○ Quantity required: 6 Nos ○ From the 39 poster designs, 6 posters selected by MEE should be printed in to canvas and installed in to the banner stand. ○ Size: 6ft Height, 3ft Width. ○ Should provide carry case for each banner stand.
4	Designing of Backdrop to be used at project events	<ul style="list-style-type: none"> ○ The design should be vector graphics, not a bitmap image ○ The design should represents the goal and objectives of the LCEI project, ○ The design of the backdrop should relate to the local context. ○ Size: 1920x1080 pixels. ○ Minimum 3 design should be submitted for the selection ○ Should include requested modifications to the selected design by the Ministry without any additional cost.
5	Designing of Promotional material	<ul style="list-style-type: none"> ○ Design of T-Shirt, caps, Notebook and Pen ○ The T-Shirt design should be simple and easy to be printed on T-Shirt. ○ Note book size is A5 and for the cover designed backdrop should be used. ○ Should include designed posters in the note book.
6	Designing of info-graphics / info-	<ul style="list-style-type: none"> ○ Design 10 info-graphics / info-posters using the messages given in table 1 and information provided by MEE.

	posters	<ul style="list-style-type: none"> ○ Size: A3 ○ The design should be vector graphics, not a bitmap image. ○ Each Info graphics should be provided in Dhivehi and English. ○ The info-graphics / info-posters should target a variety of audiences including students, families, civil society and public at large. The target audience will be the entire Maldivian community. ○ Design should be simple and visually appealing in delivering messages. ○ Design should be colorful and interesting
7	Designing of Leaflet	<ul style="list-style-type: none"> ○ Using the messages given in table 1 and posters designed for task 1 design 7 leaflets ○ Size: A4 ○ Design of the leaflet should be simple and visually appealing in delivering messages. ○ Content of the leaflet should be developed by the consultant in consultation with the Ministry.

All design drafts shall be shared with the Ministry. Ministry approval is required to finalize the designs.

All the materials developed shall include logos provided by the Ministry of Environment and Energy.

Table 1: Message to develop awareness posters

<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>	
1	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
2	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
3	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
4	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
5	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
6	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
7	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
8	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
9	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>	
10	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
11	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
12	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>	
13	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
14	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
15	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
16	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
17	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
18	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
19	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>
20	<p> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. </p>

ارځون	
21	مړي د ژوند د لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
22	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
23	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
24	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
ارځون	
25	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
26	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
27	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
28	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
29	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
30	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
31	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
ارځون	
32	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
33	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
لازمې شوي	
34	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
35	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
36	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
37	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
38	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!
39	د ژوند لومړني څو ورځو په دوران کې د ژوند لومړني څو ورځو!

3. Deliverables

#	Deliverable	Detail
1	Posters	<p>Editable high resolution print-ready posters in the following formats</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The posters should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>All posters should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • 470x470 pixels (Facebook share image) • 440x220 pixels (twitter in-stream photo)
2	Supply of Vertical roll up banner stand and carry case	<p>The vertical roll up banners shall be supplied with the selected 6 posters printed onto canvas and installed in to the banner stand.</p> <p>Carry case shall be supplied for each banner stand</p>
3	Vertical x-back banner stand	<p>The vertical roll up banners shall be supplied with the selected 6 posters printed onto canvas and installed in to the banner stand.</p> <p>Carry case shall be supplied for each banner stand</p>
4	Backdrop	<p>Editable high resolution print-ready format of the backdrop design in the following formats</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The backdrop should be supplied in the following file type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>The backdrop should be provided in the following size:</p> <ul style="list-style-type: none"> • 1920x1080 pixels • Facebook page cover photo size • Twitter cover photo size
5	Promotional materials	<p>Design of T-Shirt, Caps, Notebook and Pen in the following formats</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) • PDF
6	info-graphics / info-posters	<p>Editable high resolution print-ready format of the info-graphics / info-posters in the following formats</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) <p>The info-graphics / info-posters should be supplied in the following file</p>

		<p>type:</p> <ul style="list-style-type: none"> • PNG • JPG • PDF <p>All info-graphics / info-posters should be provided in the following sizes</p> <ul style="list-style-type: none"> • 1920x1080 pixels • 470x470 pixels (Facebook share image) • 440x220 pixels (twitter in-stream photo)
7	Leaflet	<p>Editable high resolution print-ready format of the leaflet in the following formats</p> <ul style="list-style-type: none"> • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) • PDF <p>Printed copy of the Leaflet with the final layout</p>

4. Duration of the consultancy

Duration of the assignment is 4 calendar months upon signing the contract.

