



Ministry of Environment and Energy
Male', Republic of Maldives.

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Date: 25 June 2018

Develop Computer Animation on “Maldives as a Biosphere Reserve”

1. Background

In June 2012, Maldives announced its pledge to make the entire nation a Biosphere Reserve by 2017 in the Rio+20 summit held at Rio de Janeiro. Following the pledge, extensive consultations were conducted with stakeholders to develop a Biosphere Reserve Implementation Plan which was later adopted by the cabinet of Ministers in early 2013. Since the adoption of the plan, the ministry has continued working alongside several partners and stakeholders to realize this ambitious pledge and to raise resources. With generous support from contributing donor projects and due to the continued commitment from the government of Maldives, the ministry is now in the process of preparing the application for the Biosphere Reserve status during the course of 2017.

In this regard, Ministry of Environment and Energy is seeking a firm to develop awareness computer animated video spot under the topic of “Maldives as a Biosphere Reserve”.

2. Scope of Work

The Ministry of Environment and Energy (MEE) is seeking to find a consultant for the development of computer animation under selected themes provided in Section 3. The computer animations should target a variety of audiences including students, families, civil society and public at large. The stakeholders and beneficiaries will be the entire Maldivian community. The animation should be visually/audibly appealing in delivering messages.

3. Themes

“Maldives as a Biosphere Reserve”

4. General Provisions

The successful consultant will be required to design and produce the items listed under the deliverables section and execute the following activities:

- Develop and finalize story boards and scripts, with guidance from MEE;
- Get endorsement from MEE before the production of the animation;



- Develop an awareness mascot to be used in future “Maldives as a Biosphere reserve” awareness materials
- Recording and/or procuring of musical scores and video footage, including the securing and maintaining of copyrights;
- Sound-mixing, editing and other necessary post-production operations for the animation;
- Providing rough cuts to MEE;
- Based on MEE’s approval produce final animation.

The MEE will:

- Provide briefings and guidance during the development of the script for the animation;
- Approve the final script/storyboard before production starts;
- Approve the mascot design.
- Approve the final cut of the animation.

5. Intellectual Property

The consultant must agree explicitly that all components of the works submitted are indeed original creations of the consultant. Any intellectual property infringement, misuse or 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 should bear full responsibility of the consequences.

6. Deliverables

- Concept ideas for the animation.
- Script/Story board for the animation.
- First cuts of the animation.
- Final submission of the Animation: A master copy (in a DVD and a USB) of the following materials shall be submitted on completion.

Video Spots	
Number of animation: 3	
Duration: 15-30 seconds	
Quality: 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. Should be in Dhivehi language with English subtitle.	
GIF : 1 set	
*Should be made using the video spots and include key messages where needed	
Size	Quantity
1920x1080 pixels	1





470x470 pixels (Facebook share image),	1
440x220 pixels (twitter in-stream photo)	1
Images	
Jpg image of the mascot	1
Png of the mascot	1

All products will be the property of the MEE, and to be labeled appropriately and provided to the Ministry

#	MILESTONE	TO BE DELIVERED BY
1.	Provide concepts for the Animation	01 working days after contract signing
2.	MEE agree on design, Script and Storyboard	5 working days after concept finalization
3.	Provide first cuts for MEE review	Two weeks after Script/Story board finalization
4.	Provide all the end products as specified above	3 weeks after drafts are approved

7. Experience and Qualifications

The consultant is expected to have the following experience and qualifications

- Minimum two years of expertise in computer animation production;
- Related academic qualification is an asset
- Experience in works related computer animation production in awareness sector
- Proven technical capabilities in the field of computer animation production,
- Access to relevant high quality technical equipment necessary for computer animation rendering;
- Proficiency in Dhivehi and English language and good writing skills are required;
- Demonstration of capability in video production will be added advantage;
- Familiarity with Maldivian environment and its Biodiversity;
- Experience in working with government institutions is an asset;



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8. Selection Criteria

The consultant(s) will be selected based on the following marking criteria:

	<i>Criterion</i>	<i>Weightage</i>
1	Expertise of firm/individual submitting the proposal	40%
1.1	Firm/Team	
	a. Experience in video production	5
	b. Experience in computer animations	20
	d. Experience working with government organizations	5
1.2	Team leader	
	a. More than 2 years of experience in computer animation production	5
	b. General qualification	5
2	Price (= lowest price/price *60)	60%

9. Payment Schedule

The payment will be released as follows

- 30% upon submission of first cuts for MEE review.
- 70% upon acceptance of end products as specified in deliverables.

10. Application

Interested parties may submit their proposals with the following:

- A cover letter with a proposal including detailed workplan inclusive of key tasks related to pre-production, production and post-production of the video spots.
- Summary on similar works (experiences) performed in the past.
- Provide links or copies of the samples of relevant pieces completed to date.
- Financial proposal in Maldivian Rufiyaa (Must show detail cost breakdowns for the production of each video spot and include all relevant taxes).
- Up to date Curriculum Vitae of the lead consultant and team members if included with commitment letters from each individual team member proposed confirming their commitment to work for the project.
- Equipment and facility: The firm or individual must provide details of production, post production equipment/software available with them.
- GST registration.



