



**Ministry of Environment, Climate Change and Technology**  
Republic of Maldives

## **TERMS OF REFERENCE**

### **CONSULTANCY TO DEVELOP AND IMPLEMENT INFORMATION, EDUCATION & COMMUNICATION (IEC) CAMPAIGN FOR SOLID WASTE MANAGEMENT (SWM) IN THE MALDIVES**

#### **1. Background**

Solid Waste Management (SWM) is a critical sector in the Maldives due to its high economic and social dependence on a healthy environment. Unfortunately, over the years, waste management problems have increased significantly throughout the country, leading to environmental pollution and adverse health effects. Although waste management practices vary from community to community, open dumpsites are scattered across islands where waste is disposed of either into the sea or through open burning.

To address these challenges and promote economic and social development, the Maldives government has invested heavily in developing the waste sector. The government is in the process of developing the necessary infrastructure to create an integrated and sustainable solid waste management system across the country. To support this effort, the Ministry of Environment, Climate Change and Technology has developed two campaigns with brand names of 'Fasgandu' and 'Plastikaa Nulaa,' to raise awareness of recent amendments to the Waste act and the single-use plastic phase-out plan. The legislation, together with the government's commitment to addressing the growing issue of SWM in the Maldives, require immediate interventions through targeted behaviour change and communication campaigns for effective implementation.

The Ministry of Environment, Climate Change and Technology is now seeking the assistance of a qualified firm to design, develop, and implement an information, education, and communication (IEC) campaign that aligns with the ministry's existing waste management campaigns above. The firm is required to produce a well-developed toolkit with key performance indicators to promote appropriate awareness, enhance knowledge, and promote key behavioural changes in adopting sustainable SWM practices. These practices include source segregation, adopting the 3R principles (reduce, reuse, and recycle), and helping target groups to adapt to plastic-free choices in everyday life.

The digital media field is rapidly growing, with new evolving technologies introduced daily, driving the public to focus and engage more than ever in social media. Digital engagement plays an essential role in responding to global shifts in the fields of communication, education, advocacy, and development. The developed campaign must encompass a 'digital-first' approach in information dissemination to broaden appeal and reach and must be carefully considered.

Therefore, the hiring firm has the responsibility to develop a variety of unique and creative content, targeting digital, social, and conventional media based on the thematic areas specified in the objective of this TOR and the communications plan. The firm is expected to develop, design, and implement IEC campaign and work closely with the waste management and pollution control department of the Ministry.

## **2. The objective of the Assignment**

The objectives of the assignment are to develop a toolkit that will aid to;

- i. Develop a targeted information, education, and communication (IEC) campaign aligned with the existing waste management campaigns, aimed at promoting sustainable solid waste management practices in the Ministry of Environment, Climate Change and Technology
- ii. Create and develop a toolkit that includes key performance indicators (KPIs) to measure the effectiveness of the campaign in promoting awareness, knowledge enhancement, and behavioural changes among target audiences.
- iii. Develop unique and creative content that targets digital, social, and conventional media and is based on thematic areas specified in the objective of this TOR.
- iv. Ensure that the campaign takes a 'digital-first' approach, with carefully considered strategies to expand its reach and appeal.
- v. Work closely with the waste management and pollution control department of the Ministry to design and implement the IEC Campaign
- vi. Develop content that promotes gender equality through this campaign and considers women's preferences, with a view to enhancing their participation and representation in waste management initiatives.

## **3. Scope of Work**

- i. Develop and Implement a comprehensive information, education, and communication (IEC) campaign that aligns with the Ministry's existing waste management campaigns, 'Fasgandu' and 'Plastikaa Nulaa', to create awareness around the recent amendments to the national waste act and the single-use plastic phase-out plan.
- ii. Produce a well-developed toolkit with key performance indicators to ensure appropriate awareness, enhance knowledge, and promote key behavioral changes in adopting sustainable SWM practices, including source segregation, 3R (reduce, reuse, and recycle), and helping target groups adapt to plastic-free choices in their everyday lives.
- iii. Develop unique and creative content that is targeted for digital, social, and conventional media based on the thematic areas specified in the objective of this TOR and the communications plan. The digital-first approach must be carefully considered.
- iv. Promote gender equality through the campaign and consider women's preferences by developing content that caters to women and promotes their inclusion and participation.
- v. Develop and implement targeted SWM campaigns, working closely with the waste management and pollution control department of the Ministry.

- vi. Evaluate the effectiveness of the campaign through data collection and analysis, including social media engagement, feedback from the target audience, and other relevant metrics.

#### **4. Detailed Tasks**

##### **a) Prepare Project Documentations**

###### **i. Communication Plan**

- i. Provide a comprehensive communications plan indicating a detailed work and timeline of deliverables
- ii. Approve and alter the communications plan based on feedback given by the Ministry.

