

Ministry of Environment and Energy

Male', Republic of Maldives.

وسرے بر دو دسروار برسروس مرع دسری ور مراده.

مُرْمِدُ: 06 مُرْمَدُ عُلَمْ 2017

(IUL)438-CCD/438/2017/160

سرُسُرهُ يُر:

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برير ۾ اُن ڪروروس

حِرَ الْمَارِدُةُ وَيِم فِي فَالْمَرْوُوْلُ رَسُرْسُ 2017 مُرْسُقُ 13 و مُعِرْمُو فَرُوْلُ 11:00 كُب حِسِمْ عِم رَوْ

مورش رووش

عَ الْمُوْوَدُرُ رَوَعُ رِوَمِوْسِ 2017 مَرْدُسُعُ 24 كُو الْمُسْوَمِ وَوَرْدُو 11:00 دَمِ حِسِسْعُ بِهِ مَرْوَ مُرْدُوسُوعُ

غ رُسُوْوَرُرُوْرُ 2017 مُرْمُونُونُ مِنْ مُورِدُونُ 11:00 وَدِرْرُورُونُونُ رُوْرُونُونُ رُوْرُونُو





Green Building, Handhuvaree Hingun,

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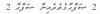
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Ministry of Environment and Energy

Male', Republic of Maldives.

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

Green Building, Handhuvaree Hingun, Maafannu

Male', 20392, Republic of Maldives









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 Table 1 Table 1 The design should be vector graphics, not a bitmate of Posters should be provided in Dhivehi and Englist each given message in Table 1. The posters should advocate energy efficiency and conservation to reduce GHG emissions. The posters should target a variety of audiences in students, civil society and public at large. The state and beneficiaries will be the entire Maldivian cores. Characters can be used in the posters if needed.	sh for nd energy including akeholders
the messages in Table 1 O Posters should be provided in Dhivehi and English each given message in Table 1. O The posters should advocate energy efficiency and conservation to reduce GHG emissions. O The posters should target a variety of audiences in students, civil society and public at large. The state and beneficiaries will be the entire Maldivian conservation.	sh for nd energy including akeholders
each given message in Table 1. The posters should advocate energy efficiency and conservation to reduce GHG emissions. The posters should target a variety of audiences i students, civil society and public at large. The state and beneficiaries will be the entire Maldivian core	nd energy including akeholders
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students, civil society and public at large. The sta and beneficiaries will be the entire Maldivian cor	akeholders
and beneficiaries will be the entire Maldivian cor	
	illillullity.
	•
	ling in
o The posters should be simple and visually appeal delivering messages with minimum number of te	_
	/Λι.
 The posters should be colorful and interesting. The wordings / phrasing of the messages provide 	ed in table
1 can be changed depending on the design of the	
needed.	poster ii
o 8 posters should be provided in landscape format	t 8 nosters
should be provided in portrait format and the rem	
posters can be either landscape or portrait.	luming 25
2. Supply of Vertical Oquantity required: 6 Nos	
roll up banner stand o From the 39 poster designs, 6 posters selected by	MEE
and carry case should be printed in to canvas and installed in to	
banner stand.	tile
Size: 6.5ft Height, 2.5ft Width.	
 Should provide carry case for each banner stand. 	
3. Supply of Vertical x- O Quantity required: 6 Nos	
back banner stand o From the 39 poster designs, 6 posters selected by	MEE
and carry case should be printed in to canvas and installed in to	
banner stand.	
o Size: 6ft Height, 3ft Width.	
 Should provide carry case for each banner stand. 	
4 Designing of o The design should be vector graphics, not a bitma	
Backdrop to be used o The design should represents the goal and objecti	
at project events LCEI project,	
o The design of the backdrop should relate to the lo	ocal
context.	
o Size: 1920x1080 pixels.	
o Minimum 3 design should be submitted for the s	election
 Should include requested modifications to the sel 	
design by the Ministry without any additional cos	
5 Designing of O Design of T-Shirt, caps, Notebook and Pen	
Promotional material o The T-Shirt design should be simple and easy to l	be printed
on T-Shirt.	-
 Note book size is A5 and for the cover designed be 	oackdrop
should be used.	•
 Should include designed posters in the note book. 	
6 Designing of info- O Design 10 info-graphics / info-posters using the r	_
graphics / info- given in table 1 and information provided by ME	E.

