

Greater Malé' Environmental Improvement and Waste Management Project
Web, Graphics Designing, Short Video Production & Social Media Specialist
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).
- Improve institutional and community awareness and capacity in DRR3.

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 which includes a branding guideline for the project.

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

Key responsibilities of the consultant are:

The consultant must have extensive experience in digital content development and distribution and will be responsible for the production of short films, TV ads, and videos necessary for the project's awareness, behavior change, and outreach initiatives. In addition, he/she will capture and edit footage of essential project activities and processes. This consultant will be responsible for overall creation, design and maintenance of the existing project website (including a dynamic knowledge portal) and development and management of existing social media content and profiles on various social networks including Facebook, Twitter, YouTube, Instagram, Pinterest, Snapchat, Tiktok and similar.

The consultant will be responsible for:

- a. managing the end-to-end development and delivery of web, graphic, and photo/video material for all IEC campaigns and project deliverables; working with the project team to ensure all web, graphic, and photo/video materials are kept up-to-date;
- b. developing dynamic, innovative, and brand-compliant media narrative that aligns with the project's overall outcomes; and the national waste management campaign — ‘**Fasgandu**’ in coordination with the Ministry of Environment, Climate, and Technology, Atoll Councils, and relevant Islands Councils.

- c. assist island communities targeting school children and youth to develop photo/video awareness materials;
- d. applying video editing and video production expertise to all multimedia outputs of the project;
- e. updating and revising existing materials in the appropriate formats and resolutions for dissemination in digital and print media;
- f. following the established brand guidelines to ensure that all messaging is consistent with the project's visual/messaging guidelines and aligned with the project's overall value/mission and scope;
- g. developing digital art works, illustrations, booklets, brochures, posters, banners, backdrops and other design assets for content provided by other consultants working with PMU;
- h. developing and producing creative and compelling short videos and motion graphics for social media, tv and other public screens and outlets;
- i. producing GIFS, 2D, and 3D animations/renders of project outputs such as new infrastructure with infographics to raise awareness;
- j. capturing photos/videos of all awareness, training, and capacity-building initiatives, and developing narratives to communicate messages in appropriate photo and video formats. To complete the above task, the consultant will be required to:
 - travel to atolls and inner islands with the team, documenting all activities on social media; and
 - edit, caption, and transfer content in real-time for prompt social media dissemination.
- k. developing and maintaining a project image/video archival system, and delivering project images/videos in response to relevant stakeholder requests;
- l. creating a comprehensive digital content and social media strategy for the project in order to improve audience awareness of the project's objectives and deliverables;
- m. building online audiences for various social media campaigns;
- n. developing new content as well as repurpose and distribute existing content via relevant social and traditional media channels;
- o. managing organic and paid promotion for all the channels;
- p. interacting with online users in social media spaces and engaging in dialogues where appropriate;
- q. setting effective benchmarks for assessing the impact of social media activities;
- r. analyzing, reviewing, and reporting on digital media campaign's effectiveness to maximize results;
- s. monitoring social media progress, trends, and competition; and delivering monthly analytics in a reporting format approved by the PMU;
- t. supporting and assist PMU in any project related work and render full support in any outsourced work related to PACCB work

She/he should have strong communication skills with in depth knowledge of a wide range of services including writing, designing, editing, proofing, and site maintenance. The expert is expected to have:

- a. experience in photo/ video editing for editorial, digital and social media channels,
- b. demonstrable post-production skills, including colour grading, sound design, and familiarity working with multi-cam timelines
- c. strong cinematography skills with experience operating a variety of video and audio equipment, including cameras, gimbals and drones
- d. the capacity to multitask, prioritize tasks, and fulfill tight deadlines with quality and precision
- e. sound knowledge of Search Engine Optimization (SOE) and social media optimization and experience with analytics tools such as Google Analytics, Facebook Insights and similar;
- f. good experience with graphic designing programs including but not limited to Adobe Photoshop, Sketch, Adobe Illustrator, Affinity Designer, Adobe InDesign and also Video Editing Software's such as Adobe Premiere Pro, Cyberlink PowerDirector 365, Pinnacle Studio;
- g. experience with one or more Content Management Systems with knowledge of industry best-practices, including content delivery standards and usability;

E. DELIVERABLES

The consultant will be expected to deliver these services in the context of the Terms of Reference in a timely manner.