###### **ii. Status Reports**

- i. Submit monthly status report to ministry with the milestones progress rate.

###### **iii. Post Campaign Assessment Report**

- i. Provide a comprehensive post campaign assessment report with the goals, strategies and outcomes

##### **b) Develop Print materials**

- i. Draft flyers, posters, factsheets, billboards, banners, booklets, board games, and signage.

##### **c) Produce Broadcast materials**

- i. Produce video presentations, documentaries, video spots, radio spots to broadcast on television and radio.

##### **d) Design and Develop Digital content (Augmented reality, Virtual Reality, SM Content)**

- i. Design and develop infographics, motion graphics / animated videos, digital flashcards, e-newsletter templates, animated gifs

##### **e) Dissemination of the materials and content**

- i. Distribution and Broadcasting of the materials and content produced in the project.

The consulting firm will be required to develop, design, produce, implement, and install all materials developed as part of the campaign. In the case of any public events, the consulting firm is required to set up (event management) spaces and develop program plans for all such events. All costs related to the events will be borne by the firm. Materials design and developed under the consultancy should be finalized in consultation with the Ministry.

Should include logos provided by the Ministry in all materials developed.

**All above content shall be produced in the English language initially and upon confirmation the content to be translated into Dhivehi language.**

## 5. Requirement for Qualifications and Experience

Interested firms should provide CVs of team members meeting the following requirements:

- Minimum Bachelor's degree in Marketing
- Minimum Bachelor's degree in Graphics and Multimedia
- Minimum of 3 years' experience in designing multimedia materials, and undertaking similar types of creative projects
- Demonstrate a sound record in providing consulting services for similar multi-media productions
- Proven multimedia design and artistic skills
- Previous recent work experience with similar projects within government institutions is an asset

## 6. Duration of Consultancy and Deliverables

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

#	Activity	Deliverable	Duration
1	Develop project documentations	<ul style="list-style-type: none"> <li>- Communication plan</li> <li>- Status report (Monthly)</li> <li>- Post campaign assessment report</li> </ul>	<ul style="list-style-type: none"> <li>- 2 weeks</li> <li>- N/A</li> <li>- 2 weeks</li> </ul>
3	Develop Print materials	<ul style="list-style-type: none"> <li>- Brochures (10)</li> <li>- Posters (15)</li> <li>- Flyers (20)</li> </ul>	<ul style="list-style-type: none"> <li>- 6 months (fortnightly)</li> </ul>
4	Develop Broadcast materials	<ul style="list-style-type: none"> <li>- Ads for TV/LED Billboards (10)</li> <li>- Short Videos for social media (40)</li> <li>- Dissemination of the materials and content (24 Weeks)</li> </ul>	<ul style="list-style-type: none"> <li>- 6 months (fortnightly)</li> </ul>
5	Develop Digital content (Augmented / Virtual reality / social media)	<ul style="list-style-type: none"> <li>- Social media content (stickers, posts, stories, infographics) - (75)</li> <li>- Augmented/Virtual reality content (10)</li> </ul>	<ul style="list-style-type: none"> <li>- 6 months (fortnightly)</li> </ul>

## 7. Facilities to be provided by the Client

- The client will provide access to all relevant resources, including the Projects Communication Plan.
- Relevant staff from the PMU will work closely with the consultant.

## 8. Intellectual Property

The materials developed by the consultant for this campaign will remain the intellectual property of the Ministry of Environment, Climate Change and Technology. This means that the consultant will not be able to use or distribute any part of the developed materials without the prior written consent of the Ministry.

It is essential to note that the Ministry requires the developed materials to be original and not infringe on any existing copyrights or intellectual property rights. The consultant must ensure that any materials used, including images, graphics, and videos, are either created in-house or have the necessary licenses and permissions for use.

Furthermore, the developed materials should not contain any confidential information, proprietary data or trade secrets of the consultant. The Ministry will retain the right to modify, reproduce, or distribute any developed materials as required for the implementation of the campaign.

## 9. Reporting Modalities

The Consultant /firm will work closely with the staffs of Waste Management and Pollution Control Department

## 10. Duration

The duration of the assignment is for 01 year from the signing of the contract.

## 11. Evaluation

Criteria	Points
<b>Education and training and skill qualification.</b> Attested relevant completion letters/certificates should be submitted.	<b>40</b>
<b>Technical requirements</b> Relevant projects completion letters/certificates should be submitted. Portfolio should be submitted Sample/works that is been submitted by the consultant will be evaluated	<b>40</b>
<b>Interview</b> Evidence of good technical skills and motivation for the assignment	<b>20</b>