

Greater Male' Environmental Improvement and Waste Management Project

3R Motivator

TERMS OF REFERENCE

A. BACKGROUND

The Greater Malé capital region and its outer islands (classified as Zone 3 in the national solid waste management policy) suffer from severe environmental pollution and deteriorating livability because of inadequate collection and haphazard disposal of solid waste. Zone 3 covers 35 inhabited islands, 73 tourist resorts, 14 city hotels, and 177 guest houses, in the North Ari Atoll (Alifu Alifu Atoll), South Atoll (Alifu Dhaalu Atoll), Malé' Atoll (Kaafu Atoll) and Vaavu Atoll, including the capital city of Malé, with a total population of 216,000 (51% of Maldives). Lack of a sustainable system to manage the 774 tons per day of solid waste generated in Zone 3 (results in waste spillage into the ocean, and open dumping and burning of garbage at the 30-year old 10-hectare dumpsite on Thilafushi Island which has no pollution control measures creating a public health and an environmental hazard. Plumes of smoke visible from the capital Malé, the international airport and nearby resorts compromise air quality and pose nuisance to residents and tourists, while leachate and plastics contaminate the surrounding marine environment.

The Government of Maldives is committed to improve the environmental conditions and to strengthen the solid waste management (SWM) system in the country.

The government requested support from the Asian Development Bank (ADB) to implement the “**Greater Malé Environmental Improvement and Waste Management Project**”. The project will establish a sustainable regional solid waste management system in Greater Male by (i) improving collection, transfer, disposal, treatment (using advanced waste-to-energy [WTE] technology), recycling, and dumpsite rehabilitation; (ii) strengthening institutional capacities for solid waste services delivery and environmental monitoring, and (iii) improving public awareness and behaviors in reduce-reuse-recycle (3R). The project will improve climate change resilience and disaster risk management, create a cleaner environment, reduce greenhouse gas emissions, and contribute to reductions in the cost of electricity.

Phase 1: will support improved collection, transfer, dumpsite management and logistics, community-based island waste management systems, institutional capacity for services delivery, and public awareness building activities.

Phase 2: for Zone 3, the government plans to develop a sustainable regional waste management facility on a newly reclaimed 15 hectares land on Thilafushi island adjacent to

the current dumpsite. The facility will include a 500 tons per day waste to energy treatment plant (WTE) including a bottom ash processing plant, a landfill for air pollution control (APC) residues and bottom ash including leachate treatment plant. The project will mitigate greenhouse emissions and will be registered as joint crediting mechanism.

B. OBJECTIVES OF ASSIGNMENT

- Enhance public awareness, behavior change and community participation in SWM and 3R in the project area (Zone 3). This will include households, local communities, schools, resorts/hotels/guesthouses, tourists, and WAMCO staff towards achieving sustainable SWM (e.g. by promoting maximum waste recovery through reduction, reuse, and recycling and smoother project implementation).
- Strengthen capacity of outer islands in community-based SWM and IWMCs operation and maintenance, targeting minimum 50% women participation.
- Improve institutional and community awareness and capacity in DRR3.
- Implement Gender Action Plan. Support implementation of the gender action plan related to 3R and solid waste management activities supported under the project.

C. IMPLEMENTATION STRATEGY

Critical outcomes of the project include increasing institutional capacity for service delivery and implementing public awareness building activities. As a result, a firm specializing in public awareness and community capacity building (PACCB) was engaged for the project, and it has produced: (i) full inception report, (ii) rapid assessment of perceptions and capacity (RAP), (iii) a comprehensive communications strategy and training materials. The existing work plan includes capacity building and awareness activities identified for all relevant stakeholders.

This new consultant is required to analyse the existing work plan and offer revisions, along with an alternate strategy for delivering the project's outputs on time.

