

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Environment

Male', Republic of Maldives.

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## Greater Male' Environmental Improvement and Waste Management Project

### INFORMATION, EDUCATION AND COMMUNICATION SPECIALIST

#### TERMS OF REFERENCE

#### A. Background

Waste is one of the most visible threat to the environment and poses challenges to the development. Zone 3, which encompasses Greater Male', the inhabited islands in the Male' Atoll (Kaafu Atoll), North Ari Atoll (Alifu Alifu Atoll), South Ari Atoll (Alifu Dhaalu Atoll) and Felidhe Atoll (Vaavu Atoll), is estimated to generate 774 tons of mixed solid waste daily and currently lacks an organized and sustainable waste management system to properly manage this growing amount of waste.

Rapid urbanization and tourism development in the Greater Male' region including Zone 3 atolls waste is expected to increase by 924 tons per day by 2022. The region suffers from severe environmental pollution and deteriorating livability from inadequate collection and haphazard disposal of solid waste. Open dumping and burning of garbage at the 30-year-old dumpsite on Thilafushi island is an environmental and public health hazard posing a daily nuisance to the residents in Male' Villimale and neighboring resort islands, with plumes of smoke visible from Velana International Airport and surrounding resorts. Considering Maldives reputation as a pristine high-end tourist destination and its reliance on sustainable fisheries for food and export, pollution from improper waste management is a significant threat to the economy and environment.

In order to address the issue of growing amount of waste in the region, the Government of the Republic of Maldives has applied for financing from Asian Development Bank (ADB) towards the cost of Greater Male' Environmental Improvement and Waste Management Project. Part of this financing will be used towards the expenditure of the Project Management Unit (PMU) including staff salary and other incremental cost of the PMU.

#### B. Project Development Objective

The development objective of the Project is expected to establish a sustainable solid waste management system in the Greater Male' by (i) improving collection, transfer, disposal, treatment, recycling and rehabilitating the existing dumpsite at K. Thilafushi, (ii) strengthening institutional capacities for solid waste service delivery and environmental monitoring, and (iii) improving public education, awareness and behavior in reduce, reuse and recycle (3R). The Project is being designed to reduce disaster risk and improve climate change resilience while creating a cleaner environment and reducing greenhouse gas emission.



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### C. OBJECTIVES OF ASSIGNMENT

The objective of this assignment is to develop and implement information, education and communication strategy and framework for Solid Waste Management Systems in Zone 3 by closely working with Public Awareness and Community Capacity Building (PACCB) consultant. That is to ensure all the work carried out through the project including development of education and awareness material, information and data collected in the field are captured, documented, analyzed and prepared in a results-based and timely manner for the public, Government, Donors and internal purposes on an effective and a timely manner.

It also requires institutionalization and robust adoption of internal and external communications and awareness strategies, Public Relations (PR) activities, the production of external and internal communication and awareness materials, writing for project purposes and coordinating public awareness activities in accordance with the project documents and in collaboration with the project team, project consultant and stakeholder agencies to ensure all communication strategy is established and awareness campaigns of projects are carried out smoothly and on time.

### D. OVERALL RESPONSIBILITY

The overall responsibilities of the Information, Education and Communication Specialist include, but are not limited to the following. These responsibilities are to be fulfilled in collaboration with the PACCB consultant and Trust Fund coordinator (for the activities in the outer islands).

1. Act as the Project focal point for communications.
2. Act as the Gender Focal Point in the PMU overseeing gender mainstreaming activities in the Project, including the Gender Action Plan (GAP) and its reporting.
3. Develop and implement a comprehensive information, education and communication strategy and framework which identifies the information needs of stakeholders, identifies messages, campaigns, delivery mechanisms and timely delivery of the projects.
4. Establish an effective plan and implementation of communication, advocacy and knowledge management, including the development of specific communication components.
5. Ensure full coherence and alignment with donors branding guidelines while implementing the communications strategy and awareness programs.
6. Design, develop and produce external and internal communication, education and awareness materials as well as write-ups for project purposes.
7. Design and develop waste management training materials for islands & other stakeholders, including waste segregation, handling, transporting and composting.
8. Design, develop and deliver a comprehensive awareness program. Awareness program should be designed in way that can be replicated to other regions in the country.
9. Develop a training and capacity building action plan
10. Implementation of Knowledge management.
11. Undertake other technical tasks as and when required by the ME.







7. Ensure effective planning and implementation of communication, advocacy and knowledge management, including development of specific communication products
  20. Supervise and manage the project website content and make regular updates.
  21. Develop and implement effective information dissemination strategies on principles, process and achievements of the project and document best practices and success stories for the development partners and government departments.
  22. Coordinate with the stakeholders and build good relations with different media for the coverage of relevant project activities and initiatives to have a greater impact.
8. Work closely with Project Team staff to ensure effective communication of the project activities to the relevant parties
  23. Serve as a liaison point for any project related communication to internal and external parties.
  24. Keep up-to-date of the ongoing activities, plans and programs.
  25. Translate the documents and reports from Dhivehi to English and vice versa when necessary.
  26. Perform any other duties assigned by the Project Manager.
  27. Review & provide input to all major project documents, including strategies, donor reports and other technical documents, to ensure they are well written and clearly communicating the messages
9. Knowledge management and sharing
  28. Ensure full transparency and access to information about project activities
  29. Lead the documentation of lessons learned in different formats for internal and/or external consumption, including the preparation of thematic knowledge management products
  30. Plan and coordinate the dissemination of project knowledge management products and other relevant project information.