Reporting Requirements			
Output	Description	Deliverable	Timeline
1	Prepare an inception report outlining the work/activities to be undertaken with reference to the ToR, including an implementation plan of the deliverables and timeline	Inception Report	Within a period of 15 days from the date of signing the contract
2	Develop a refreshed design system that includes templates and layouts required for the implementation of the projects' outputs (including but not limited to SM post layouts, PPT Presentation Layouts, motion graphics, Stand Banners, Stationary, Tote bags, Banners, T-shirts and similar)	Design System and files delivered in an approved format	Draft design templates to be submitted within 20 days of the approval of the inception report.
3	Develop a website maintenance strategy for posting all project updates, upkeep of the knowledge portal, including creating content with select portions in Dhivehi.	Minimum 4 posts on the website every month	From the 3 rd month onwards of the assignment
4	Develop narration, story board, production and edit for TV/Video spots. <i>Information and key messages to be identified in the inception report.</i>	Total six (6) TV spots (of 20-30 seconds) each intended for broadcast distribution	2 video spots to be produced and delivered every quarter.
5	Develop a social media content strategy to create awareness, disburse information and keep relevant stakeholders engaged about the progress of the project and activities. <i>Information and key messages to be identified in the inception report.</i>	Social Media Content Strategy with at least 12 posts every month on Facebook/Instagram/Twitter and similar	Within 30 days of the approval of the inception report.

6	Design artworks/ illustrations related to SWM to be placed on dustbins, leaflets, print materials and waste transport vehicles; to be printed and used by WAMCO and Island Council Vehicles.	Four (4) artwork sets	Draft design templates to be submitted within 45 days of the approval of the inception report.
7	Develop a brief course on environmental photography and video production targeted at school children and youth	Short course background note, training materials and implementation strategy.	Draft background note to be submitted within two (2) months of the approval of the inception report.
8	Photo/Short videos of focused trainings and engagement sessions in Greater Malé Area and in each of Zone 3's 32 islands	1 short video intended for SM for each focused training	To be submitted within three (3) days of each event's completion.
		1 photo set for identified trainings/community events engagement	To be submitted within one (1) day of each event's completion.
9	Develop an archival plan to document the project's development, including aerial photographs of the construction sites.	Photo sets of all project sites in Greater Malé Area produced monthly (total 20 sets)	To be submitted monthly
		Photo sets of project sites in outer islands (total 15 sets)	To be submitted according to approved trip schedule
10	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
11	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

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
Planning, designing and implementing design campaigns, digital art work production, website and social media activities	3 years

Education and technical skills:

- Completion of an MQA Level 5 certificate in multimedia, graphics design or motion pictures and visual arts, or information sciences with design major; or those with exceptional video/photography, visual design, or equivalent will also be considered.
- Sound knowledge of written and oral English and Maldivian language.

G. REPORTING REQUIREMENT

- The Web, Graphics Designing, Short Video Production & Social Media Specialist 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 Web, Graphics Designing, Short Video Production & Social Media Specialist has the option to work remotely however they must deliver all outputs within the specified timeline, physically attend all relevant meetings, and accompany the PMU consultants to document 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. 456,000.00

Payment Schedule

Output	Weightage (%)	Total Expected Deliverables	Unit
1	5	1	Report
2	10	3	Design Source Files (3 Revisions)
3	5	36	Website Posts
4	15	6	TV Spots
5	5	1	Report with schedule
6	10	4	Artwork Sets
7	5	1	Report
8	25	11	Photo/Video Gallery
9	5	35	Photo/Video Gallery
10	10	2	Report with original source files
11	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	20
Prior work experience in similar assignments and conditions	50
(Interview) Evidence of good technical 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 inter-personal skills and motivation for the job)
- Three references of companies or organizations that applicant has completed work for in the past
- Submit a portfolio (online link) that contains a sample of previous relevant design work as well as a written description of the applicant's role in its development.
 - 1 video reel showcasing previous videography projects
 - 2 photography projects
 - 2 digital design samples
- 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 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