D. OVERALL RESPONSIBILITY AND SCOPE OF WORK

The Community Mobilization, Outreach and Gender Expert will be responsible for planning, designing and implementing awareness, behavior change and outreach activities and activities for creation of consumer database in the Greater Male region and outer islands targeting households, businesses, institutions, hotels /guesthouses/resorts, tourists, solid waste collection staff and other key stakeholders. This new consultant will also work together with the IEC Specialist of the project to implement the 3R related outputs mentioned Gender Action Plan (GAP). She/he will:

Key responsibilities of the consultant are:

- a. the motivator will be responsible for sensitize, raise awareness and motivate communities on 3R (reduce, reuse and recycle) and SWM from a grassroot level.
- b. develop and implement public awareness, behavior change, and community engagement programs aligned with the national waste management campaign — ‘Fasgandu’ in coordination with the Ministry of Environment, Climate, and Technology, Atoll Councils, Islands Councils, and other relevant stakeholders.

- c. work closely with school children, college students', educational institutes and youth demographics to design campaigns that address SWM issues and 3R implementation in the Zone 3 area.
- d. regularly travel to outer islands and conduct trainings, other adequate capacity development and community engagement activities related to 3R, community SWM and IWMCs operation and maintenance in all outer islands
- e. visit households to create awareness and understand the practices of waste management
- f. visit schools, businesses and other relevant stakeholders to collaborate (if required) and conduct engagement sessions.
- g. facilitate regular community meetings to foster relationship building, collaboration, and promote equitable services for women and young people. This includes strengthening relationships with partners, identifying and addressing improvements to working together to authentically supporting women on the implementation of Gender Action Plan (GAP) activities and continued SWM strategies.
- h. monitor and measure success of 3R initiatives, activities by reporting progress on a regular basis with quarterly reporting.
- i. support and assist PMU in any project related work and render full support in any outsourced work related to PACCB work

E. DELIVERABLES

The consultant's output shall be based on the following key deliverables and timeline.

Reporting Requirements			
S. No	Description	Deliverable	Timeline
1	Prepare an inception report outlining the work/activities to be undertaken	Inception Report	Within a period of 15 days from the date of signing the contract
2	Develop behaviour change campaigns with a focus on raising awareness and adopting 3R benefits targeting all relevant stakeholders, with special consideration given to integrate preferences of school children, education institutes and youth demographics	Comprehensive campaign plan with defined objectives and key performance indicators	To produce and deliver the work plan within 30 days of the approval of the inception report.
	Submit a detailed implementation plan with a schedule for roll out of these behaviours change campaigns across Zone 3		
3	Implement the behaviour change campaigns through 15 community events, including those targeted specifically school children and youth in the Greater Malé Area, with a minimum combined reach of 20,000 people.	Event Plan and schedule	To be conducted in an approved schedule beginning one (1) month from the date of approval of work plan.
		<ol style="list-style-type: none"> 1. Sex-Disaggregated data of all trained participants/ attendees 2. Pre- and Post-tests for any trainings conducted 3. Photographic evidence of all engagements 4. Meeting minutes of all engagements 	To be submitted within five (5) days of completion of every event.

4	Implement the behaviour change campaigns through community events, including those targeted specifically at school children and youth, in each of Zone 3's 32 islands (1x event per island) with a minimum combined reach of 10,000 people.	Event Plan and schedule	To be conducted in an approved schedule beginning one (1) month from the date of approval of work plan.
		<ol style="list-style-type: none"> 1. Sex-Disaggregated data of all trained participants/ attendees 2. Pre- and Post-tests for any trainings conducted 3. Photographic evidence of all engagements 4. Meeting minutes of all engagements 	To be submitted within five (5) days of completion of every event.
5	Develop a school quiz program on SWM and 3R benefits to be implemented across education institutions in Greater Malé Area	School quiz program plan and schedule and implementation strategy	Within 4 months from the date of signing the contract
6	Prepare a case study report on all project zone area to highlight project benefits, success stories, good practices in SWM, 3R and lessons learned.	Total 5 reports; one (1) report for the Greater Malé Area and one (1) report for each of the 4 atolls in Zone 3	To be submitted within 30 days following completion of each atoll's scheduled activities.
7	Report to the PMU on the overall deliverables, work plan progress, success and impact of the activities conducted	Quarterly Report in an approved format	Before the end of every quarter
8	Prepare a Progress report with work plan, progress, Design layouts and other materials produced and approved must be attached as final products to this report.	Progress Report describing accomplishment of fifty percent of the activities outlined in the agreed approved Implementation Plan.	Six (6) months from the date of signing the contract