	,		
	posters	0	Size: A3
		0	The design should be vector graphics, not a bitmap image.
		0	Each Info graphics should be provided in Dhivehi and
			English.
		0	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.
		0	Design should be simple and visually appealing in
			delivering messages.
		0	Design should be colorful and interesting
7	Designing of Leaflet	0	Using the messages given in table 1 and posters designed
			for task 1 design 7 leaflets
		0	Size: A4
		0	Design of the leaflet should be simple and visually
			appealing in delivering messages.
		0	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

. ما مرغ مشوسر بر د ما مرغ مشوسر بر	×ÁÁ
رُدُي خَسْءِ حَسَرَيدُ وِسِرِدِيْرُ 25 ءِ دُي سَوْسِ دَسَوْرُ وَيْمَ عَرُسْرَتُهُ وَيْ عَرُسْرَتُهُ دُوُّ!	1
י × ° י י י י י י י י י י י י י י י י י	2
שנית הניצ הרא עות ב במות התאת התרפונה של המשפ!	3
دُرَي مُسْرَيْنِ سِرْنَاسِرَوْرِ وَرُيْرُوْوُوْرُ رَيْبُ رُبُودُوْرُ دُرُبُ رُبُونِ رُرُبُي رُرُبُعُ لِلْمُ الْمُعَالِ	4
رُرُي مُسْرِيرُ دُرُجُ } رُسِرِعُرُ سِوِيرُ رُوِ رَبُّرُكُورُ شُرُهُ رُبُوعُرُ الْمُعَالِدُ الْمُعَالِدُ الْمُ	5
ارْبَرُنْ دُورُزُنْ دُرُبُر مُرْبُر مُصْرِي سَهُرُ مِ سَبِرُوسِوْنَهُ دُرُوُّ!	6
رُدُي مَشْرَي شَوْسَرَي وَوْجَاء وَخُرُودُسْ وَرُرُو وَ وَرُيْرُ سُؤُورُمُورُو!	7
ין דר בין היין היין היין בין היין בין היין בין היין דר בין היין בין היין בין היין בין היין בין בין בין בין בין הרא עות ב וישות או הרא בין	8
ר ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב	9
رځ مهرسر	א ם א דקייתיים דקיייתיים
אם כן בס בר בר בר בר און אין בר בר אין	10
בי הי ים מני בי הי הי הי הי הי אי אי	11
המתמת בל המת פ פאלטת הפת תמל! התמתמת בל המת פ פאלטת הפת תמל!	12
**************************************	مرر ا
وُرُدُ دُرُ مُرَا اللهُ اللهُ عَلَى مُورِدُ وَدُورُ اللهُ اللهُ مُرْدُورُ اللهُ الله	13
ירי אי	14
י אר ביין אי אר ביין אי	15
יים אים אים אים אים אים אים אים אים אים	16
رُنَرٍ وْسُرُ وَكُرُووْعُ وِسَرِسْ رَرِسْ رَرِسْ رَرِسْ رَرِسْ رَرِسْ رَرِسْ وَرَدُحُ وَلَا مِنْ مَرْدُحُ وَا	17
رِيْنُ رَهُوَّدٍ، رُسِوْسٌ، رُوَسٌ وَكُرْ جُنَامِيُ رُسُ شُوْبًا رِسُّهُ كَدِ رُدِسْ مُرَوَّةً بِ صَرَدُجَ وَا	18
رُرِ - دُرُورٌ بِرِی کُس الله مُرکِر کُس الله مِرْ مِرْ مُرْدِم اللهُ اللهِ مُرْدُم وَ اللهُ اللهُ اللهُ اللهُ	19
رَرِ - دَرَوْدُ مِنْ مَا مَنْ مَا مَنْ مَرْ وَ رَغِ وِرَسْرَمِ كَ وَرِوْسْ سَاتُونْ مَدُولًا!	20

נ כ ם ע הקיית	345
عِرْدُوْرَ رُوْرِهِ عُرْمِ عُرْمُ اللَّهُ اللَّالِي اللَّهُ اللَّالَّا اللَّالِيلَّا الللَّهُ اللَّهُ اللَّهُ اللَّهُ اللَّهُ الللَّهُ اللَّهُ	21
שנים ברנו אי בשאת הבת שי בל בל בל הלים את הפתרפין! שתית על על אי בל	22
ניני גרו ייני אור און מון מון אור און אור און אור און אור און אור און אור	23
ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב ב	24
	130
۵٬۰۰۰ د ۱٬۰۰۰ د در د	25
ייני גריי איני איני איני איני איני איני איני א	26
ייים אי	27
ייין איין פייין פייי	28
ברת הל בליל אלים הם לביי הלים אלים הם לביי הלים לביי הל	29
ברישל ב בל בל אור אור בל אור	30
א כ כ כ כ י י י א כ כ כ י י י א י א י א	31
الله الله الله الله الله الله الله الله	٥.
1,000 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	32
وسروسرس رسووير صرس مرتز و مخرود رسوم برستري وروس وس وكر وكروس وس وكرم المراد و المرا	
0	33
ם 2 % 2 התש הפרות	ما بخراه
ארפ אין מארט מין	34
שני בניין עו היי בני בי	35
ין יי סיי ין כי יי	36
יים ב ייני היים היים ב ייני היים יים פרים! עצית ש הייכית שתת פרצ הייכע א העם בתמעעת פרים!	37
۱ د د د د د د د د د د د د د د د د د د د	38
שר מצם ני פין ג' ג' אוס ג' צו ג' מין אין איס איל	39

