



SAAFURAAJJE

Public Education Campaign

TERMS OF REFERENCE (TOR)

A. BACKGROUND

Littering and dumping of waste is a significant environmental as well as a public health concern in the Maldives. A system is set up for clean up of roads, public areas as well as the sea surrounding our beautiful islands. The consistent cleanup efforts are part of the work to keep our country clean, we need to look at the public responsibility when it comes to maintaining our natural beauty.

Every individual, household, school, government entity as well as private parties contribute to the everyday litter we see in public areas. We want to look at a negative impact we have on our environment to change into a positive impact. One time plastics can be avoided, dustbins to be available for public and other small as well as significant changes in our habits and attitudes towards waste to sustain and maintain our rich and unique environment.

Ministry of Environment and Energy (MEE) is **seeking the services of Non-Profit Making Organisations (NGOs)** to address the massive problem of public littering and dumping by different means of public awareness and education to the specified key audiences of Male' and Villimale'.

B. OBJECTIVE OF THE CAMPAIGN

- This campaign aims to increase awareness among the community or the key audiences in educating and convincing the public to eliminate public littering by developing THE WILLINGNESS of the individuals to act in reducing or eliminating public littering.
- The key objective of this assignment is to develop and strategise a Public education campaign eliminating public littering

C. KEY AUDIENCES

Listed below are the targeted audiences, but are not limited to the following;

1. Schools

- Pre-Schools
- Primary Schools
- Secondary Schools

2. Colleges





- Universities.
 - Higher Secondary Schools
 - Colleges
3. Food distributors and Service providers
- Restaurants
 - Cafes
 - Public food cart owners
 - Juice joints
4. Retail Shops
5. Metals, wood works and Automobile shops
- Workshops
 - Garages
 - Repair shops.
6. Expatriates
7. General Public
- Youth groups
 - Senior Citizens
 - National TV viewers

D. OVERALL RESPONSIBILITY

The overall responsibilities of the NGOs include, but are not limited to the following;

- To transfer knowledge or to support knowledge transfer to the key audience/s by creating and distributing educational and informative materials, through prints, online, outdoor, any other media channels.
- Generating and organising local events that presume actions of the individuals (contests, debates, other forms) which leads to the altering of their behaviour.
- To educate the target audiences about the importance of clean environment and proper ethical behavioural standards and practices.





E. SPECIFIC TASKS

The NGOs will carry out the following activities;

1. Develop and implement a comprehensive campaign awareness strategy which identifies the information needs of key audiences, identifies key messages and campaign activities.
2. Ensure effective planning and implementation of awareness programme and knowledge management by the development of a work schedule/ implementation plan.
3. Implementation of awareness activities through various forms such as media campaigns, training sessions and so on.
4. The NGOs shall monitor the everyday activities of the key audience/s about public littering reduction / good practices/any subjects of interest and shall send a proposal to the Ministry with a budget for the proposed program. The budget should include cost breakdowns of the awareness program to be conducted and should give a total budget for the whole awareness program.
5. Analyze the current level of awareness and behavioural trends in the target communities.
6. Define the key audiences and their subgroups to set targets in to be achieved in awareness of the audience.
7. Conceptualize the awareness program and seek feedback from the key stakeholders within the key audiences of the program.
8. The awareness program should address the key themes and slogans, target audience, media engagement and illustrative activities and proposed materials
9. Compile an inventory of stakeholders and submit recommendations for their involvement.
10. Provide recommended activities for the NGO to implement to raise awareness and conduct information programs and to monitor and evaluate the success of the awareness program.
11. The NGO should define the activities in addition to the budgeted activities they are willing to conduct under the NGO's social responsibility in order to make the awareness program a success.
12. All multimedia documents, info grams and video information programs will be developed by the NGO under the proposed budget or social responsibility of the NGO.
13. **Each NGO can submit proposals for awareness programs for more than 1 key audience group. A separate proposal should be provided for each key audience group.**
14. Each proposal will be assessed separately under the evaluation and the selection criteria.

F. QUALIFICATIONS AND EXPERIENCE

Interested NGOs should have the following requirements:

- Demonstrate the capacity to organise and to conduct similar consulting services in formulating public awareness campaigns in the Maldives or the NGO shall provide at least one team member who has previously worked for a similar consultancy project.
- Have developed similar programs/ and or having implemented public awareness/ communication activities (Would be an added advantage).
- Provide at least one team member with strong leadership, management and communication skills

G. GENERAL CONSIDERATIONS FOR THE ASSIGNMENT.



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- The interested NGOs must prove, when submitting the Technical Proposal for the TOR that the NGO understands well, at least at technical and social implication level, the Project and its objectives.
- The NGOs while submitting the proposals shall respect the requirements highlighted in the categories, B, C and D.
- Nevertheless, the individuals may propose and justify alternative approaches for the activities or other complementary activities, if he/she considers that his/her proposals may provide additional benefits for reaching the Project's Objectives and for increasing the impact of the Campaign to the key audience.
- The NGOs shall be held responsible for any delay in implementing the awareness program Schedule proposed by the NGO and approved by the Ministry.
- The NGO shall be responsible for obtaining copyrights or user rights to all the messages, text, photo, video, etc. that he/she creates and distributes during the Campaign. Therefore it is recommended that the NGO gets the necessary permits or approvals for use and distribution of the messages, photos and videos used within the awareness program. All the risks concerning such approvals and permits will be borne by the NGO if such an issue arises.
- The NGOs shall protect, in a proactive way, the reputation of the Ministry for the duration of the program and after regarding the program implemented by the NGO.
- The NGOs shall take photos during all implementation of the Campaign, to prove the completion of the Activities and to have illustrating pictures for the Campaign for future use.