5. Reporting Requirements

- Consultants are expected to work closely with the LCEI project management unit. The consultants will report directly to LCEI Project Manager.
- The consultants shall attend progress meetings once every 2 weeks with the LCEI PMU. Team leader and key members must participate in the progress meetings.
- For meetings held under this consultancy, the Minutes of Meeting must be provided to the Project Management Unit within 4 days of the meeting.

6. Requirements for Experience and Qualifications

Interested firms should provide CVs of team members meeting the following requirements:

- Minimum of 3 years' experience in designing multimedia materials, and undertaking similar types of creative projects
- Demonstrate a sound record in providing consulting services for similar multi-media productions
- Proven multimedia design and artistic skills
- Previous work experience with similar projects is an asset
- Specific experience in designing and developing graphics related to energy efficiency or environment related field is an asset.

7. Selection criteria

The following criteria will be applied during the evaluation of the proposals and attention should be paid while preparing the proposals.

#	Criteria	Score Weight [%]
1.	Team Experience in similar assignments	[15]
2.	Specific experience in designing and developing graphics related to energy efficiency or environment related filed.	[15]
3.	Concept design of Leaflet	[15]
4.	Concept design of poster	[15]
5.	Proposed financial value	[40]
	Total	[100]

8. Payment

Payments will be in Maldivian Rufiyaa in accordance with the schedule specified below:

REQUIREMENT	ALLOCATION
Submission and approval of concept for posters and approval of design of backdrop based on the 3 designs submitted for the selection.	15%
Submission and approval of designs for posters	30%
Submission and approval of designs for info graphics, leaflet and promotional materials	20%
Upon acceptance of end products as specified in the deliverables	35%

9. Intellectual property

The Consultant shall agree explicitly that all components of the works submitted are indeed original creations of the consultant. Any intellectual property infringement, misuse of plagiarism of another's work in any form or state will result in immediate termination of the contract. The Ministry will not bear any responsibility for the consultant's use of copyright materials and the consultant shall bear full responsibility of the consequences.

12. Information Session

An information session will be held on **13th August 2017 at 1100** hours local time at the Ministry of Environment and Energy. **Only the bidders present in the information session will be eligible for bid opening on 24th August 2017.**

13. Submission

Proposals must be delivered in sealed envelopes titled “**Development of Awareness Material**” to the address below on **24th August 2017 at 1100 hours local time**. Electronic bidding will not be permitted. Late bids will be rejected. Bids will be opened in the presence of the bidders’ representatives, who choose to attend in person at the address below on **24th August 2017 at 1100**.

Procurement Section

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ANNEX 1: STANDARD FORMS

1. STANDARD FORMS

FORM -1: PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide the “**Development of Awareness Material**” in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal; our financial offer is for the sum of [*Insert amount(s) in words and figures (Should quote the amount in Maldivian Rufiyaa)*] which is inclusive of the local taxes.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services and fulfill the requirements of the terms of reference.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

FORM-2: FINANCIAL BREAKDOWN

#	Description	MVR
1	Designing of 39 posters and providing them in Dhivehi and English (1 set in English and 1 set in Dhivehi) for the messages provided in Table 1.	
2	Supply of 6 vertical roll up banner stand with carrying case for each banner stand.	
3	Printing of 6 posters in to canvas and installing in to the vertical roll up banner stands	
4	Supply of 6 vertical x-back banner stand with carrying case for each banner stand.	
5	Printing of 6 posters in to canvas and installing in to the vertical x-back banner stands.	
6	Designing of backdrop.	
7	Designing of promotion materials. (T-Shirt, Caps, Notebook and Pen)	
8	Designing of 10 info-graphics / info-posters.	
9	Designing of 7 leaflet.	
	Total :	
	GST :	
	Total with GST:	

Note: The total contract price should be quoted inclusive of Goods and Services Tax (GST) as per the GST Legislation and Circulars.

FORM-3: TEAM COMPOSITION AND TASK ASSIGNMENT

Name of Staff	Position Assigned	Task Assigned