3. Deliverables

#	Deliverable	Detail		
		Editable high resolution print-ready posters in the following formats		
		Coral Draw file format (.CDR)		
	Posters	Adobe Illustrator (.AI)		
		The posters should be supplied in the following file type:		
		• PNG		
1		• JPG		
		• PDF		
		All posters should be provided in the following sizes		
		• 1920x1080 pixels		
		• 470x470 pixels (Facebook share image)		
		• 440x220 pixels (twitter in-stream photo)		
	Supply of	The vertical roll up banners shall be supplied with the selected 6 posters		
	Vertical roll up	printed onto canvas and installed in to the banner stand.		
2	banner stand and	Carry case shall be supplied for each banner stand		
	carry case			
	Vertical x-back	The vertical roll up banners shall be supplied with the selected 6 posters		
3	banner stand printed onto canvas and installed in to the banner stand.			
		Carry case shall be supplied for each banner stand		
		Editable high resolution print-ready format of the backdrop design in the		
	Backdrop	following formats		
		Coral Draw file format (.CDR)		
		Adobe Illustrator (.AI)		
		The backdrop should be supplied in the following file type:		
4		• PNG		
		• JPG		
		• PDF		
		The backdrop should be provided in the following size:		
		• 1920x1080 pixels		
		Facebook page cover photo size		
		Twitter cover photo size		
		Design of T-Shirt, Caps, Notebook and Pen in the following formats		
5	Promotional	Coral Draw file format (.CDR)		
	materials	Adobe Illustrator (.AI)		
		• PDF		
		Editable high resolution print-ready format of the info-graphics / info-		
6	info-graphics / info-posters	posters in the following formats		
		Coral Draw file format (.CDR)		
		Adobe Illustrator (.AI)		
		The info-graphics / info-posters should be supplied in the following file		

		type: PNG IPG PDF All info-graphics / info-posters should be provided in the following sizes 1920x1080 pixels 470x470 pixels (Facebook share image) 440x220 pixels (twitter in-stream photo)
Editable high resolution print-ready format of the leaflet in the following formats Coral Draw file format (.CDR) Adobe Illustrator (.AI) PDF Printed copy of the Leaflet with the final layout		following formats • Coral Draw file format (.CDR) • Adobe Illustrator (.AI) • PDF

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 filed 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.

10. Additional Information

The Project Management Unit of Strengthening Low Carbon Energy Island Strategies of MEE has overall responsibility for the management of the contract and contractual reporting obligations. The proponent is, however, expected to work closely with the Maldives Energy Authority and Climate Change Department and Energy Department of MEE during the course of the assignment.

All outputs and materials produced as part of this TOR shall be handed over to Project Management Unit (PMU) of Strengthening Low Carbon Energy Island Strategies at the end of the contract and will become the Ministry of Environment and Energy's sole property.

11. Application

Interested firms should submit their proposals containing the following (Standard forms provided in Annex 1):

- 1. Completed proposal submission form (**FORM-1**)
- 2. Completed financial breakdown form (FORM-2)
- 3. Summary on similar works (experiences) performed in the past
- 4. Provide links or copies of the samples of relevant works to the assignment
- 5. The list of the proposed professional staff team, the position that would be assigned and their tasks (**FORM-3**).
- 6. CVs of the professional staff signed by the staff themselves and letter of commitment from each member to undertake the project
- 7. A work schedule, a plan of activities. (**FORM -4**)
- 8. Reference letters from previous clients
- 9. GST Registration (if applicable)
- 10. Concept for an information leaflet on energy efficiency and conservation in the office environment in Dhivehi.
 - a. The concept must include main messages and a description of the leaflet design or sketch
- 11. Concept for a poster for the message:

 - b. The concept must include a sketch and the wordings if any.

Note: Incomplete proposals will not be evaluated.

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

Ministry of Environment and Energy procurement@environment.gov.mv

Green Building, Handhuvaree Hingun, Maafannu Male', 20392, Republic of Maldives

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]:
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	
2	provided in Table 1. 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

FORM -4: WORK SCHEDULE

	[1st, 2nd, etc. are days from the start of assignment.]												
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	
Activity (Work)													