H. REPORTING REQUIREMENT

- The NGO shall report directly to the Director-General of Waste Management and Pollution Control Department or his designate.
- The NGO shall ensure that all outputs are delivered on time, and by the time frame and requirements stated in the proposal.
- All materials developed under this program shall be approved by the Ministry.
- All awareness materials produced under this program shall contain the Saafu Raajje Logo and the NGO logo. Any and all materials produced under this program can be reused by both the NGO and the Ministry for awareness programs after the end of the program duration.

I. SCHEDULE FOR THE ASSIGNMENT

- Duration of the assignment is 8-9 months from the commencement of the work with potential extension based on performance and need.

J. FEE PROPOSAL / PRICE SCHEDULE

- The NGO is expected to include in the proposal a lump sum fee for the proposed program. The proposal, containing clear documentation on the methodology recommended and past experience, must be accompanied by detail breakdown of costs such as;
- Daily consultancy fee.
- Any other procurement of everyday goods or services needed to be undertaken during the assignment.
- Other overhead costs associated with the assignment.





- NGO should be equipped with the necessary computer hardware and software needed. Ministry will not provide computer hardware and software for completion of the works stated in the proposal and should not be included in the proposed budget for the program.

K. PROPOSAL SUBMISSION

The technical proposal and financial proposal must be submitted in two separate sealed envelopes to the address indicated in this TOR. The original and all copies of the technical Proposal shall be placed in a sealed envelope clearly marked “Technical Proposal” Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked “Financial Proposal” followed by the name of the assignment, and with a warning “Do Not Open With The Technical Proposal.” The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number and be clearly marked “Do Not Open, except in the Presence of the Official Appointed”. The Client shall not be responsible for misplacement, loss or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive

The Proposals must be sent to the address indicated in this TOR and received by the Ministry no later than the date specified in this TOR, or any extension to this date. Any proposal accepted by the Client after the deadline for submission shall be returned unopened.

The Client shall open the Technical Proposal immediately after the deadline for their submission. The envelopes with the Financial Proposal shall remain sealed and securely stored.

Interested parties to deliver the above scope of work are requested to submit their proposals. The following shall be included in the Proposal:

1. Technical Proposal

1. Methodology and Approach

This section shall highlight the methodology and approach that the consultancy NGO proposes to deliver the scope of work. It shall highlight the various stages that will be followed through in the development of the detailed strategy and plan and the stakeholders which will be consulted during this exercise.

Following guidelines can be used in the technical proposal to recommend the methodology:

- a. Overall Objective
- b. Research
 - i. Primary Research
 - ii. Secondary Research
- c. Situation Analysis Report
- d. Target Groups and consultative methods
- e. Strategy and Plan





The work specified in the proposal should be completed within the given 8-9 months of the assignment approval. The proposal should be realistic and feasible regarding key audiences, time frame and technical proposal provided.

2. Profile of the NGO

Under this section, provide details of the NGO/NGO; name and type of organisation, registration date, operational information, address, telephone number, e-mail and web addresses, and the name of the organisation’s director (s).

Submit a list of educational background, past work experience and ongoing work of the individual consultants proposed for this assignment. More points will be given to the work experience that are relevant to the waste management sector.

3. A detailed work plan of activities indicating how the Scope of Work will be delivered. It should detail how the outputs will be achieved within 8-9 months.

L. EVALUATION AND SELECTION CRITERIA

Evaluation of the proposal will be in line with the Government standard procedure and guidelines. The method of selection is Quality and Cost based selection.

Technical and Financial Score Calculation

#	Specifics	Marks
	TECHNICAL PROPOSAL	
(i)	Specific experience of the team members relevant to the assignment: Each member will be evaluated based on their CV.	[10]
(ii)	Adequacy of the proposed methodology and work plan in responding to the Terms of Reference:	
	a) Technical approach and methodology	[20]
	b) Work Experience of the NGO	[10]
	c) Organization and staffing	[10]
(iii)	Key professional staff qualifications and competence for the assignment:	
	<ul style="list-style-type: none"> • Consultant 1: Qualifications based on diploma or higher education in marketing, advertising, multimedia or other related field. <ul style="list-style-type: none"> ○ Proven multimedia design and artistic skills preferred. 	[10]
	b) Activities proposed to be implemented under the social responsibility of the NGO.	[10]
	Total points for Technical Proposal	70
	The minimum technical score S (t) required to pass is: 50 Points	
	<u>Financial Score Calculation</u> Financial Score = 100 x (Fm / F) x 30 percent, Fm is the lowest price and F the price of the proposal under consideration for the key audience category.	[30]





	Total points for Financial Proposal	30
	The total score = Technical Score + Financial Score	100

M. SUBMISSION DEADLINE

Applications must be delivered in sealed on or before **1300 hrs on 3rd June 2018**, to the below address. Electronic bidding will not be accepted. Late bids will be rejected. Bids will be opened in the presence of the bidder's representatives, who choose to attend in person at the address below on **1300 hrs on 3rd June 2018**.

Procurement Section.
Ministry of Environment and Energy
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Male', 20392, Republic of Maldives



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