

Greater Male' Environmental Improvement and Waste Management Project
Community Mobilization, Outreach and Gender Expert
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. GENDER MAINSTREAMING MEASURES

The project is classified as effective gender mainstreaming. A gender action plan (GAP) has been developed for the project with clear objectives, responsibilities, and resource allocation for women's meaningful engagement and inclusion in the project's outputs. Upon completion, the project will provide improved SWM services to more than 30,000 households, minimizing the burden of waste management on women. Through the project's efforts, local women will gain expertise in community-based SWM, including IWMC operations and disaster risk management (DRM). Campaigns to raise awareness about sustainable SWM, source segregation, and 3R benefits will specifically target 50% female participation. The **Community Mobilization, Outreach and Gender Expert** will play a crucial role in delivering these outcomes and milestones.

C. 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 (GAP). Gender specialists associated with the project will assist in the implementation of the GAP related to solid waste management activities supported by the project, and provide ongoing gender technical advice and guidance.

D. 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 a six-step community mobilization strategy that has been approved for implementation. This new consultant is required to analyse the existing work plan and offer revisions, along with an alternate strategy for delivering the project's outcomes on time.

E. OVERALL RESPONSIBILITY

Key responsibilities of the consultant are:

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 Gender Action Plan (GAP). She/he will:

- a. use communications tools and strategies to effectively inform and engage the various stakeholders through on-ground activities and approaches;
- b. assist PMU to refine, review and implement gender targets and activities, and prepare a GAP implementation strategy to align with GAP activities within project outputs.
- c. 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, and relevant Islands Councils.
- d. support relevant stakeholders and project partners to understand the role of gender equality and women’s empowerment for the program’s defined outputs.
- e. lead the formation of community groups, particularly women's groups and engage with them regularly to build their social leadership skills and provide them best practices for bringing positive behavior in relation to sustainable SWM;
- f. conduct consultations with the community members for disseminating valuable information for perception and behavior change;
- g. creation of consumer database in the outer island of Zone 3 region targeting households, businesses, institutions, hotels /guesthouses/resorts, tourists, solid waste collection staff and other key stakeholders;
- h. work closely with the IEC specialist and develop community awareness strategies and IEC/BCC materials;
- i. regularly travel to outer islands and conduct basic and advanced trainings and other adequate capacity development activities on community SWM and IWMCs operation and maintenance in all outer islands, visit households to create awareness and understand the practices of waste management, visit schools, businesses and other relevant stakeholders to collaborate (if required) and facilitate engagement sessions;
- j. represent work being done in gender-transformation and women empowerment under the project in relevant internal and external forums;
- k. liaise with local NGOs and CBOs to engage and involve them in SWM-related activities;
- l. assist in formative research;
- m. support implementation of GAP and work closely with the IEC Specialist in preparing and monitoring of the GAP implementation progress with quarterly reports;
- n. support and assist PMU in any project related work and render full support in any outsourced work related to PACCB work;

F. DELIVERABLES

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

Reporting Requirements			
Output	Description	Deliverable	Timeline
1	Prepare an inception report based on the requirements identified in the project outputs and the Gender Action Plan.	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 on sustainable SWM and 3R benefits targeting all relevant stakeholders, with special consideration given to integrate preferences of female participants.	Comprehensive campaign plan with defined objectives and key performance indicators	To produce and deliver the plan within 30 days of the approval of the inception report.
	Submit a detailed implementation plan with a schedule for roll out of awareness and behaviour change campaigns across Zone outer islands and Greater Malé Area 3		
3	Implement the behaviour campaigns through thirty community engagement events, including those targeted specifically at women, in the Greater Malé Area, with a minimum combined reach of 50,000 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 engagement events, including those targeted specifically at women, in each of Zone 3's 32 islands (1x event per island) with a minimum combined reach of 5,000 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 waste perception survey targeting a minimum of 30,000 households* in the project area. (*Households in Greater Malé Area and all islands in Zone 3)	Household Waste Perception survey plan, questionnaire and schedule	Within six (6) months from the date of signing the contract
6	Report to the PMU on the overall deliverables, work plan progress, success and impact of the trainings conducted	Quarterly Report in an approved format	Before the end of every quarter
7	Prepare a Progress report on work plan progress, and all 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

G. 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 planning, team-building and managing people such as volunteers, staff, and students including on community outreach programs and events within the Maldives.	3 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	1 project

Inter-personal skills

- Ability to organize and lead trainings, workshops and events, and organize community outreach programs
- Strong inter-personal skills with the ability to inspire and motivate people
- Ability to build strong relationships with key community groups and community members
- Flexible approach to work and a willingness to adapt to changing needs and requirements and manage multiple workstreams

Education and technical skills:

- Proficient in Microsoft 365 Suite or related writing and presentation software, use of social media platforms, design and production of print and digital campaigns/communication materials
- Completion of an MQA Level 7 degree relevant to the skills required for the position with knowledge of Waste Management, Environmental Management, Business, and Gender/Social inclusion.
- Ability to communicate accurately and concisely (verbally and in written form) in English and Maldivian Language.

H. REPORTING REQUIREMENT

- The Community Mobilization, Outreach and Gender Expert 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 Community Mobilization, Outreach and Gender Expert 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.

I. 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

J. COST ESTIMATE AND PAYMENT SCHEDULE

Cost Items	Amount in MVR
Remuneration	MVR. 360,000.00

Payment Schedule

Output	Weightage (%)	Total Expected Deliverables	Unit
1	5	1	Report
2	10	2	Campaign Plan and Implementation Schedule
3	30	30	Events in Greater Malé Area
4	30	36	Events in Outer Islands
5	10	1	Waste Perception Survey
6	5	4	Quarterly Report
7	10	2	6 Month Progress 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.

K. SERVICES AND FACILITIES TO BE PROVIDED BY THE EMPLOYER

- 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. SELECTION CRITERIA

The position will be selected based on the following criteria:

Selection criteria	Weightage (%)
Education, training, and skills qualifications pertinent to the assignment related to Communications, IT, community development, and knowledge of Environmental, Waste and Resource Management	30
Prior work experience in similar assignments and conditions, working with communities on outreach, capacity development, education and training	40
(Interview) Evidence of good inter-personal and communication skills, and motivation for the assignment.	30

M. 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 inter-personal skills and motivation for the job)
- Copy of National Identification Card
- Attested copies of Educational Certificates (copies taken from with accredited original certificates)

N. 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