F. QUALIFICATIONS AND EXPERIENCE

To be eligible for consideration for this position, the candidate must meet the following criteria:

Prior work experience

Experience	Minimum requirement
Experience in team-building and people management including working with institutes, volunteer groups, and women on community outreach programs and events within the Maldives	2 years
Communication, facilitation and community engagement experience	3 projects
Work experience in utilizing local and traditional knowledge of the island communities and key community groups in waste management and natural resource management	3 projects

Education and technical skills:

- Completion of an MQA Level 5 certificate programme in environmental science; or preferably candidates with 5 years' experience working in the field of 3R (reduce, reuse and recycle), SWM and IWMCs operations will also be considered
- Sound knowledge of written and oral English and Maldivian language.

G. REPORTING REQUIREMENT

- The 3R Motivator will report to the Information Education and Communication Specialist and/or the Project Manager of the Greater Male' Environmental Improvement and Waste Management Project (Ministry of Environment, Climate Change and Technology).
- The 3R Motivator has the option to work remotely, however they must deliver all outputs within the specified timeline, physically attend all relevant meetings, and facilitate all scheduled engagements in Greater Malé and outer islands in person.

H. SCHEDULE FOR THE ASSIGNMENT

The duration of the assignment is **12** months from the commencement of the work with potential extension of 6 months based on performance

I. COST ESTIMATE AND PAYMENT SCHEDULE

Cost Items	Amount in MVR
Remuneration	MVR. 300,000.00

Payment Schedule

Output	Weightage (%)	Total Expected Deliverables	Unit
1	5	1	Report
2	10	1	Campaign Plan
3	20	15	Events in Greater Malé Area
4	25	32	Events in Outer Islands
5	15	25	School Quiz Program
6	10	5	Case Study Report
7	5	4	Quarterly Report

NOTE

- The consultant must submit a financial proposal with the implementation plan for the delivery of all planned activities. The total sum quoted must be all-inclusive and include all cost components required to timely execute the deliverables outlined in the TOR, including communication costs, printing costs, and any other applicable costs to be incurred by the consultant. No consultant should incur expenses without express authorization from the employer.
- All devices including those used for photography, videography, recording and IT equipment, and any other device required for delivery of services should be provided by the consultant.

J. SELECTION CRITERIA

The position will be selected based on the following criteria:

Selection criteria	Weightage (%)
Education, training, and skills qualifications pertinent to the assignment	30
Prior work experience in similar assignments and conditions	40
(Interview) Evidence of good communication skills, and motivation for the assignment.	30

K. SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

- Subject to availability, the consultant will have access to meeting rooms and training halls on the employer's facilities as required. The consultant is required to complete the assignment using their own devices and equipment.
- Where required, the employer will liaise with other government institutions and relevant stakeholders for approvals related to the implementation of the outputs.
- Local transport for official travel between Male, inter-Atolls and inter-islands and DSA for the trips will be provided from the project.

L. APPLICATION

Interested applicants may submit their proposal either in a sealed envelope OR by email to the below mentioned address, with the following:

- Letter of Expression of Interest (EOI)
- CV that demonstrates that the applicant is qualified to perform the services (including appropriate skills, work experience from similar assignments, and interpersonal skills and motivation for the job)
- Copy of National Identification Card
- Attested copies of Educational Certificates (copies taken from with accredited original certificates)

M. SUBMISSION

Interested applicants may submit their proposals either in a sealed envelope OR by email on or before the time provided in the advertisement to the following address:

Ministry of Environment, Climate Change and Technology
Green Building, Handhuvaree Hingun, Maafannu
Male', 20392, Republic of Maldives
Email: zone3wte@environment.gov.mv
Contact Number: 3018300