

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Environment

Male', Republic of Maldives.

ދިވެހިރާއްޖޭގެ ޖުމްހޫރިއްޔާ ގުޅިގެން
އިތުރު ފުރުޞަތުތަކެއް ހޯދަމެވެ.

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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.





9. Develop or assist development of a training and capacity building action plan
10. Implementation of Knowledge management.
11. Undertake other technical tasks as and when required by the ME.

E. SCOPE OF WORKS

Under the supervision of the Project Director/ Project Manager and in collaboration with project consultants, the Information, Education and Communication Specialist will carry out the following activities:

1. Develop or assist development and monitor information and communication strategy and framework
 1. Review information and communication guidelines available
 2. Undertake a detailed information requirement analysis and develop a realistic nation-wide and grassroots information, education and communication plan and roll out the same through PACCB consultancy firm engaged by the project
 3. Develop citizen engagement strategy to strengthen the communication between citizens and waste management activities carried out by the Ministry of Environment and develop an overall information and communication strategy and framework for the project
 4. Implement information and communication strategy
2. Facilitate and support training and capacity building programs
 5. Develop a capacity building program as per the project work plan and ME/sector requirements
 6. Implementation of training and capacity building activities
 7. Liaise with National /international institutions for strategic implementation of training programs
 8. Review and report implementation progress and success of training and capacity building activities
 9. Assist PMU in conducting IEC campaigns customized to different communities using different media and art-forms
3. Implement and monitor education and awareness activities
 10. Manage and monitor the performance of the PACCB consultancy firm engaged by the project and report to the Project Director/Project Manager from time to time and suggest and/or recommend corrective measures
 11. Develop an Action Plan for implementation taking into consideration waste management in the Maldives
 12. Support the implementation of awareness activities through various forms such as media campaigns, training sessions, etc.
 13. Develop training materials, communication strategies to be utilized for sensitization, advocacy and project promotion.
 14. Improve and edit existing materials that has been prepared for the purposes of awareness and communication.
4. Implement, supervise and monitor gender mainstreaming activities including the Gender Action Plan
5. Undertake public relation (PR) activities
 15. Management of media publication and advocation in line with Ministry's policies and guidelines.



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16. Deliver creative graphic and technical solutions for use of multimedia for illustrative purposes such as animations, presentations and use of advanced solutions such as graphic digitalization.
 17. Design and layout work for reports and other communication materials (banners, posters, booklets, leaflets etc.) for printing and electronic distribution.
 18. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.
6. Ensure all project related information is collected, analyzed, documented, managed and reported in a timely manner
19. Coordinate compilation, review, editing and filing of reports as per project reporting requirements.
 20. Fulfill periodic reporting requirements including to the project board, government, donors.
 21. Ensure proper documentation to support the M&E process through proper reporting and documentation.
 22. Consolidate the project reports and publications and get them printed for dissemination, as and when required.
7. Ensure effective planning and implementation of communication, advocacy and knowledge management, including development of specific communication products
23. Supervise and manage the project website content and make regular updates.
 24. 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.
 25. 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
26. Serve as a liaison point for any project related communication to internal and external parties.
 27. Keep up-to-date of the ongoing activities, plans and programs.
 28. Translate the documents and reports from Dhivehi to English and vice versa when necessary.
 29. Perform any other duties assigned by the Project Manager.
 30. 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
 31. Production of effective communication documents which will speak the outcome, achievement and impact of the project activities and thereby improvement of quality of life of the project beneficiaries.
 32. Assist the PMU in tracking the spark of greater awareness and demand for waste management service establishment due to IEC campaign under the project, including through development of a variety of feedback mechanism.
9. Knowledge management and sharing
33. Ensure full transparency and access to information about project activities
 34. Lead the documentation of lessons learned in different formats for internal and/or external consumption, including the preparation of thematic knowledge management products
 35. Plan and coordinate the dissemination of project knowledge management products and other relevant project information.





36. Identify and participate in opportunities for cross-learning with projects similar to GMEIWMP
37. Ensure provision of information in a variety of ways including through online portal and effective implementation of the suo motu disclosure provisions of the Right to Information Act.
38. Recommend messages, channel, and tools that can be used to continue reaching critical audiences.

F. Qualification, Experience and Competency

The Information, Education and Communication Specialist will report to the Project Manager and shall meet following qualification, experience and competency

1. An undergraduate degree in mass communication, marketing, project management, environmental management, social science, journalism, or in a relevant field. Having studied environment elective subjects will be an added advantage.
2. Minimum three (3) years' experience in communication and capacity building or awareness related work, and gender. Relevant field Experience with ADB/donor funded projects, waste related or similar environmental projects will be an advantage
3. Experience in drafting and preparing advocacy materials, press briefs in Dhivehi and English Language.
4. Excellent creative skills and advanced command over a range of design software, (including Adobe Photoshop, Illustrator, InDesign, etc) is preferable.
5. Strong theoretical and practical background in use of design software such as Adobe Design Premium, InDesign, CorelDraw, web design tools such as Dreamweaver and Flash, etc is preferred.
6. Good understanding of new and evolving technologies and digital platforms is an asset.
7. Experience working with mass media, TV, radio, internet is preferred.
8. Work experience in awareness programs in waste management sector projects will be an added advantage.
9. Demonstrable knowledge and experience in managing IEC campaigns including development of communication strategy in any public sector projects and have capacity to organize and conduct similar social marketing strategies and public awareness campaigns in the Maldives
10. Must possess initiative and the ability to work independently as well as team

G. Facilities Provided by the Client

Successful candidate will be posted at Ministry of Environment, Male'. The following facilities will be provided;

- A proper workstation
- Computer system with necessary software installed
- Access to telephones and fax



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މިނިސްޓްރީ ޕްރޮޖެކްޓްސް، 20392، ދިވެހިރާއްޖޭގެ ޖުމްހޫރިއްޔާ.

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